

## **Myplant 2026 marks a new record.**

### **Historic record for Italian floriculture and nursery exports.**

### **Green supply chains increasingly central in global urban policies.**

*At the tenth edition of Myplant & Garden 2026, nearly 28,000 operators and 800 brands were present. Production exceeded 3.25 billion euros in 2024 and exports reached 1.3 billion euros in 2025, amid technological innovation, expansion into new markets, and the growing strategic role of greenery in urban development.*

#### **Upcoming events**

21–23 October 2026: Dubai (UAE) – 2nd edition of Myplant & Garden Middle East

24–26 February 2027: Milan (IT) – 11th edition of Myplant & Garden

The tenth edition of **Myplant & Garden** closed on 20 February 2026 at Fiera Milano Rho, further strengthening the event's leadership within the international trade fair system and at the same time confirming the growing economic, social, and strategic relevance of floriculture and nursery production in markets and in urban and territorial development policies in Europe and worldwide.

The nearly 28,000 admissions recorded and the 800 brands present across 60,000 square meters of exhibition space represent not only an organizational record, but also the sign of a sector consolidating increasingly significant industrial dimensions and a cross-cutting attractiveness along the entire supply chain.

**The fair offered a precise snapshot of the sector's economic weight.** In 2024, national production exceeded 3.25 billion euros, growing compared to the previous year and increasing by more than 30% over the last decade, despite climate tensions and market instability.

**Even more significant is the export figure:** after surpassing 1.2 billion euros in 2024, in 2025 foreign sales of Italian plants and flowers **exceeded the record threshold** of 1.3 billion euros. A result that strengthens the positive trade balance and confirms the competitiveness of Made in Italy on international markets, while at the same time bringing back to the center of debate the issue of trade reciprocity, phytosanitary barriers, and the need to protect European products in an increasingly competitive global context.

The ecosystem covering the entire value chain represented at the fair highlighted an integrated supply chain ranging from seed research to nursery **production**, from **mechanization** to specialized **distribution** and large-scale retail, up to landscape **design** and the management of **public** and **sports** greenery.

**The presence of over 200 buyer delegations from 47 countries**, with a growing share of operators from the Middle East and Central Asia, indicates that the **center of gravity of exports** is shifting toward **markets with high urban and real estate investment**, where landscape design, sustainability, and major works represent demand drivers.

In this perspective fits the second edition of **Myplant & Garden Middle East**, scheduled in **Dubai** in October 2026, a platform designed to intercept a rapidly expanding geographic area seeking high-quality and high-technology European solutions.

Myplant was an exhibition rich in novelties and curiosities in every exhibition sector, a concentration of innovative proposals ready to trace the future routes of the entire industry.

The **MY Innovation** path (35 selected companies in 12 fields of activity) summarized the transition toward a more sustainable and high-tech production model.

On the industrial level, the 2026 edition highlighted an acceleration of investment in innovation. The machinery sector doubled its presence, testifying to increasing mechanization of the industry and an evolution toward more efficient and “smart” production models. Digitalization, AI-based sensor technology, water and energy saving, robotics, next-generation biostimulants, and soil regeneration solutions outline a path of technological transition aimed at combining environmental sustainability and economic competitiveness: even in floriculture and nursery production, innovation is increasingly considered a structural lever for development and differentiation in foreign markets.

The fair presented a very broad and diversified range of plant varieties, new botanical proposals in terms of shape, color, and adaptability to environments and climates. At the same time, numerous innovative solutions for plant and soil care and nutrition were showcased, under the banner of sustainability and efficiency.

At the same time, the content that emerged during the conferences reaffirmed a vision of greenery as strategic infrastructure, capable of generating economic value as well as environmental and social benefits. Investments in public and private greenery were interpreted as factors of real estate enhancement, climate mitigation, hydrogeological protection, and reduction of health and environmental costs in the medium to long term. From this perspective, floriculture and nursery production emerge not only as a productive sector, but as a structural component of urban policies, territorial regeneration, and resilience strategies.

Overall, Myplant & Garden 2026 portrayed a mature, solid, and internationally oriented sector, capable of combining production tradition and technological innovation. The record figures in production and exports, together with growing openness to new markets and the drive toward sustainability, indicate that floriculture and nursery production are not only an agricultural excellence, but a complex economic system with an increasingly relevant role in contemporary market, industrial, and urban dynamics.

### **Upcoming events**

21–23 October 2026: Dubai (UAE) – 2nd edition of Myplant & Garden Middle East

24–26 February 2027: Milan (IT) – 11th edition of Myplant & Garden

#### **Myplant & Garden – International Green Expo**

Fiera Milano–Rho | 24–26 February 2027 | Frequency: annual | Visitors: trade professionals | Organized by: V Group (IEG Group) | Tel. (+39) 02 6889080 | [info@myplantgarden.com](mailto:info@myplantgarden.com) | [www.myplantgarden.com](http://www.myplantgarden.com)

Press Contact:

**Ferdinando Crespi** | [ferdinando@crespius.com](mailto:ferdinando@crespius.com) – [info@myplantgarden.com](mailto:info@myplantgarden.com)

#### **Myplant & Garden – International Green Expo**

Myplant & Garden is the most important professional trade fair for horticulture, garden, landscape, and sportsground 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.