The 5th International Exhibition and Conference for Horticultural and Floricultural Production and Processing Technology in Vietnam

1 - 3/3/2023

POST SHOW REPORT

Organizers: [Organizer Logos]

Partner Country: NL Netherlands

Supporters: [Supporter Logos]
The 5th International Exhibition & Conference for Horticultural and Floricultural Production and Processing Technology in Vietnam took place from 1 - 3 March 2023 at the Saigon Exhibition and Convention Center (SECC), located at 799 Nguyen Van Linh, District 7, Ho Chi Minh City.

HortEx Vietnam has become the largest professional meeting place in Southeast Asia for businesses and experts in the field of horticulture and floriculture. It provides Vietnamese and other businesses from Southeast Asia access to the most advanced technologies and equipment in the world, and opens new export markets.

The exhibition is jointly organized by Minh Vi Exhibition & Advertisement Services Co., Ltd (Vietnam), Nova Exhibitions B.V (The Netherlands), and China Great Wall International Exhibition Co., Ltd (China). The event is honored to receive support from the Ministry of Agriculture and Rural Development of Vietnam (MARD), the Ministry of Industry and Trade of Vietnam (MOIT), the Embassy of the Kingdom of the Netherlands, Vietnam Fruit and Vegetable Association (VINAFRUIT), Dalat Flower Association (DFA), Agragex (Spain), and the Dutch Business Association Vietnam (DBAV).

**EXHIBITORS BY INDUSTRY (%)**

- **9,3%** Cut Flowers & Young Plants
- **15,3%** Fertilizers
- **8%** Fruits & Vegetables
- **16%** Greenhouse Films
- **12%** Greenhouse Technologies & Equipment, Horticultural Technology
- **11,3%** Irrigation
- **5,3%** Packaging
- **6,7%** Substrates
- **8%** Seeds
- **9%** Others

**25 COUNTRIES OF EXHIBITORS**

Belgium, China, Cyprus, Egypt, France, Germany, Greece, India, Israel, Italy, Japan, Kenya, Latvia, Netherlands, New Zealand, Singapore, South Korea, Spain, Sweden, Taiwan, Thailand, Turkey, United Kingdom, USA, Vietnam

- **200** Exhibitors
- **4000 sqm** Exhibition size
- **5698** Trade Visitors

89% of Exhibitors were satisfied with the quality of visitors
85% of Exhibitors met their objectives
93% of Visitors confirmed to visit the next edition
90% of Visitors met their objectives by attending the show
79% of Visitors from Vietnam
21% of Visitors from international countries

VISITORS BY COUNTRY (%)

CHINA 15.7%
JAPAN 10.4%
THAILAND 9.9%
KOREA 8.5%
INDIA 7.9%
MALAYSIA 6.3%
NETHERLANDS 4.8%
AUSTRALIA 3.7%
KUWAIT 3.5%
FRANCE 3%
INDONESIA 2.9%
UK 2.8%
TAIWAN 2.6%
POLAND 1.9%
CANADA 1.8%
ISRAEL 1.7%
SINGAPORE 1.6%
SPAIN 1.5%
TURKEY 1.4%
USA 1.4%
CAMBODIA 1.3%
DENMARK 1.1%
GERMANY 1.1%
HONG KONG 1%
PHILIPPINES 0.9%
RUSSIA 0.7%
SWEDEN 0.6%

VISITORS BY SECTORS (%)

24.7% Professional growers of fruits and vegetables
17.3% Professional growers of flowers & plants
8.6% Traders, importers and exporters of fruits & vegetables
6.8% Traders, importers and exporters of flowers & plants
4.5% Producers / Processors (Agro) Food Industry
3.7% Farmers / Farm Contractors
2.7% Wholesalers / Distributors / Dealers
2.7% Press and Media
2.1% Landscape designers
1.9% Professors / Scientists
1.9% Engineers / Technicians / Consultants
2.9% Transports / Logistics
0.3% Other

0.7% Associations / Institutions / Government
0.6% Florists
0.5% Press and Media
ACTIVITY HIGHLIGHTS

PREMIUM FLOWER SHOWCASE

BUSINESS MATCHMAKING

EXPORT FORUM

GROWER TALKS

PREMIUM FRUIT SHOWCASE

SEMINAR PROGRAM
I am a close friend of HortEx Vietnam and I believe they have a truly excellent team with exceptional execution on how to bring the market together and create a community that fosters communication and innovation. HortEx Vietnam has raised the bar for horticulture, both yesterday and tomorrow. We have gained new perspectives and can integrate new technologies such as irrigation and sensors. HortEx Vietnam is the ideal partner to bridge the gap.

We will certainly consider participating again. I believe that HortEx Vietnam connects us to new markets. Our partners here, including Walton, provide excellent daily support to our customers for our many technologies. It is our aim to return next year to showcase our developments for the Vietnamese market.

Mr. Manuel Madani
General Manager
Priva SEA

We are participating in HortEx Vietnam as an exhibitor for the first time, and the atmosphere has been truly bustling. All of the booths have been perfectly prepared. Despite the two-year disruption caused by the pandemic, the organizers have done an excellent job in hosting this show, and for me, it has been an amazing and successful experience.

I sincerely hope that our participation in HortEx Vietnam will help us connect with our partners for exporting, and together, we can create a large raw material area to enhance the value of Vietnamese agricultural products.

Mr. Nguyen Dinh Tung
President
Vina T&T Group

I have participated in HortEx Vietnam several times, I believe it’s been more than four times. We started with the very first HortEx and have made significant progress since then. The last time we participated was three years ago, just before the pandemic, and we are thrilled to be here again this year.

Today marks just the beginning of the show, but it’s already been great. I believe that today will be a fantastic day for many people. Furthermore, we are hopeful that more people will take an interest in our new projects.

Mr. Renaud Josse
CEO
CMF Groupe
The 6th International Exhibition and Conference for Horticultural and Floricultural Production and Processing Technology in Vietnam

13 - 15/3/2024

Saigon Exhibition and Convention Center (SECC)
799 Nguyen Van Linh, District 7, HCMC, Vietnam

Organizers:

www.hortex-vietnam.com