

Myplant & Garden keeps growing

Remarks on the VII edition of the most important international trade fair for horticulture, garden and landscape in Italy.

655 exhibitors (21% from foreign countries), **150** official buyer delegations, **60** seminars, **23.000** participants.

Next edition: 21-23 February 2024.

Milan, March 2023 – **More important, more international, more influential.** Curtains closed on an extraordinary edition of Myplant & Garden, which showed variety, innovation, beauty. The **large amount of visitors** has confirmed that the International Green Expo is the main meeting spot for the international industry, leaving exhibitors, visitors and international institutions satisfied.

Exhibitors came mainly from Lombardy, Veneto, The Netherlands and Tuscany. There were also a lot of Danish, French, German and Spanish companies.

85 foreign purchase teams and **150 official buyer delegations** from the whole world have also visited the trade fair, looking for products, solutions, innovations for horticulture, garden care, floristry, technology, machinery.

About 20% of buyers and operators came from the Middle East. Buyers in general were mostly interested in landscaping, horticulture, pots, machinery, maintenance, soils, cut flowers, sport grounds, and seeds. Decision makers from large distribution chains (garden centers, DIY-stores, Home&Garden, online stores), public administrations, planners and developers also visited the exhibition.

Managers and owners of historic buildings, archaeological sites, wineries, research institutions, botanical gardens, spa facilities, outlet villages, museums and castles visited Myplant & Garden as well.

310 journalists registered their participation — 11% from abroad, especially UK, Spain and Switzerland.



Myplant has spread enthusiasm, offered new business opportunities, shown new trends and innovations, favored new relationships, connected the private and public spheres. It has also presented a number of initiative that addressed various themes that are likely to develop in future editions of the event:

- **Urban forestation:** Myplant aims at becoming the meeting point for urban forestation by introducing the theme, curated by Assofloro and Rete Clima.
- **arboriculture:** products, devices, services for arboriculture professionals and for the health and stability of plants.
- **smart mobility:** new area where products, services, furniture, technology, infrastructure, and accessories for soft mobility are showcased.
- **innovation:** within the Myplantech area and in the halls robotics, digitalization, technology for water and energy management, ecological transition and circular economy have more ample space.
- **Wonder Corner:** a new section dedicated to celebrations and gifts was introduced at Myplant in a special area.

Lots of news in the halls

Many novelties and innovations were presented in the halls, from botany to machinery, digitalization, garden care, construction materials and circular economy.

Nutrient solutions active on soil, roots and plants that improve plant resistance, mixtures for sports lawns with rapid establishment and high wear resistance, universal soils for organic farming, universal pre-fertilized ready-to-use soils, recyclable bags for soils, innovative systems to anchor vines, recycled and anti-puncture packagings for cacti, water-saving pots, pots made with 100% recovered marine waste, resin and coconut containers, wood pulp, peat, biodegradable corn, compostable nets, seeds and cuttings, solutions for root aeration, humidity control and the release of micronutrients.

Indoor terrariums, plants that attract bees and butterflies, trees for bird gardens, designer incubators that reproduce the ideal growing conditions for plants from all over the world.

Among other special products presented were dwarf olive trees, green roses, black tomatoes, red sage, multi-tasting basil, miniature agave and Indian cane, Chilean cacti, mountain coconut trees, heat-and-frost resistant daisies, rain resistant petunias, big-size terracotta lisianthus, heat resistant cyclamens, red lemons. Geraniums that look like butterflies and draught resistant ones with dark leaves. Early blooming plants like silvery xerophilous cornflower, coral beans with a nutritional power useful for neighboring plants, indoor hibiscus in various colors, evergreens and the astonishing begonia ferox.

Also materials follow the reuse and recycle trend, as well as simplified logistics, and certified environment friendly suppliers. Products are environment friendly, too: draining flooring materials, ne e/o selezione di fornitori certificati eco-friendly, e prodotti finali vicine all'ambiente: pavimentazioni drenanti, superfici anti-effetto isola di calore, eco-pavimentazioni in generale, breathable floors made from 75% recycled material co-printed at the base with polypropylene fiber geotextile, without adhesives and chemical binders.

Cutting-edge, digital, carbon free, energy saving solutions, products that increase productivity and efficiency and also reduce costs, waste and risks. Control units that sense the water needs of plants, vertical plug&play gardens, new generation of silent battery-powered robot lawnmowers with more autonomy in terms of time and space, measurement and design tools for indoor and outdoor spaces based on movement, laser-scanners for the census of trees, combined with satellite monitoring of plant health, with assessment of risks and diseases; pruning that can be performed along corridors and infrastructures, as well as trends on the health of urban forests; technology for the abatement of dust, smells, and heat, modular, flexible, implementable capillary diffusion systems of sensors for the analysis of the micro-dynamics of the sites, tools for the management of irrigation and nutrition parameters, recording of agronomic care, products capable of managing irrigation systems in nurseries and in the field level with radio connections - with no internet coverage -, applications to save water and energy, trolleys with App-controlled LED lights designed to stimulate germination, grafting and management of the development phases of plants in vertical-farming; solutions for energy independence and sustainability for companies, self-production of clean energy from solar farms that can also be shared with members of an energy community.

Natural products made with essential oils and vegetable extracts to keep away unwanted wildlife, ergonomic and safe gardening accessories and tools, hot tubs made of steel, natural stone or resin that can be installed without permits, accessible playgrounds in public areas.



"We are very satisfied by the feedback we received from exhibitors, visitors and buyers. We work with companies, associations, consortiums and experts all year long in order to organize one of the best international trade fairs – remarks the management. We will soon be focusing on the next edition from 21 to 23 February 2024, to make it even more successful".

Myplant & Garden – International Green Expo

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Press Contact
Ferdinando Crespi Ufficio Stampa
(+39) 339.1602461
ferdinando@crespius.com

info@myplantgarden.com

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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.