



EVENTS AND EXHIBITIONS

Myplant & Garden Returns: An International Floral Extravaganza

Milan, February 2024 – Spring arrives early this year with the eighth edition of Myplant & Garden, a premier international green trade fair taking place from February 21 to 23. Anticipating over 20,000 attendees from every corner of the globe, this edition places a spotlight on innovation, sustainability, and creativity.

Myplant will bring together 768 exhibitors, with 21% representing international participation. Filling four pavilions at Fiera Milano-Rho (IT), the event will transform the space into an expansive 50,000 square meters, equivalent to 7

football fields or 185 tennis courts. The exhibition will showcase the latest developments in the floriculture sector for the upcoming season.

Visitors can expect a fascinating array of novelties, including the unveiling of the 'Plant of the Future.' The exhibition will feature an eclectic range, from lilliputian olive trees to mammoth bonsai, imperial cacti to mini-agaves, salon algae to heat and frost-resistant plants. The diverse display will encompass super agapanthus, geraniums, roses, begonias, orchids, lisianthus, petunias, hibiscus in varied shapes and colors, and flowers boasting unprecedented hues.

The exhibition will also highlight multi-taste herbs, new varieties of delosperma, chrysanthemum, sansevieria, gerbera, iris, apartment aloes, plug&play vertical gardens, and cutting-edge technological innovations. Attendees can explore recent discoveries in plant and soil nourishment, eco-friendly furniture made from natural materials, terrariums, apartment lampariums, honey-bearing plants to attract bees and butterflies, bird gardens, domestic plant incubators, soilless cultivation, mini-biofactories, intelligent irrigation systems, advanced machinery, and revolutionary solutions for sports turf, among other offerings.

Myplant & Garden will host various events, including workshops led by world-renowned floral decoration masters, multisport fields in collaboration with FIGC, UEFA, and other partners, tree logging demonstrations, gardening showcases, flower-fashion runways for weddings, and a myriad of artistic-botanical installations, shows, and floral-themed settings. Additionally, visitors can enjoy show-cooking sessions with barbecue chefs.

An arena for unique encounters and an exceptional showcase of novelties, Myplant introduces Myplantech, a dedicated path identifying products and innovative solutions shaping the future of the sector. Myplantech will feature digital twins of trees, tree equity initiatives, hi-tech greenhouses, water and energy-saving technologies, circularity and recycling solutions, soilless cultivation methods, mini-biofactories, and new varieties of plants and flowers.