



SAIGON EXHIBITION & CONVENTION CENTER (SECC)

Address: 799 Nguyen Van Linh Boulevard, Tan Phu Ward, District 7, Ho Chi Minh City, Vietnam.

Located in the new business district Phu My Hung, the Saigon Exhibition & Convention Center (SECC) is the largest and most modern Exhibition & Convention Center of Vietnam. The venue is located only 15 minutes from the center of Ho Chi Minh City and 30 minutes from Tan Son Nhat International Airport.

The SECC is an international standard facility capable of satisfying the requirements of national and international conventions, large-scale exhibitions, corporate meetings and specialized events.

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The 6th

International Exhibition & Conference for Horticultural and Floricultural Production and Processing Technology in Vietnam

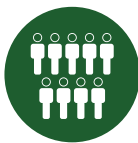
13 - 15 MARCH 2024

SECC, Ho Chi Minh City, Vietnam



VIETNAM AT A GLANCE

- Population:** 99,52 million (2022)
The 15th most populous on the planet
- Trade volume:** \$732,5 billion (2022)
Export: \$371,85 billion
Import: \$360,65 billion
- Agricultural enterprises:** 12,581 (2019)
(up 36.23% than 2018)
- GDP:** \$409 billion (2022)
- GDP growth:** Est. 6.1% (2023)
- Ease of Doing Business:** 70/190 (2020)



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Organizers:



Supported by:





Vietnam

is a vast emerging market with a population of nearly 100 million people and has achieved remarkable economic growth averaging 7.5% annually since 1991. The International Monetary Fund (IMF) projects a growth rate of 6.1% in 2023 and 6.5% in 2024. Moreover, Vietnam is among nine nations in the world with the fastest-growing middle class in the coming decade. Consequently, Vietnam stands out as the fastest-growing economy in the ASEAN (Association of Southeast Asian Nations) region.

The horticulture and floriculture sectors are among the most promising industries in Vietnam's economy. Vietnam has been striving to enhance the quality and competitiveness of its fruits and vegetables to meet local demand and to boost their exports to other markets.

This in combination with many free trade agreements between Vietnam and partners, both within and outside the region, and strong domestic demand will further boost growth in the coming years.

Additionally, experts believe that Vietnam has the potential to become one of the world's most significant flower exporters.

HortEx Vietnam enables suppliers within the horticulture and floriculture sector to connect with key players in Vietnam and neighboring countries, allowing them to capitalize on business growth opportunities.

Organizers:



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HortEx Vietnam was first successfully launched in 2018. Over the past five editions (includes one digital edition), from 2018-2023, the exhibition attracted nearly 700 companies and welcomed over 19,534 trade visitors from Vietnam and abroad. For the coming years a further growth is expected.

HortEx Vietnam is the first and only specialised exhibition and conference for Horticultural and Floricultural Production and Processing Technology in Vietnam.

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HORTEX VIETNAM 2024 ADDITIONAL ACTIVITIES:

Export Forum



Technical Seminars

Panel discussion:
“Grower Talks”



Matchmaking



Premium
Flower Showcase



Premium
Fruit Showcase



ORGANIZERS:

- VEAS (Vietnam)
- Nova Exhibitions B.V. (The Netherlands)

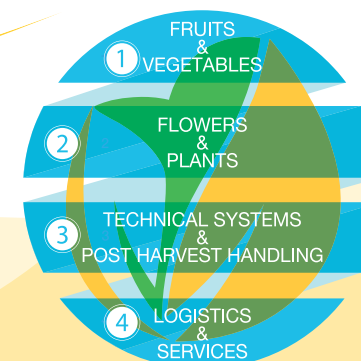
SUPPORTED BY:

- Ministry of Agriculture and Rural Development
- The Embassy of the Kingdom of The Netherlands in Vietnam
- Vietnam Fruit & Vegetable Association (VinaFruit)
- Dalat Flower Association (DFA)
- Agragex
- Dutch Business Association Vietnam (DBAV)

DATE OF HORTEX VIETNAM 2024:

- 13 - 15 March 2024

KEY PRODUCT AREAS



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