

EVENTS AND EXHIBITIONS

Myplant & Garden – International Green Expo

February 21-23, 2024

As the anticipation builds for the approaching Myplant & Garden – International Green Expo, the event is set to unfold on February 21-23, 2024, with an impressive 50,000 square meters dedicated to the world of greenery.

“Here, the future is green, sustainable, and smart. The best support for the green transition will be showcased at the Expo.”

“Green, sustainable, and smart – this is the future we are shaping for businesses, the industry, and the country,” states Myplant & Garden, the International Green Expo now in its eighth edition, a professional event among the most significant worldwide.

From February 21 to 23, Myplant will transform 4 pavilions at Fiera Milano-Rho into a vast garden of 50,000 square meters, equivalent to 7 football fields or 185 tennis courts. The space will host a 360-degree display of green solutions, from productions to cultivation systems, therapeutic and inclusive gardens, green cities, sportsgrounds and facilities, landscapes, public spaces, green infrastructure, robotics, home decorations, digital tree twins, new botanical varieties, and gardening trends (a hobby that captivates 6 out of 10 Italians).

With its eighth edition, Myplant & Garden reaffirms its position as the most important, anticipated, and rich event for international professionals in nursery gardening, gardening, floriculture, landscaping, and sports greenery in Italy.

Creating business opportunities, capturing new trends, dealing with innovations, planning the commercial, production, logistical, and stylistic future, networking, getting to know, comparing, updating, and much more – Myplant encompasses all this and is the chosen ‘place to be’ for a growing number of companies, professionals, and experts.

This edition will be expanded by an additional 5,000 square meters compared to the previous one, including outdoor areas for practical demonstrations, featuring

700 brands on display (20% from abroad), dozens of partner associations, 190 buyer delegations, and 105 accredited foreign companies visiting from 40 strategic countries across 4 continents.

There will be 60 conferences and special initiatives, with 180 registered journalists, representing 9 macro-sectors covering the entire horticultural-floricultural chain.

The business delegations from Germany, France, Japan, the Middle East, Poland, Romania, and Austria are among the most substantial. Noteworthy are the delegations from the Middle East, around 13%, as well as from Asia, including China.

Among the selected buyer categories are companies operating in the landscape, parks, nursery, pots, machinery, maintenance, seeds, cut flowers, and decision-makers from major purchasing chains (Garden Centers, GD, DIY, Home & Garden, e-commerce), Public Administrations, representatives of European capitals, hospitality facilities, real estate developers, and planners.

The presence of representatives and owners of hospitality villas, events and ceremonies, historic residences, archaeological, national, regional and local parks, wineries, research institutes, universities, botanical gardens, thermal complexes, outlets, large gardens, museums, castles, and palaces is confirmed.

A study by Myplant based on Istat (Italian Statistic Institute) data in January 2024 has certified a double-digit growth of value productions (+11.4%) in Italian flowers and plants, an excellence appreciated internationally. Italy is the second continental exporter of these products, with a “strong appeal from the perspective of our country’s image.”

There are 17,000 companies and over 45,000 hectares of land dedicated to Italian floriculture. Tuscany, Liguria, Sicily, Lombardy, Lazio, Puglia, Emilia-Romagna, Veneto, and Piedmont lead the ranking of Italian regions with the highest productive value in the national floriculture sector. This value has reached 3.14 billion euros, “the highest data in the historical series of the last decade,” as confirmed by Myplant.

Tuscany leads in national nursery productions (55% of the market), with a production turnover close to a billion: 921 million euros (+11.6%). Liguria, increasingly the ‘queen of flowers,’ with 435.6 million euros (+11.7%), equivalent to 30% of national floricultural productions.

“The potential of green capital in addressing environmental, health, and social issues is enormous,” Myplant affirms. Every euro invested in public greenery revalues up to 4 euros. Green as a project raw material becomes a climatic bulwark, an anti-pollution barrier, an engine of inclusion and social security, a bastion in environmental protection, a factor in territorial resilience and hydrogeological

protection, and a guardian of biodiversity. With evident direct and indirect economic, material, and immaterial repercussions.