

MYPLANT & GARDEN MIDDLE EAST 2025 Debuts In Dubai To Advance Sustainable Agriculture And Innovation

(**MENAFN**- Mid-East Info) Under the patronage of the UAE Ministry of Climate Change and Environment (MoCCA), Dubai is set to host the inaugural edition of Myplant & Garden Middle East 2025 from 15–17 November at the Dubai Exhibition Centre, Expo City Dubai. The event is poised to become the region's leading platform dedicated to agriculture, horticulture, and sustainable urban planning.



Organised under the auspices of the Embassy of Italy in the UAE, the Italian Ministry of Enterprises and Made in Italy and the Italian Trade Agency (ITA) Dubai, the event marks a significant collaboration between Italy and the UAE in advancing sustainability, innovation and nature-positive urban development.

More than 100 international companies from around the world will take part in the exhibition, alongside six leading UAE companies such as Tanseeq Investment Group, Desert Group, Grand Grower Horticulture, Pheladelphia Agricultural, Planters Group, and Gale Pacific.

These companies will contribute new ideas to the development of urban green spaces and the promotion of sustainable agriculture.

“The Ministry's patronage of the event reflects the UAE's steadfast commitment to building a sustainable future and directly supports the objectives of the UAE's Green Agenda 2030. The integration of innovation in horticulture, modern agriculture, and urban green space development transcends a complementary role. It stands as a foundational pillar of our strategy to bolster climate resilience, cultivate smart and adaptive cities, and elevate the quality of life within them,” said HE **Dr. Mohammed Salman Al Hammadi**, Assistant Undersecretary for the Food Diversity Sector, Ministry of Climate Change and Environment.

“Myplant & Garden Middle East 2025 represents a unique opportunity to bring together the best of Italian and international expertise in horticulture, floriculture, and sustainable urban development. Our aim is to create a platform where innovation meets collaboration, inspiring new solutions for greener, more resilient cities across the Middle East and beyond,” said Valeria Randazzo, Exhibition Director.

At the heart of the event is the Myplant & Garden Consortium, representing Italy's most dynamic horticultural and floricultural enterprises, including Organizzazione Orlandelli, Floricoltura Pisapia, Florpagano, Nicoli, Cactusmania, and Giambo' Piante.

“The Middle East is emerging as a key region for the green economy. Our presence in Dubai represents a milestone for the Consortium as we share Italian excellence and expertise with a region investing decisively in sustainable transformation,” said Marco Orlandelli, President of the Consortium.

The exhibition will include a Dutch Pavilion, organised by Green, showcasing the latest innovations in garden design and plant care. It will also feature distinguished Italian regions such as Liguria and Piemonte, which will present their experiences in agricultural production and environmental innovation.

The exhibition will take visitors on a comprehensive journey through diverse sections featuring landscaping, floral design, pools and outdoor furniture, as well as modern agricultural technologies and services, including greenhouses, bio-fertilisers, and renewable energy.

The exhibition will open with an international conference titled 'Planting the Future: Bridging Landscapes for a New Narrative of Nature,' featuring a distinguished lineup of speakers, including HE Dr. Mohammed Salman Al Hammadi, Assistant Undersecretary for the Food Diversity Sector, Ministry of Climate Change and Environment; Andreas Kipar, Chairman of Green City Italia and member of the World Economic Forum's Nature-Positive Cities Task Force; Lorenzo Fanara, Ambassador of Italy to the UAE; and Mirco Carloni, President of the XIII Commission (Agriculture), Italian Parliament. The conference will discuss the role of governments in building sustainable cities capable of adapting to climate change, and the importance of horticulture and afforestation in enhancing urban environments.

The exhibition will attract delegations of investors and experts from across the GCC, serving as a platform for collaboration and knowledge exchange in modern agriculture and environmental innovation.

Maurizio Ermeti, President of Italian Exhibition Group (IEG), said that launching this global event in Dubai reflects the city's position as a leading hub for sustainability and environmental initiatives. He added that the exhibition aims to strengthen international cooperation to achieve green development that benefits both people and nature.

Myplant & Garden Middle East 2025 embodies the UAE's vision of building greener and more sustainable cities, reaffirming its leading role in driving regional and global efforts toward a thriving environmental future for generations to come.