



Dubai to host the region's premier green industry event

MYPLANT & GARDEN MIDDLE EAST 2025: CATALYSING THE GULF'S GREEN TRANSFORMATION

Dubai is set to become the Gulf's premier hub for ornamental horticulture, landscaping, and sustainable urban design with the launch of Myplant & Garden Middle East 2025. Scheduled for 15-17 November at the Dubai Exhibition Centre, Expo City, the event marks the region's first international B2B trade fair dedicated to floriculture, landscaping, and green innovation. It will showcase climate-smart solutions, biodiversity integration, and resilient urban landscapes, fully aligned with the UAE 2030 Green Agenda and the nation's vision for sustainable urban development.

Under the patronage of the UAE Ministry of Environment, the Embassy of Italy in the UAE, ITA Dubai, and the Ministry of Enterprises and Made in Italy, the fair bridges Italian horticultural expertise with the UAE's ambitious sustainability objectives. This high-level institutional support underscores the strategic

alignment of international innovation with the Gulf's green development priorities.

The exhibition brings together the full horticultural ecosystem, including nurseries and propagation materials, mechanization and irrigation technologies, hardscape and outdoor furnishings, floristry and decorative solutions, landscape consultancy, and green space maintenance. Exhibitors gain access to the Gulf's rapidly growing real estate, hospitality, and tourism sectors, while investors and developers can explore innovative solutions with measurable ROI for large-scale urban and commercial projects.

The fair's programme features conferences, roundtables, and technical workshops led by global and regional experts in climate-smart landscaping, sustainable AgriTech, xeriscaping, and next-generation urban green design. Flagship sessions include the Italy-UAE AgriTech Partnership Forum, The Flower of Sanremo, and panels

featuring Prof. Francesco Ferrini, Dr. Daniele Massa, Leonardo Capitanio, and Jens Bödeker. The opening session, "Planting the Future," will highlight strategies for integrating resilient landscapes and nature-based solutions into urban planning.

Organised by the Italian Exhibition Group (IEG) in partnership with V Group, Myplant & Garden Middle East 2025 is more than a trade exhibition—it is a catalyst for innovation, knowledge exchange, and strategic business growth, shaping greener, resilient, and future-ready urban landscapes across the Gulf.

Opening Ceremony Highlights

The ceremony, themed "Planting the Future: Bridging Landscapes for a New Narrative of Nature," will welcome distinguished global and regional leaders, including:

- Andreas Kipar, World Economic Forum & Green City Italia
- HE Minister of Climate Change and Environment, UAE
- Maurizio Ermeti, President, IEG Group
- Corrado Peraboni, CEO, IEG Group
- Antonio Tajani, Deputy Prime Minister & Italian Minister of Foreign Affairs
- Lorenzo Fanara, Ambassador of Italy to the UAE
- Matteo Zoppas, President, ITA – Italian Trade Agency
- Mirco Carloni, President, XIII Commission (Agriculture), Italian Parliament
- Representatives from Liguria & Piemonte Regions
- HE Marwan Ahmed Bin Ghalita, Director General, Dubai Municipality
- Senior representatives of Dubai Executive Council & Terra Expo City Dubai

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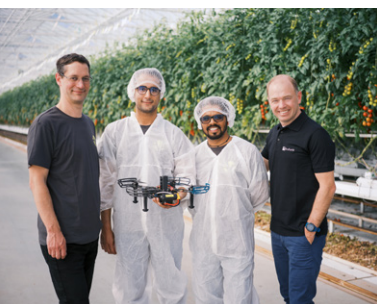
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