

Myplant & Garden 2025: a record-breaking edition!



Milan (IT) – High participation, new international perspectives, and an extraordinary offering. Focus on markets and industry dossiers in the green sector.

Upcoming events:

November 15-17, 2025, in Dubai with Myplant Middle East

February 18-20, 2026, in Milan with the 10th edition of Myplant

Myplant & Garden 2025 concluded with extraordinary success, solidifying its position among the leading international events for the green sector. The fair set new records, exceeding 800 exhibitors and approaching 27,000 attendees in the halls. Once again, Myplant provided high-level insights and content across all involved sectors, creating a vast ecosystem of privileged dialogue among research, markets, innovation, technology, tradition, quality, materials, environment, and development, while presenting new stimuli for the future of the entire horticultural and floricultural industry, crossing gardening, urban development, sports fields and facilities, new floral trends, landscaping, and the creation and maintenance of public and private green spaces.

“We had promised an explosion of nature, innovation, proposals, and vitality: a Big Bang painted green with many multicolored shades,” said Valeria Randazzo, Exhibition Manager of Myplant. “We are fully satisfied, the results speak for themselves: the numbers, the comments, the atmosphere in the halls, the commercial, institutional, and cultural feedback are remarkable. The first registrations for Myplant Middle East have already been recorded.”

Markets: Made in Italy's record growth and international challenges

At the opening of the fair, the 1st National Report on the Floriculture Sector – promoted by Coldiretti, Assofloro, and Myplant, and conducted in collaboration with Centro Studi Divulga and Istituto Ixé – was presented, confirming another historic milestone for Italian production. In 2024, the sector reached a production value of €3.3 billion, marking the highest value ever, with a 3.5% increase from the previous year and a 30.8% growth over the past decade.