



EVENTS AND EXHIBITIONS

The eighth edition of Myplant & Garden: A Resounding Success

The eighth edition of Myplant & Garden, held from February 19-21, 2024, concluded with resounding success, marked by growing numbers, numerous innovations in the pavilions, and enthusiastic participation in various meetings. The event, positioned as a significant platform for professionals in the horticulture, floriculture, nursery, garden, landscape, and sports grounds sectors, exceeded expectations, solidifying its central role in the industry.

Key statistics from the event include 762 exhibitors (a 15% increase from 2023), 204 international buyer delegations (a notable 27% rise from 2023), 50,000 square meters of exhibition space (up by 10%), and 25,000 attendees (an 8% increase). The event hosted 114 accredited foreign purchasing groups from 45 countries and 4 continents.

Valeria Randazzo, Exhibition Manager of the International Green Expo, expressed immense satisfaction with the positive feedback received from both exhibitors and visitors. The high quality of exhibited offerings, the caliber of buyers, valuable content discussions, and the overall richness of opportunities for networking and business prospects were highlighted as key features of this edition.

Leading the rank of exhibitor origins were Lombardy, Veneto, Tuscany, and the Netherlands. The event covered nine exhibition macro-sectors, presenting novelties and innovations in areas such as pots, nurseries, technology, services, machinery, flowers, decoration, sports & landscape, and garden furniture.

International participation was significant, with notable delegations from Europe and Asia, and growing interest from the Middle East. Categories of selected buyers included those from landscaping, parks, nurseries, pots, machinery, maintenance, seeds and nutrients, cut flowers, as well as decision-makers from major purchasing chains.

The event focused on themes such as ecological transition, urban regeneration, sustainability, and the crucial link between greenery and health. Meetings in the Landscape Area, in collaboration with architect Sabina Antonini-En Space network, provided valuable insights into urban construction, renewable energies, plant use in design, and territorial enhancement.

A historic agreement between Anve and Avi was signed at Myplant, aiming to promote the development and enhancement of Italian and European nursery gardening.

Conferences and discussions covered various topics, including sustainability, biodiversity protection, tree habitat, future of floriculture, young people in horticulture, and urban greenery. The event also presented the 'City for Green' Award, recognizing outstanding contributions to the development, maintenance, and requalification of green areas by municipal administrations and volunteer associations.

The flower/decoration sector, curated by Marco Introini and Rudy Casati, showcased inspiring compositions and designs, revolving around the theme of wedding ceremonies. The Decor District witnessed international ateliers presenting immersive sets and enchanting atmospheres.

The Myplantech path highlighted innovations shaping the future of the sector, covering digital twins of trees, hi-tech greenhouses, energy-saving solutions, and more.

Myplant & Garden, with its continuous growth, has become a vital hub for green professionals, fostering a community committed to embracing new horizons and contributing to a healthier green culture.

About Myplant & Garden

Myplant & Garden is the most important professional trade fair for horticulture, garden, landscape, and sports grounds in Italy. It serves as a reference for the Italian industry and a key player in international markets, promoting green culture, circular economy, environmental protection, and green design.