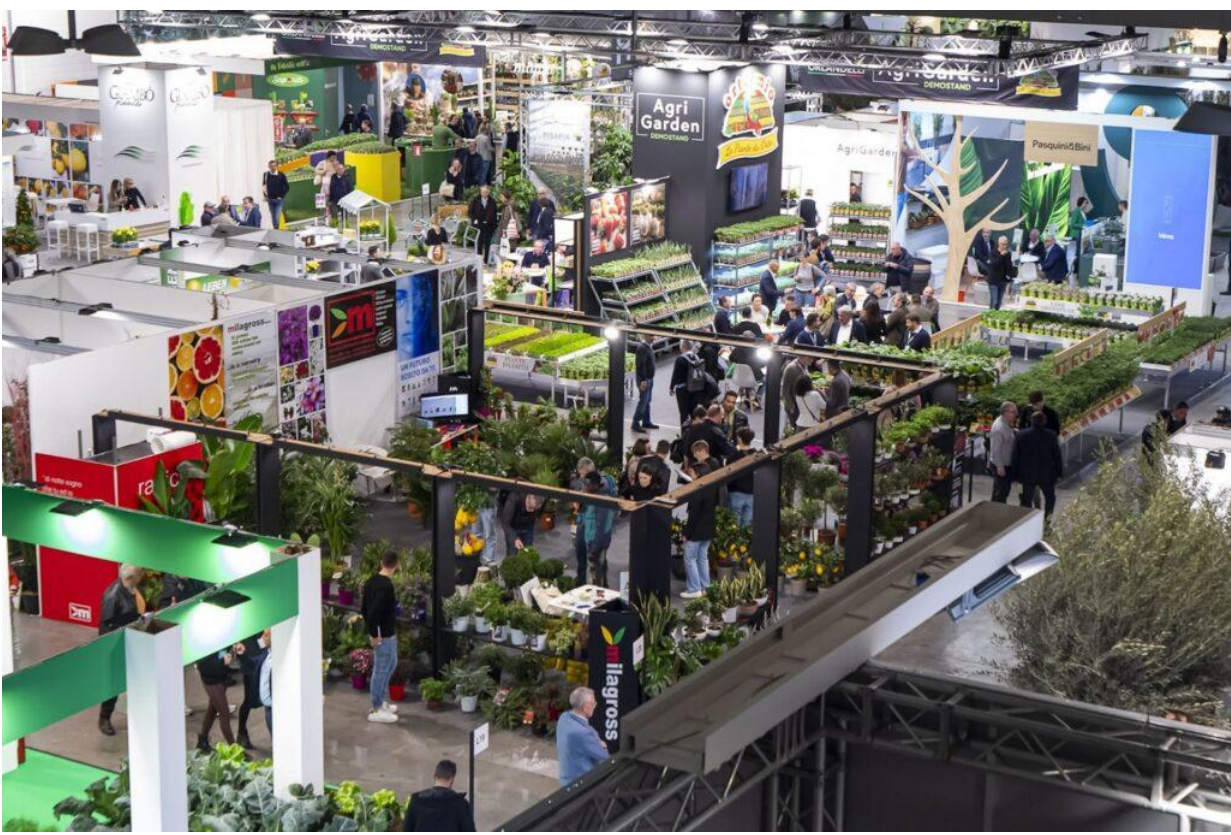


3 June 2025

Myplant & Garden Middle East 2025 to Advance GCC's Green Agenda with Global Industry Participation



Dubai, UAE : *Myplant & Garden Middle East*, the region's first and only international B2B trade fair dedicated to ornamental horticulture, is gaining strong momentum ahead of its inaugural edition at the Dubai Exhibition Centre from **15–17 November 2025**. With leading global and regional players confirming participation, the event is set to become a key catalyst for the GCC's ambitious green development initiatives.



The trade fair will feature six core sectors—**landscape design and infrastructure, plant production, containers and furnishings, greenhouse and irrigation technologies, floral installations, and digital services**—offering a comprehensive platform for innovation, procurement, and strategic collaboration across the green value chain.

Fuelled by growing regional demand for **climate-resilient urban design, sustainable landscaping, and smart greening solutions**, Myplant & Garden Middle East is drawing attention from major industry stakeholders. Confirmed participants include regional leaders such as **Tanseeq Investment Group, Desert Group, and Planters Group**, along with international exhibitors supported by the **Italian Trade Agency (ITA)** and other global partners.

*“As the GCC enters a new era of green transformation, **Myplant & Garden Middle East** is proud to serve as a launchpad for innovation and collaboration,” said **Valeria Randazzo, CEO**. “With governments across the region prioritizing sustainable urban development, our platform connects global expertise with local opportunity to help shape greener, more resilient communities.”*

Strategically aligned with visionary national frameworks including the **UAE Green Agenda 2030, Saudi Vision 2030**, and the **Dubai Urban Master Plan 2040**, the event aspires to become the region’s premier commercial forum for advancing sustainable urban and ornamental greening.

By bringing together developers, government stakeholders, suppliers, and innovators from the GCC, Africa, and Asia, Myplant & Garden Middle East 2025 is positioned to accelerate the transition toward greener cities and environmentally responsible growth across the region.