

10
EDITION
2026

Myplant
& **garden**
INTERNATIONAL GREEN EXPO

GREEN IS MORE

18 | 19 | 20 **FIERA**
FEBRUARY **MILANO**
2026 **Rho - Italy**

10 YEARS OF GREEN.
10 YEARS OF STORIES.

Year after year, we have become a fertile ecosystem where businesses thrive, passions are shared, and relationships blossom. Where ideas, innovations, and connections take root. **We are a big family that grows together with those who are part of it.**

myplantgarden.com



The 2025 edition

Watch the video of the last edition:



The exhibition, its sectors

MYPLANT & GARDEN IS THE MOST IMPORTANT
AND INCLUSIVE PROFESSIONAL TRADE FAIR FOR
HORTICULTURE, GARDEN AND LANDSCAPE IN ITALY.

IT TAKES PLACE EVERY YEAR AT FIERA MILANO RHO.

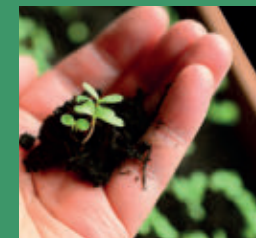
The exhibition keeps following a path of growth and development,
becoming a landmark for the garden industry and also attracting
international markets.



Nurseries



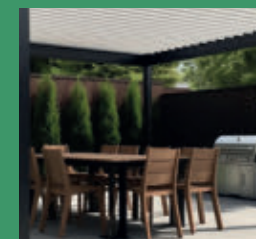
Pots



Garden Care



Services



Garden Furniture



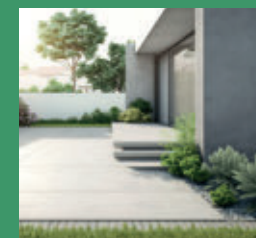
Flowers



Decoration



Machinery



Landscape



Some exhibiting companies present
products complementary to the garden
industry, to present a more complete
range of solutions for outdoor living

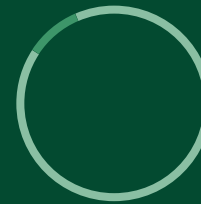
The 2025 edition

report 9th edition

Myplant & Garden 2025 ended with extraordinary success, consolidating itself among the leading international events for the green industry.

The 2025 edition exceeded expectations, with 810 exhibiting brands (+50 compared to the previous edition), an exhibition area of 55,000 square meters (+5,000), and approached 27,000 visitors (nearly 25,000 in 2024) from all over the world.

The event saw significant growth in international attendance, consolidating itself as a strategic platform for global business and networking.



810 exhibitors

78,4%

Italy

21,6%

Other Countries



27.000 participants

+2k

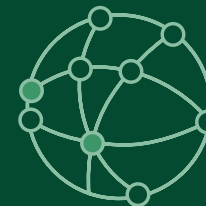
over 2024



55.000 sqm

+5k

over 2024



205 international
buyers delegations



2024



2023



2022



2019



2018



2017



2016



2015

EXHIBITORS

762

655

650

733

655

567

441

339

BUYERS DELEGATIONS

204

150

116

200

150

110

90

50

SEMINARS / EVENTS

65

60

53

80

70

40

30

10

PARTICIPANTS

25.000

23.000

18.650

20.100

17.300

13.000

10.000

8.500

EXHIBITING SURFACE

50.000 sqm

45.000 sqm

45.000 sqm

45.000 sqm

45.000 sqm

30.000 sqm

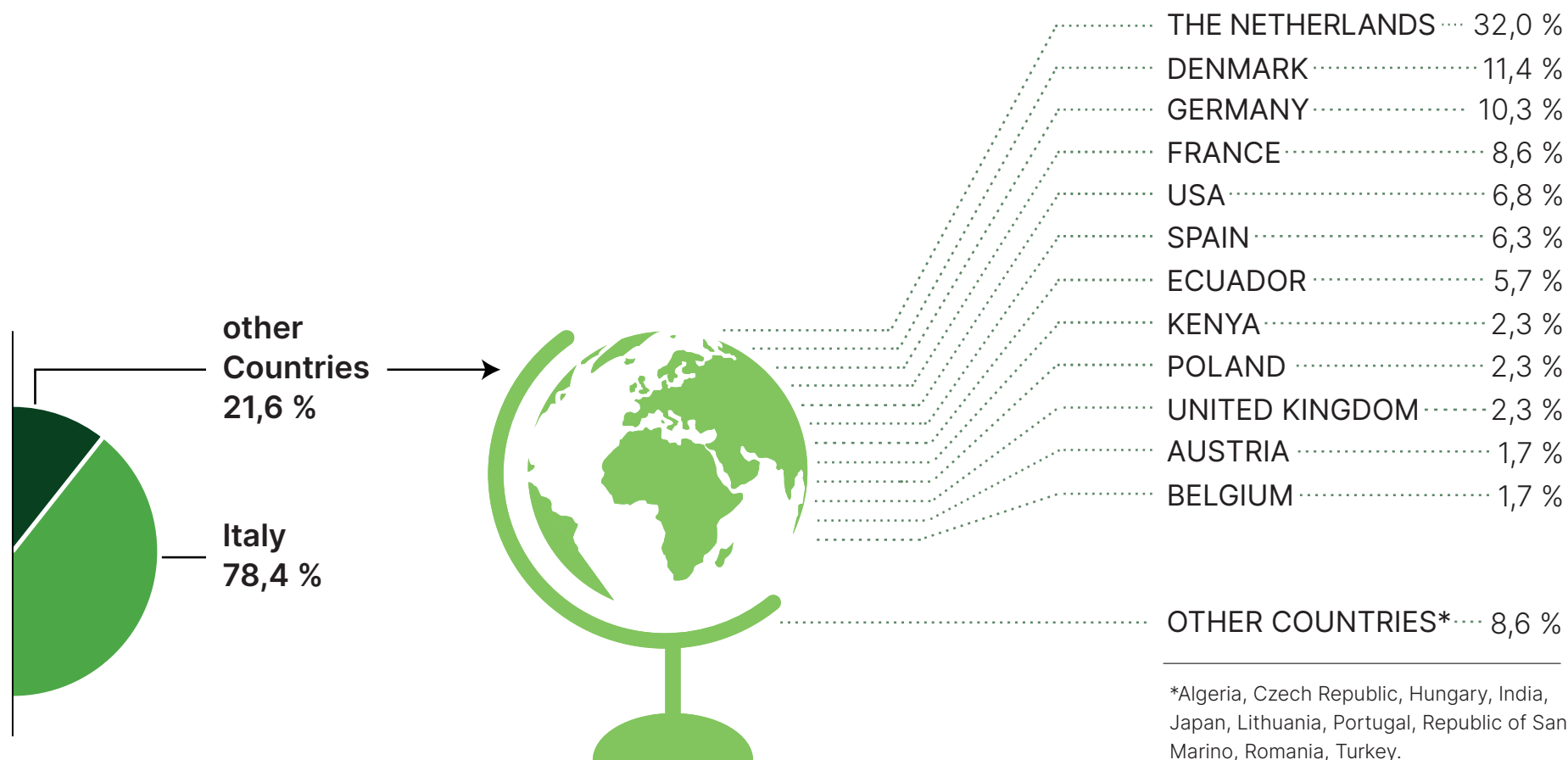
28.000 sqm

25.000 sqm

Exhibitors

by country of origin

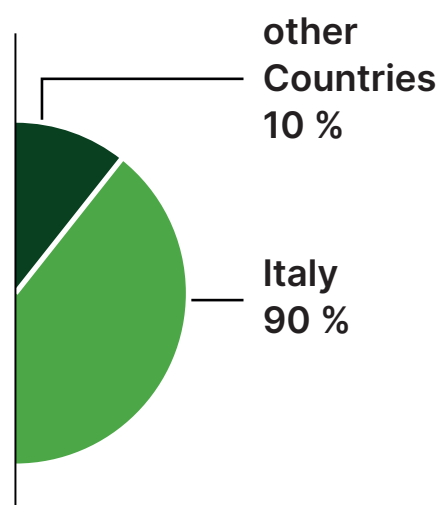
February 2025



Visitors

by country of origin

February 2025



* DETAIL OTHER COUNTRIES

Albania, Algeria, Argentina, Armenia, Australia, Azerbaijan, Bosnia and Herzegovina, Brazil, Burkina Faso, Cyprus, Czech Republic, Egypt, Estonia, Finland, Iran, Iraq, Israel, Ivory Coast, Japan, Kazakhstan, Kosovo, Kuwait, Latvia, Lebanon, Liechtenstein, Lithuania, Luxembourg, Malta, Morocco, Montenegro, Netherlands Antilles, North Korea, North Macedonia, Panama, Peru, Pakistan, Principality of Monaco, Qatar, Romania, Russian Federation, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Korea, Sri Lanka, Sweden, Tajikistan, Tunisia, United States of America.

SWITZERLAND	9,5 %
SPAIN	9,1 %
THE NETHERLANDS	8,2 %
GERMANY	6,8 %
FRANCE	6,1 %
GREECE	4,5 %
ROMANIA	4,5 %
SLOVENIA	3,4 %
PORTUGAL	2,8 %
CROATIA	2,7 %
HUNGARY	2,4 %
UNITED KINGDOM	2,4 %
BULGARIA	2,3 %
POLAND	2,0 %
BELGIUM	1,8 %
CANADA	1,5 %
AUSTRIA	1,5 %
UNITED ARAB EMIRATES	1,5 %
TURKEY	1,4 %
SAN MARINO REP.	1,3 %
CHINA	1,2 %
DENMARK	1,1 %
GEORGIA	1,1 %
IRELAND - ÉIRE	1,0 %
MOLDOVA	1,0 %
UKRAINE	1,0 %
OTHER COUNTRIES*	17,9 %

Visitors

by business sector

February 2025



16,5 %	➤	GARDEN CENTER
14,8 %	➤	GARDENERS - MAINTENANCE OPERATORS
10,8 %	➤	SHOP OWNERS
9,0 %	➤	PRODUCERS
6,9 %	➤	SALES AGENTS
6,0 %	➤	NURSERIES
5,1 %	➤	ARCHITECTS - DESIGNERS
3,9 %	➤	AGRONOMISTS
3,8 %	➤	EVENT ORGANIZERS - SERVICES
3,4 %	➤	WHOLESALERS
3,3 %	➤	DISTRIBUTORS
2,6 %	➤	OPERATORS
1,9 %	➤	SCHOOLS - EDUCATIONAL INSTITUTIONS
1,8 %	➤	INSTITUTIONS - PUBLIC BODIES
1,8 %	➤	PRESS
1,4 %	➤	IMPORT - EXPORT
0,6 %	➤	TRANSPORT - LOGISTICS
0,5 %	➤	SHOPPING CENTERS - LARGE DISTRIBUTION
0,4 %	➤	HOSPITALITY
5,5 %		OTHER

Visitors

February 2025

detail of professional activity

Each professional may have selected more than one sector (the sum of the percentages is greater than 100%)

	afurniture - coverings - lighting	aitems for florists and gardens	technical equipment	manure - fertilisers - pesticides	flowers	machinery	building materials - construction	plants	seed	greenhouses	software - hardware	soil	pots
SALES AGENTS	5,3 %	16,3 %	8,7 %	15,6 %	4,4 %	5,9 %	4,4 %	8,1 %	9,2 %	1,8 %	0,6 %	11,9 %	7,9 %
DISTRIBUTORS	5,3 %	12,9 %	11,9 %	13,4 %	6,1 %	13,6 %	3,4 %	6,5 %	9,0 %	2,4 %	1,4 %	7,5 %	6,5 %
WHOLESALEERS	2,9 %	18,9 %	4,0 %	5,0 %	18,4 %	2,8 %	1,5 %	25,4 %	5,1 %	1,6 %	1,2 %	5,7 %	7,6 %
IMPORT - EXPORT	6,4 %	19,3 %	4,1 %	6,1 %	15,8 %	5,9 %	2,7 %	19,5 %	5,3 %	3,3 %	1,8 %	4,3 %	5,5 %
SHOP OWNERS	2,9 %	14,0 %	4,2 %	6,9 %	21,2 %	5,2 %	0,9 %	17,4 %	6,4 %	1,6 %	0,4 %	7,1 %	11,7 %
OPERATORS	4,0 %	11,0 %	8,4 %	7,1 %	10,5 %	9,9 %	6,4 %	20,4 %	7,8 %	2,5 %	4,9 %	3,0 %	4,0 %
PRODUCERS	5,2 %	10,1 %	6,9 %	10,2 %	14,3 %	6,8 %	3,7 %	27,2 %	3,6 %	2,5 %	0,9 %	4,1 %	4,5 %

Visitors

February 2025

by sector of interest

FOCUS

Professional visitors only. Myplant employs a dedicated team to research and select industry individuals who are personally contacted and invited to participate in the event.

NURSERIES: indoor and outdoor plants

POTS: pots and containers

GARDEN CARE: soils, fertilisers, phytosanitary products

MACHINERY: machinery and equipment

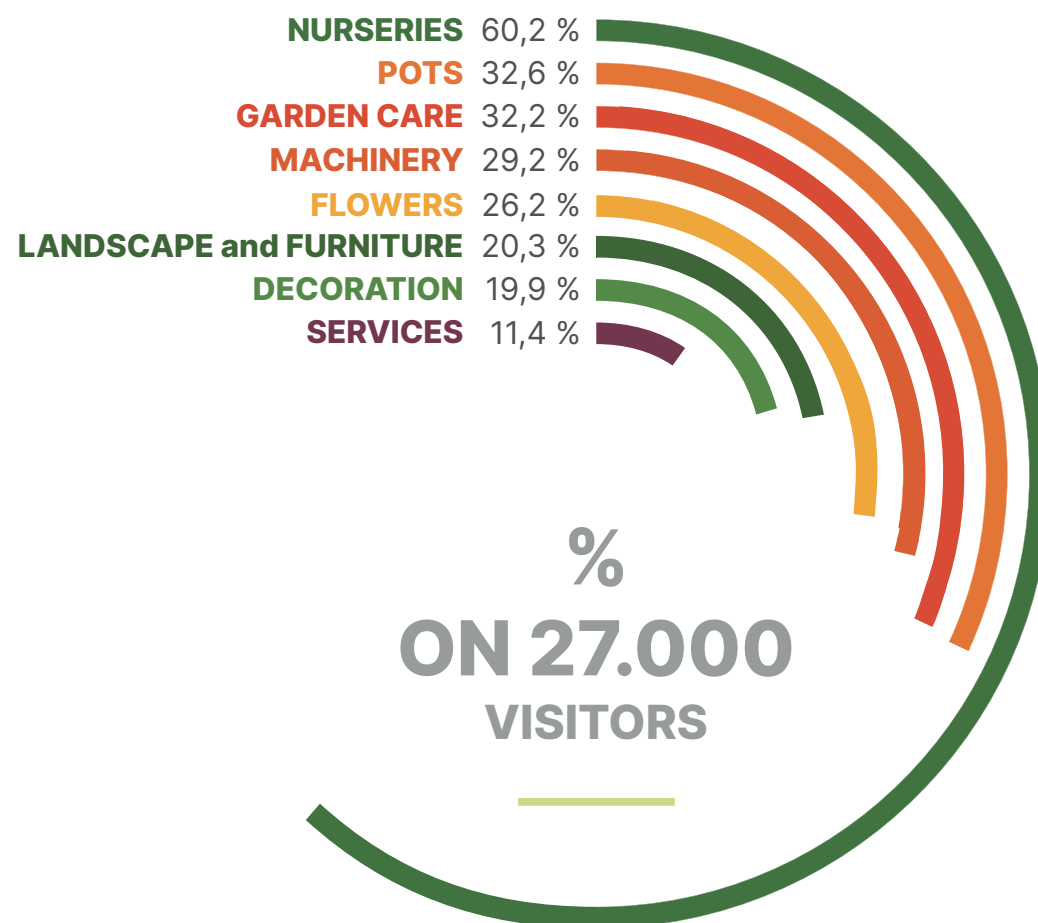
FLOWERS: cut flowers and artificial flowers

LANDSCAPE and FURNITURE: architecture, building and garden furniture

DECORATION: decoration and floristry items

SERVICES: software, hardware, IT, counseling and certifications

Each professional may have selected more than one sectors (the sum of the percentages is greater than 100%)



Buyers

by country of origin

February 2025

FOCUS

A business unit at Myplant, in cooperation with international incoming buyers agencies, ICE (Italian trade and investment agency) and Chambers of Commerce, focus on the research of international buyers who are invited to visit the trade fair.

* DETAIL REST OF EUROPE:

Austria, Belgium, Croatia, Czech Republic, Denmark, Estonia, Ireland, Lithuania, Moldova, Monaco, Montenegro, North Macedonia, Norway, Portugal, Serbia, Slovenia, Switzerland, United Kingdom.

** DETAIL REST OF ASIA AND MIDDLE EAST

Armenia, Iran, Israel, Kuwait, Lebanon, Saudi Arabia, Singapore.



CONTINENTS

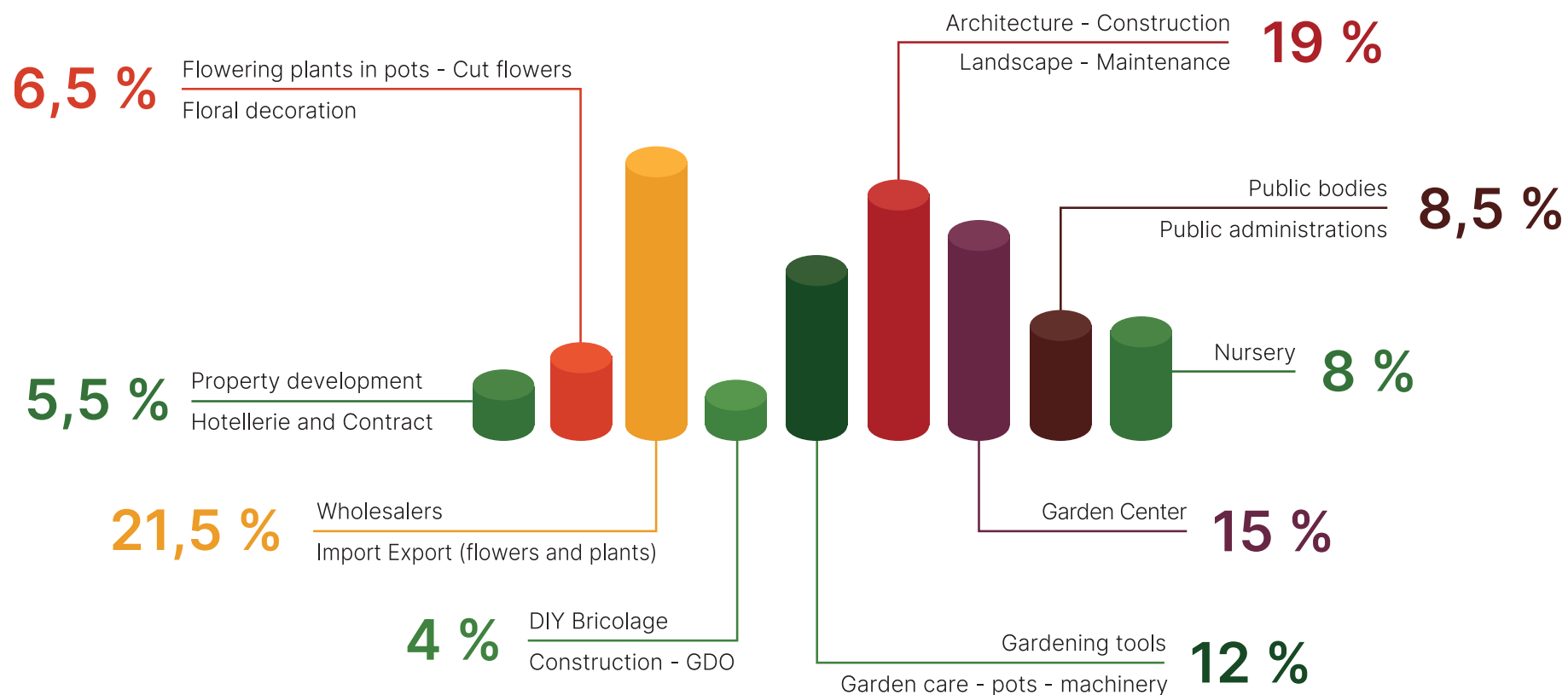
EUROPE	68 %
ASIA	25 %
AMERICA	3 %
AFRICA	2,5 %
OCEANIA	1,5 %

SPAIN	9,5 %
GERMANY	8 %
UNITED ARAB EMIRATES	5,5 %
ROMANIA	5,5 %
FRANCE	5 %
BULGARIA	4 %
TURKEY	4 %
CHINA	3 %
GREECE	3 %
POLAND	3 %
GEORGIA	2 %
THE NETHERLANDS	2 %
QATAR	2 %
UKRAINE	2 %
HUNGARY	2 %
REST OF EUROPE*	24 %
REST OF ASIA AND MIDDLE EAST**	8,5 %
AFRICA	2,5 %
AMERICA	3 %
OCEANIA	1,5 %

Buyers

by business sector

February 2025



A giant **communication** **Big Bang**

February 2025

AN EXTRAORDINARY YEAR, COUNTING A POTENTIAL AUDIENCE OF **HUNDREDS OF MILLIONS** OF PEOPLE ACROSS **5** CONTINENTS AND DOZENS OF COUNTRIES, FROM **CANADA** TO **AUSTRALIA**, FROM THE **UNITED STATES** TO **SOUTH AMERICA**, FROM **SOUTH AFRICA**, FROM THE ENTIRE EU TO MINOR, CENTRAL AND EAST **ASIA**, FROM THE **MIDDLE EAST** OF THE UNITED ARAB EMIRATES TO **NON-EU STATES**.

More than **4000 articles, features, previews, insights, specials, launches, and interviews** have announced, described, accompanied, and analyzed, from **Italy** and around the **world**, the 2025 edition of Myplant.





A giant **communication** **Big Bang**

February 2025

More than **700 million** people
have seen, heard and read about *Myplant 2025*!

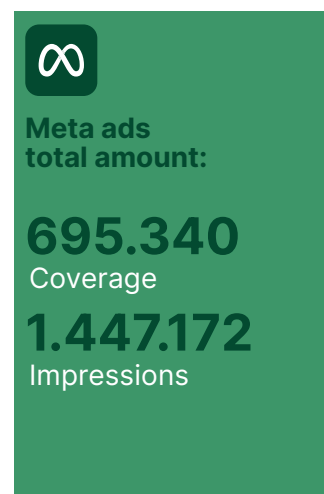
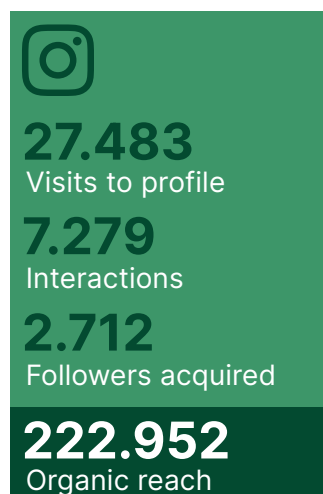
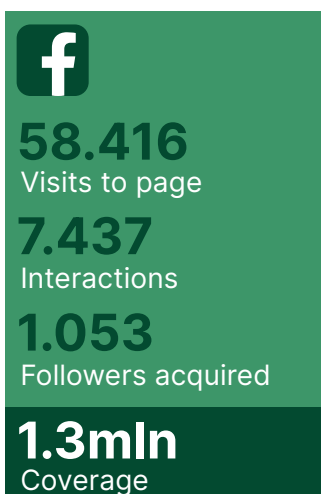
From June 2024 to
February 2025, we
recorded **850**
releases with a
potential readership of
114 million!

The press conference
fueled **150 releases**
and a potential reading
audience of more than
50 million people
worldwide!

More than **2400**
media releases were
registered in the **week** of
Myplant, with a potential
worldwide audience of
550+million people!

A giant **communication** **Big Bang**

February 2025



Myplant's industry leadership is reflected and nurtured through an extraordinary communications effort that involves press agencies, newspapers, online media and magazines throughout the year.

This continuous activity of contact, promotion and updating spreads to all Italian regions and expands worldwide through an established network of hundreds of journalists.

News, markets, trends, previews, initiatives and innovations at the fair are disseminated and published in the business pages of major newspapers, by leading agencies, in professional and lifestyle online

media and in trade magazines.

In addition to this, Myplant complements a busy newsletter mailing schedule that, in Italy and around the world, updates, communicates and invites nearly 112,000 thousand companies, professionals and industry players to participate.

Participating in Myplant means entering a circuit of media communication of the highest level, intended for an important, selected, attentive and international audience.

Seminars

Myplant offers an extraordinary carnet of meetings, conferences, gatherings and workshops for the entire green community

Among the many appointments marked, there were meetings organized by EN Space network, Coldiretti, Assofloro, AIAPP, AIDI, ANVE, Confartigianato, Assoverde, ASSO.IMPRESA, the Italian Association of Public Garden Directors and Technicians, Fondazione Minoprio, Green City Italia, AIPV, Cia-Confederazione Italiana Agricoltori, Confagricoltura, Federfiori, Il Verde Editoriale, Kulture Multimedia, Laboratorio Verde, GreenPlanner, AIPSA, Wegreen-UGM, and many others, with speeches by officials from the Ministry of Labour, ANCI,

municipalities, regions, research centers, universities, and experts. The special area dedicated to Sportsgrounds involved the top leaders of the main organizations in the sector: FIGC, ISCS, Federcalcio Servizi, LND Impianti, FIDAL, FITP, FIR, FIG, AITG, CONI Lombardia, CSI, and more. It was a unique opportunity for networking, in-depth analysis, updates, and discussions to become increasingly competitive, effective, and efficient in one's work.





Events

Inspirations, trends, innovations,
settings, fashion shows, workshops, and
demonstrations showcasing creativity

MYPLANTECH

MyplanTech was an opportunity for exchange between specializations, connecting different sectors and promoting the multidisciplinary of research to generate new applications.

MyplanTech serves as a link between research, businesses, and markets, aimed at promoting ecological transition, energy efficiency, resource optimization, and the reduction of environmental impact across all sectors represented at Myplant & Garden.

In the 2025 edition, a highlighted path on the map identified the products and solutions that are shaping the future of the horticultural and floricultural sector in the name of innovation, technology, and sustainability.



DÉCOR DISTRICT

The Décor District, curated by Marco Introini and Rudy Casati, was the renowned and vibrant international arena for floral and botanical decoration and creativity. It served as the stage for contests, photo shoots, runways, workshops, debates, and masterclasses led by top decoration experts, floral design ateliers, industry collectives, and trendsetters. It was powered by EUROFLORA.



GARDEN CENTER NEW TREND

Eighth edition of the must-visit event for Garden Centers. This internationally successful concept developed the theme of 'Happy Wellness', focusing on the connection between well-being, health, and nature. Organized into four thematic areas featuring specific plant families and presented through attractive exhibition solutions, it explored the latest trends in gardening — from sustainability and technology to the discovery of solutions aimed at improving retail performance.

At the center of La Piazza (the square), a relaxing and welcoming space designed for people, families, and pets, there was a must-have refreshment point, conceived as an appealing alternative for retail locations that did not already have one. The event was organized by ed. Laboratorio Verde, Erica Cherubini, and Myplant.



GREEN TASTE

BioQitchen, the green catering service of the HQ Food and Beverage group, exclusively managed the restaurant in Pavilion 8 and the service for the Press & Buyers Lounge, ensuring a unique culinary experience focused on quality and sustainability for exhibitors, clients, and visitors.

Exceptional partners included Lungoparma, a brand that elegantly embodied Parma's winemaking tradition, with experts on hand to assist guests, and Piadinaif, a brand that redefined the concept of piadina, turning it into an authentic and refined taste experience.

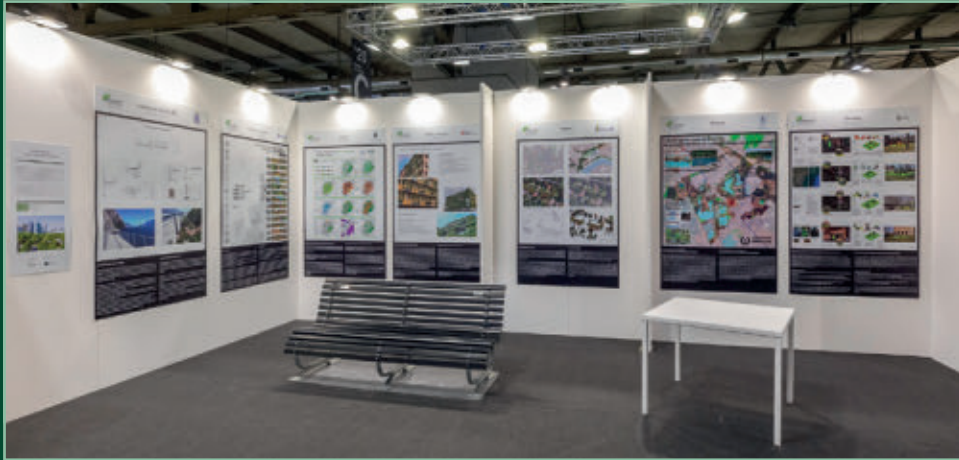
All of this was set in a lush green scenography designed by DGreen, in collaboration with Verbeek and Pratosintetico Italia.



BBQ SHOW COOKING

In the dedicated exhibition area, some of the most prestigious brands in the sector showcased their flagship models.

The BBQ, a central element of outdoor living, took the spotlight in the outdoor area connecting Pavilions 12 and 16, with demonstrations, workshops, and live show cooking featuring special recipes.



PP.AA. PROJECT

Myplant 2025 presented a new edition of the international exhibition dedicated to best practices in public green space design, management, and maintenance was presented, in collaboration with the Italian Association of Directors and Technicians of Public Gardens.



I GIARDINI DI MYPLANT

Myplant was the occasion in which the winning project of the sixth edition of the creative contest "Uno Spazio di Vita" – A Life Space was announced. The contest focused on the redevelopment of a green area at Niguarda Hospital in Milan, adjacent to the Spinal Unit and managed by the social cooperative Spazio Vita Niguarda Onlus.

It was organized by Fondazione Minoprio, in collaboration with Myplant and AIAPP, and held under the patronage of the Order of Architects PPC of the Province of Milan. The initiative was curated by Arch. Umberto Andolfato (AIAPP).



WE GREEN (Urban Green Management)

Seminars, meetings, and a conference on technological and digital innovation for tree monitoring were held.

New tools and experiences were compared, in an initiative organized by key players involved in the construction, creation, maintenance, and management of urban and suburban green spaces.



TREE CLIMBING, ARBORICULTURE, AND MOTORGARDEN

An outdoor area between Pavilions 12 and 16 was dedicated to live demonstrations, technical sessions on tree preservation, cutting, and safety evaluation, as well as hands-on trials of intervention methods, accessories, tools, equipment, and machinery. It featured Michael Curwen, a multiple award-winning tree climbing champion. The initiative was held in collaboration with Formazione 3T.



LANDSCAPE AREA

The heart of this special area was dedicated to professionals in landscape architecture and the regeneration of green public and private spaces. It featured material exhibitions, meetings, and roundtable discussions, offering opportunities for dialogue and exchange over the three days of the event.

The area was created in collaboration with Arch. Sabina Antonini - EN Space network, who coordinated the in-depth initiatives, with the participation of AIAPP, AIDI, ASSO.IMPREDI.A., Associazione Italiana Direttori e Tecnici Pubblici Giardini, Fondazione Minoprio, Green City Italia, PPAA, internationally renowned designers, professionals, garden masters, and many other guests.



VERDE SPORTIVO

Developed in collaboration with major institutional organizations in the sector, including FIGC, ISCS, Federcalcio Servizi, LND Impianti, FIDAL, FITP, FIR, FIG, AITG, CONI Lombardia, and CSI, in collaboration with Kulture Multimedia and with media partnership from TSport / Sport&Impianti and Verde Sportivo - Sportsgrounds hosted a schedule of events involving businesses, leagues, associations, and federations, grounds managers, international greenkeepers, public authorities, designers, experts, technicians, sports clubs, builders, agronomists, green suppliers, and sports facility managers.

Location

MILANO

Milano is one of the most lively, well-known and easy-to-reach metropolis in the world. Some of the biggest commercial and communication networks go through Milan and the North of Italy before reaching the rest of Europe and the world.

LOCATION

CENTRAL LOCATION
EASILY ACCESSIBLE FROM ALL OVER EUROPE
WITH WIDE AVAILABILITY OF ACCOMMODATION
SERVICES

FIERA MILANO - RHO

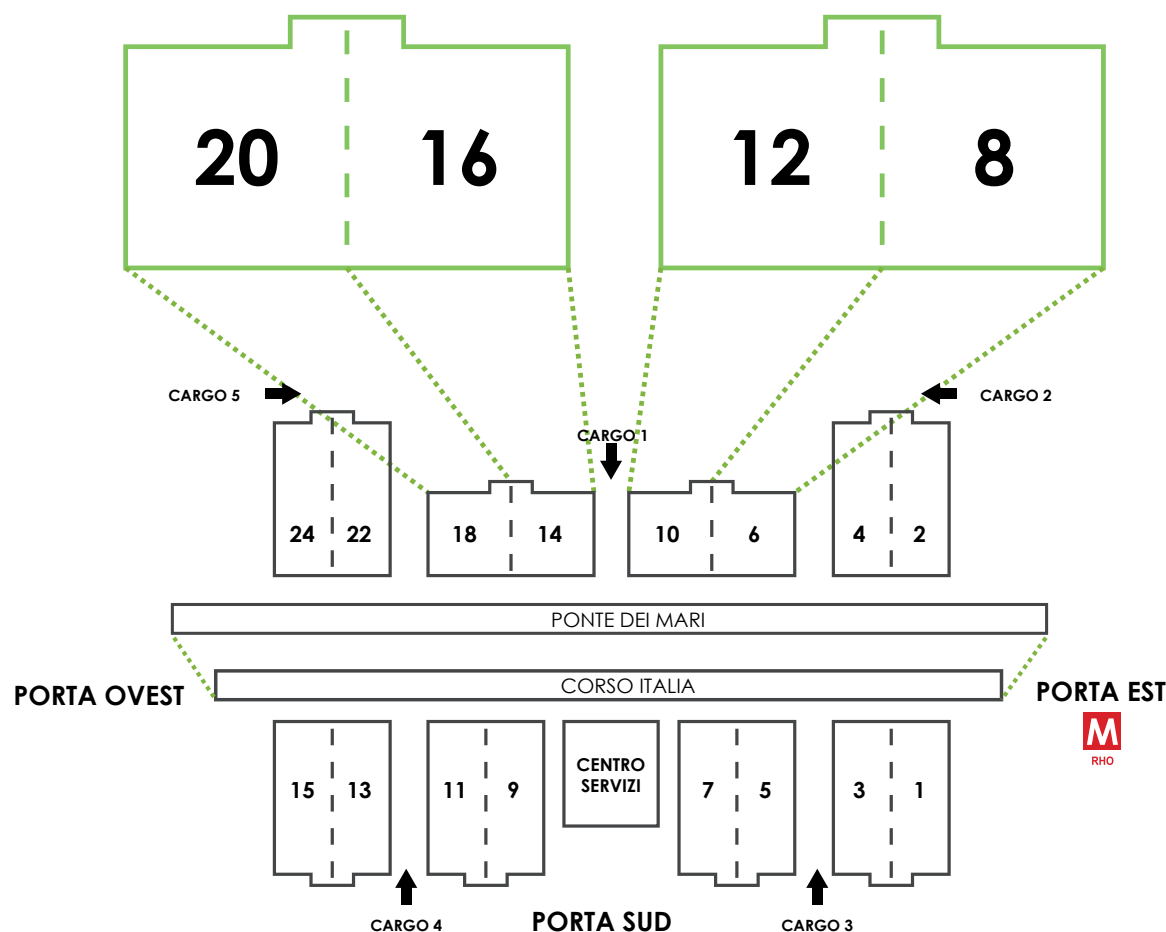
The exhibition centre annually attracts:

- around 30,000 exhibitors
- over 5 million visitors

Fiera Milano - Rho develops on a total surface of 753,000 sqm.



2026 exhibiting halls



60.000 SQM

Myplant & Garden will take place in halls 8, 12, 16, 20 in Fiera Milano, with a gross exhibiting surface of 60,000 sqm.

The consortium

Myplant & Garden is the exhibition sponsored and conceived by the Myplant & Garden Consortium, composed of a wide group of key companies in the sector. The Consortium, which owns the exhibition brand and is a non-profit association, was created to promote the exhibition in Italy and abroad and works as a Technical Committee, connecting the exhibitors needs and requests with the organization office.

The Myplant Consortium & Garden is open to all companies in the industry willing to cooperate for the growth, development, dissemination of green culture and success of the event. A success that is breathing life and wealth into an important and excellent market.

For info: consorzio@myplantgarden.com

Members

Organizzazione Orlandelli
Marco Orlandelli / President

Artigianfer

Cactusmania

Cattaneo Bruno

Christensen

Corino Bruna

Floricoltura Pisapia

Florpagano

Florsistemi

Garden Service

Giambò piante di Giambò Vito

Nicoli

Vigo Gerolamo

Vivai D'Adda



Contacts

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8 - 10 october 2025
RIMINI EXPO CENTRE



15 - 17 november 2025
DUBAI EXHIBITION CENTRE



18 - 20 february 2026
FIERA MILANO RHO