
The gardening world meets in FieraMilano Doors open to Myplant, 45,000sqm dedicated to the ingredients that make cities greener

"Cities have a green future": this is the key message for Italy according to Myplant & Garden, among the most important international exhibitions that has reached its seventh edition.

From 22 to 24 February, Myplant will transform FieraMilano Rho in a **huge, 45,000sqm garden** - the side of 6.5 soccer fields, or 170 tennis courts - where **every single aspect** of gardening is going to be presented. Solutions for homes, gardens - also therapeutical and inclusive - sport facilities, urban redevelopment, landscape, public areas, smart mobility and green infrastructure.

According to the latest data shared by Myplant, in **Italy** there are 17 million **gardeners** (there were 10 in 2012), **Italian production** of flowers and plants - which has international recognition - has started to grow again in 2021 (Tuscany, Liguria, Sicily, Lombardy, Lazio, Puglia, Emilia-Romagna, Veneto and Piedmont lead the country). **Exports** and **sales** grow as well.

The high **cost of energy** and of raw materials, however, have an impact on the industry. These problems require sustainable solutions, that involve innovation and digitalization. The trade fair presents new technology, apps, softwares, automated devices that monitor the health of plants, electric batteries, highly efficient greenhouses, and numerous other solutions that lead the **investments in agricultural innovation**, estimated in 1.5 billion euro in 2021 and growing.

The horticulture industry contributes to contrast problems related to **climate** and the environment through urban **forestation** and the numerous benefits linked to the implementation of green spaces in urban contexts.

More plants help reduce pollution (between 7-24%), reduce heat (2-8 degrees Celsius), reduce health issues and expense. More plants help save energy, and add value to real estate. Each euro invested in public green areas increases its value to 400%.

The European Environmental Agency has estimated that over the last 40 years Italy has lost **73 billion euro** because of an incorrect **management** of the landscape and the subsequent occurrence of extreme weather conditions.

Gardening brings wellbeing and improves people's health. During the trade fair there will be meetings on inclusive and therapeutical gardens, good garden management practices that are also object of awards, meetings on urban forestation, job opportunities in the gardening industry, and a focus on sports (soccer, golf and padel tennis).

Myplant also presents new trends in decoration, both for the home and for ceremonies, floristry workshops curated by **international schools**, and new **varieties** of plants and flowers.

The seventh edition of the International Green Expo presents 650 brands (22% from abroad), 140 buyers delegations from all over the world and 180 registered journalists. 20,000 operators from the world are expected.



Myplant & Garden – International Green Expo

Fiera Milano – Rho Pero | 22-24 February 2023 | cadence: annual | visitors: professional | management: V Group (IEG Group), Milan-IT, Tel. (+39) 02.6889080 - info@myplantgarden.com | www.myplantgarden.com

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Myplant & Garden - International Green Expo

Myplant & Garden is the most important professional trade fair for horticulture, garden and landscape in Italy. It is the main reference for the Italian industry and top-level actor for international markets. The trade fair promoted green culture, circular economy, environmental protection and green design.