

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

**HortEx**  
VIETNAM 2023

COME GROW WITH US!

**1 - 3/3/2023**

## POST SHOW REPORT

Organizers:



Partner Country:



Supporters:





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 (VINA FRUIT), Dalat Flower Association (DFA), Agragex (Spain), and the Dutch Business Association Vietnam (DBAV).

## 25 COUNTRIES OF EXHIBITORS

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



**200**  
Exhibitors



**4000**sqm  
Exhibition size



**5698**  
Trade Visitors

## 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

**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

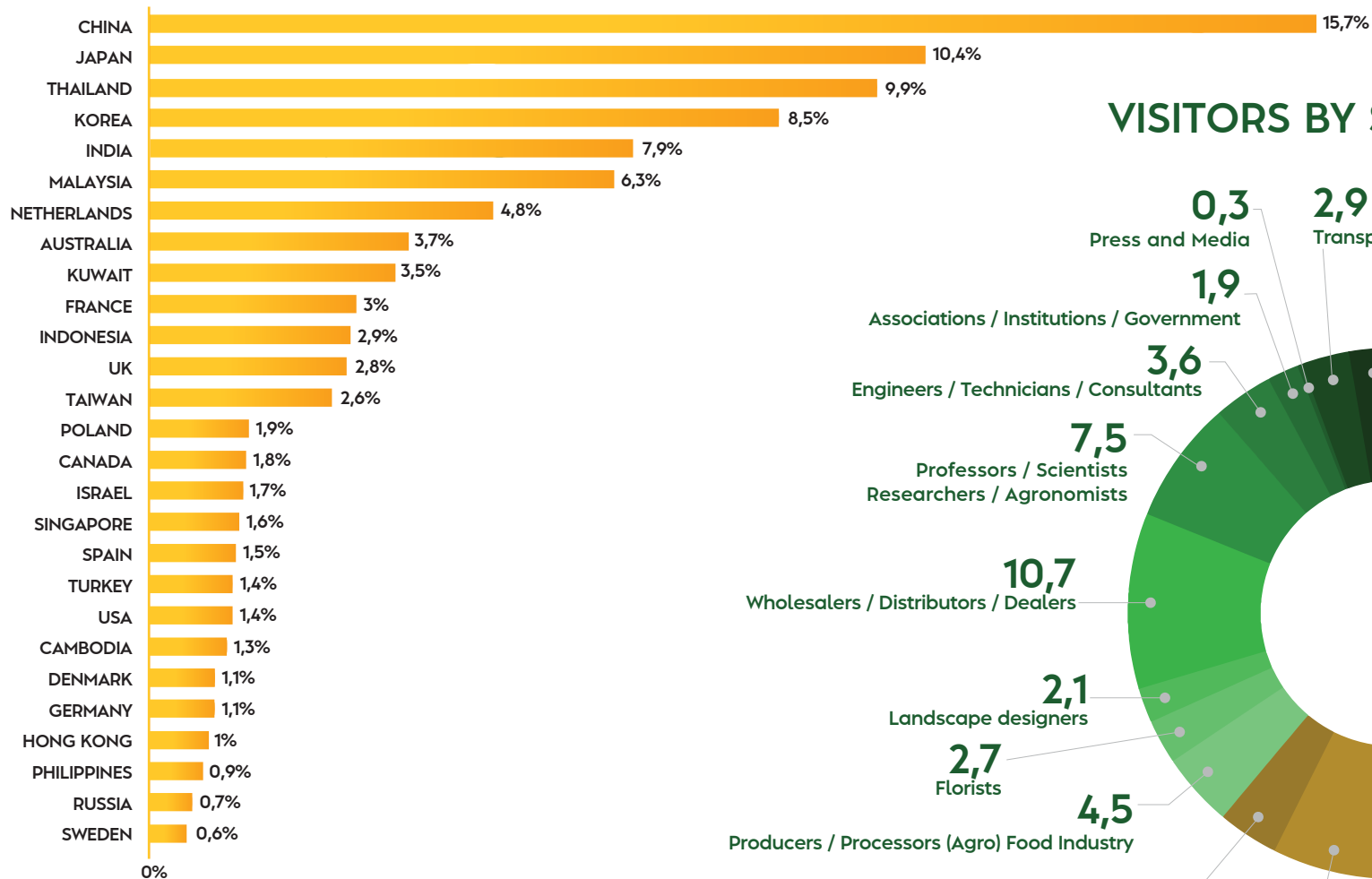
**90%** of Visitors met their objectives by attending the show

## VISITOR ORIGIN

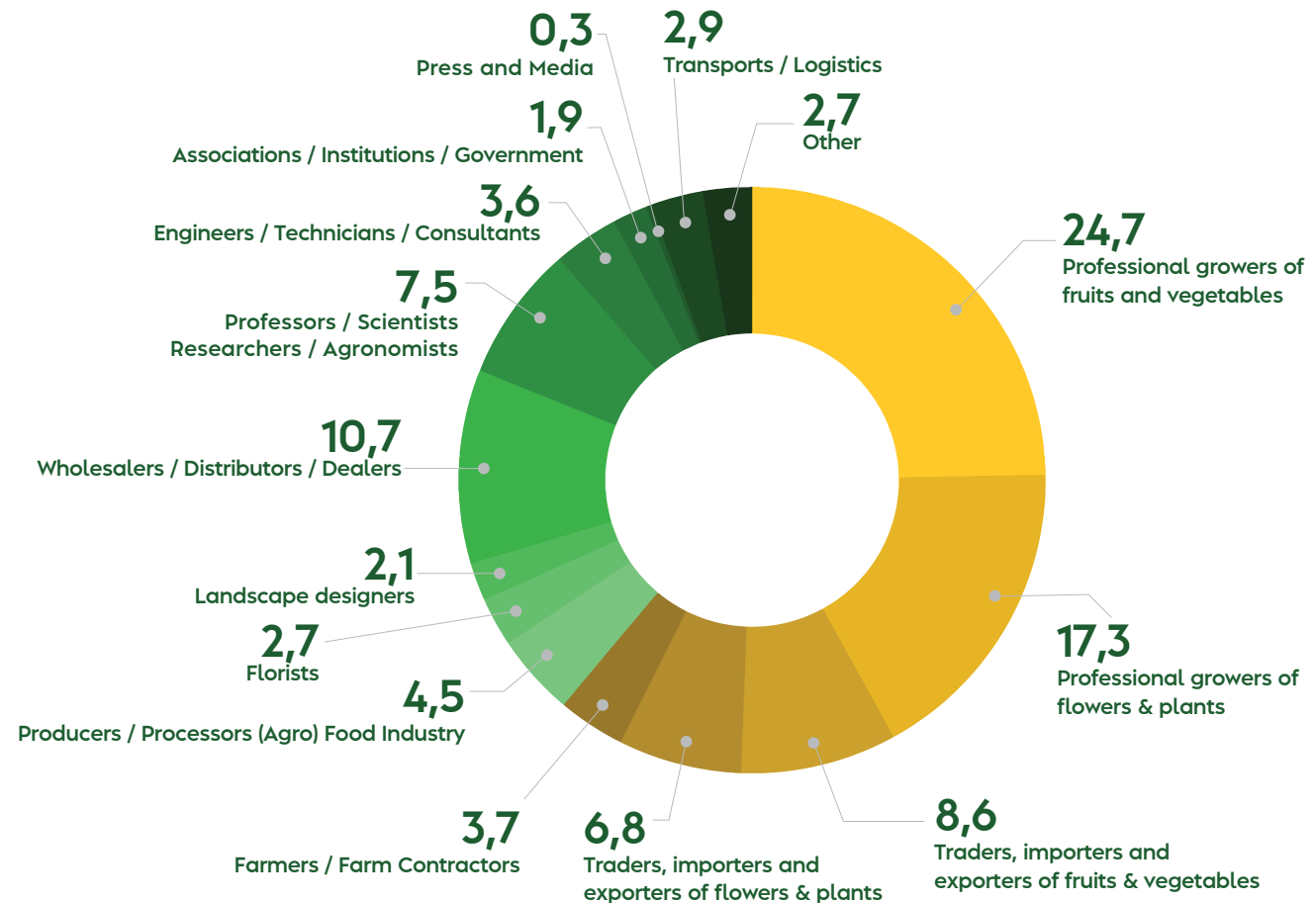
**79%** of Visitors from Vietnam

**21%** of Visitors from international countries

### VISITORS BY COUNTRY (%)



### VISITORS BY SECTORS (%)





# ACTIVITY HIGHLIGHTS



**PREMIUM FLOWER SHOWCASE**



**PREMIUM FRUIT SHOWCASE**



**EXPORT FORUM**



**BUSINESS MATCHMAKING**



**GROWER TALKS**



**SEMINAR PROGRAM**



# TESTIMONIALS

[www.hortex-vietnam.com](http://www.hortex-vietnam.com)

**Mr. Manuel Madani**  
General Manager  
Priva SEA



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.

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

**Mr. Renaud Josse**  
CEO  
CMF Groupe



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.

# 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](http://www.hortex-vietnam.com)