

Myplant & Garden 2026 marks 10th edition with international reach



Myplant & Garden 2026 marked its tenth edition with solid attendance. It sustained international engagement, reaffirming the exhibition's role within the AIPH-approved international trade fair calendar and the wider global horticultural network.

Welcoming nearly 28,000 professional visitors and 800 exhibiting brands, the exhibition presented a structured cross-section of the ornamental supply chain. Exhibitors were distributed across nine macro-sectors: pots, nurseries, technology, services, machinery, flowers, decoration, landscape architecture and garden furniture. These were organised across four interconnected halls on a single level to ensure accessibility and ease of movement. Crowded outdoor areas at Fiera Milano Rho hosted live demonstrations by tree climbers and lumberjacks, reinforcing the fair's practical dimension.

More than 200 delegations of top international buyers from 47 countries attended. Beyond Europe, landscape and green design professionals from

Canada, Jordan, Saudi Arabia and Turkey highlighted growing investment in large-scale urban and infrastructure projects, particularly in the Middle East.

Public and institutional representatives from France, Malta, Monaco and Portugal signalled increasing administrative attention toward urban greenery, heritage garden management and sustainability policy. The wider ecosystem included large-scale retail buyers from France and Lithuania, plant trade representatives from the Netherlands and Luxembourg, machinery specialists from Australia and forest nursery producers from the Czech Republic.

Together, these sectors formed a fully integrated international value chain, from production to machinery, distribution to landscape contracting and public management.

The exhibition took place against a backdrop of strong performance in both the national and international markets. Italian horticulture production exceeded €3.25 billion in 2024, while exports of Italian plants and flowers surpassed €1.3 billion in 2025, achieving a positive trade balance of €374 million.

Debate during the fair emphasised the importance of reciprocity in trade and the removal of phytosanitary barriers restricting market access. Discussions also addressed revisions to European packaging legislation, including recognising pots as production tools rather than packaging.

Globally, the value of flower and potted plant production reached €24.5 billion in 2024, with nursery production adding €29 billion and bulb production €101 million, according to CREA data based on [AIPH Statistical Flowers & Plants Yearbook](#). Eurostat estimates the European Union horticulture sector at €24.5 billion, underscoring the industry's scale within global agriculture.

Diverse indoor plant selections at Myplant & Garden 2026 illustrate evolving consumer trends within ornamental horticulture.

Across the halls, botanical diversity remained central. From living-room algae and sculptural macro bonsai to multi-coloured succulents and renewed cyclamen varieties, the exhibition reflected a sector balancing aesthetics and adaptability.

Noteworthy were citrus collections, flowering camellias, centuries-old olive trees and palms suited to warmer climates. Trend-driven houseplants featured strongly, including varieties of Ficus, Alocasia, Calathea and Maranta, alongside variegated Monstera selections and distinctive introductions such as *Zamioculcas 'Zorro'* and *Labisia 'Kura Kura'*.

Seasonal novelties included new freesias, osteospermum varieties and distinctive Proteaceae, reflecting evolving design trends and biodiversity priorities.

Conferences placed greenery firmly within the framework of strategic urban infrastructure. Contributions ranged from Coldiretti to David Chipperfield Architects, from the Polytechnic University of Milan to Green City Italia, CREA, Eurac and national professional associations.

Discussions addressed biodiversity, sport infrastructure, digitalisation of design, climate resilience and public policy, reinforcing horticulture's role beyond production into urban regeneration and wellbeing.

Exhibition Manager Valeria Randazzo reflected on the collaborative spirit underpinning the event:

“Myplant grows because it is built together. It originates from companies, trade associations, representatives and partners. It is a community, a big family. Without this strength, nothing would have been possible. This tenth edition is a sincere thank you to those who continue to add bricks and help this building grow.”

AIPH Secretary General Tim Briercliffe commented:

“Myplant & Garden demonstrates how a well-structured national exhibition contributes meaningfully to international horticultural exchange. The diversity of professional participation and the strength of global market engagement underline the importance of these platforms within our sector.”

The next edition of Myplant & Garden returns to Milan in February 2027. The [international calendar](#) continues with the AIPH-approved Myplant & Garden Middle East, taking place from 21 to 23 October 2026 in Dubai. As an AIPH-approved trade exhibition and Affiliate Member, [Myplant & Garden](#) forms part of our wider framework supporting global knowledge exchange, market access and sustainable development in ornamental horticulture.