

Organizers   **Co-located with**   **Partner Event** 

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OVERVIEW

HortEx Vietnam 2025 successfully took place over three days, attracting thousands of visitors from Vietnam and abroad. The exhibition showcased the latest technologies and solutions in the fruit, vegetable, and floriculture sectors. Beyond being a business networking platform, the event featured key activities such as Seminars, Export Forum, VIP buyer program, Grower talks, along with special Showcases. It remains a pivotal event in driving the growth of the horticultural and floricultural industries in Vietnam and the region.

10.000 Sqm

Exhibition Area



10.693

Trade Visitors



5.000+

B2B Meetings



33

Seminar & Export Forum
Topics presented by
46 speakers



9.300+

Individuals engaged
with the fanpage



17.000+

Average monthly
website visits



303 Exhibitors
400+ Brands



26
Countries & Regions

Our **Exhibitors** came from **26 countries and regions**

Asia & Oceania



Europe

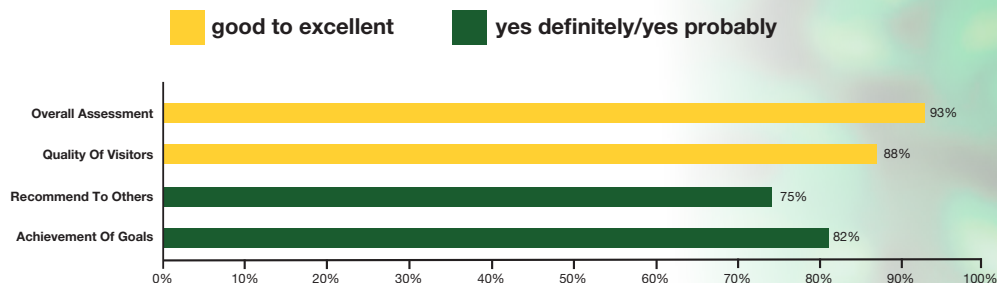


Americas



EVALUATION OF HORTEX VIETNAM 2025 BY EXHIBITORS

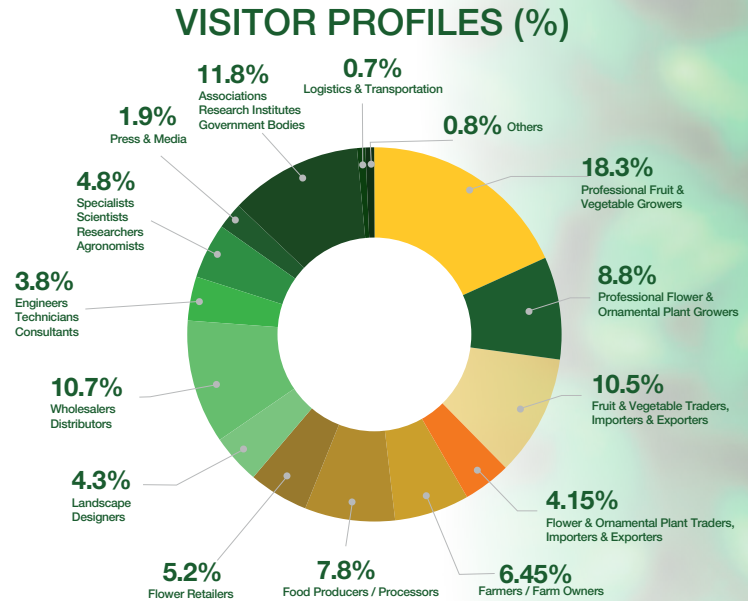
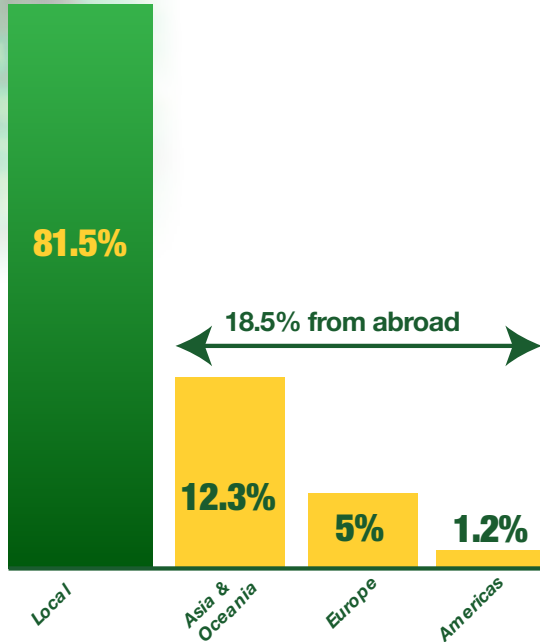
70%
Registered for
HortEx Thailand 2026



VISITOR STATISTICS

The expo gathered trade visitors from over **60** countries & regions

AFGHANISTAN, ÅLAND ISLANDS, ALBANIA, ALGERIA, ANGUILLA, ARGENTINA, AUSTRALIA, AUSTRIA, BANGLADESH, BELGIUM, BHUTAN, BRAZIL, BULGARIA, BURKINA FASO, CAMBODIA, CAMEROON, CANADA, CHINA, ECUADOR, ETHIOPIA, FRANCE, GEORGIA, GERMANY, GHANA, HONG KONG, HUNGARY, INDIA, INDONESIA, ISRAEL, ITALY, IVORY COAST, JAPAN, JORDAN, KENYA, KOREA, MALAYSIA, MALI, MAURITIUS, MONGOLIA, MOROCCO, MYANMAR, NEPAL, NETHERLANDS, NEW ZEALAND, NIGERIA, PAKISTAN, PHILIPPINES, QATAR, RUSSIA, RWANDA, SAUDI ARABIA, SINGAPORE, SOUTH AFRICA, SPAIN, SRI LANKA, SWITZERLAND, TAIWAN, TANZANIA, THAILAND, TURKEY, TURKMENISTAN, UGANDA, UNITED ARAB EMIRATES, UNITED KINGDOM, UNITED STATES, VIETNAM



ACTIVITY HIGHLIGHTS



OPENING CEREMONY



INTERNATIONAL FRUIT & VEGETABLES SOURCING HUB



ONE-STOP EXPORT CONSULTING CENTER



PREMIUM FLOWER SHOWCASE



GROWER TALKS



MOU: AVR x VINAFRUIT



BUSINESS MATCHMAKING



INT'L SEED SUPPLY FAIR



EXPORT FORUM



SEMINAR PROGRAM



VIETNAM FRESH & PROCESSED FRUITS SOURCING HUB

TESTIMONIALS



Malaysia

Mr. Kaine La Crois

Junior Account Manager – Big Dutchman

This is our first year participating in HortEx, I have been to the exhibition 2 years ago as a visitor and this year we chose to be an exhibitor. By coming to the exhibition we were able to connect with more clients, have better recognition and learn more about the market, I think this is a very good event to achieve that.



Turkey

Ms. Rüya Zamanpur

Sales Marketing & Foreign Trade Manager – Eforanik Tarim

Hello, we are from Türkiye, we are a fertilizer manufacturer and this is our second year participating in HortEx. Actually it was very useful for us and we were very satisfied at the exhibition, we met a lot of customers last year so we are very excited to participate again this year. Thank you very much.



Netherlands

Mr. Johan Velting

Managing Director - Workstep B.V.

I was at the exhibition for three days, and I also observed the number of visitors, and I was very satisfied. The reason we came to the exhibition was to be able to make many connections with customers, and we received a lot of positive feedback. I could feel the excitement at the exhibition as well, and the programs were very good, so we will definitely participate in 2026.



Vietnam

Mr. Dang Van Nien

General Director – Rijk Zwaan

I see that this year's HortEx exhibition has many booths and brands that are very diverse, especially clearly showing the spirit of market trends. As an exhibitor, I think this is a very good exhibition. We see that exhibitions like this are very beneficial for businesses as well as consumers, we are completely satisfied with the purpose of coming to HortEx, so we will definitely participate in next year's HortEx.



Italy

Mr. Diego Vezzani

Sales & Technician – Europrogress

I am very impressed with this exhibition, it can be said that this exhibition is one of the important exhibitions in the Southeast Asia region. When coming to the exhibition, we can provide customers with products and technology from the European market. This exhibition also helps us to compete as well as learn more about the needs of customers. For me, this is a very good exhibition.



Spain

Mr. Juan F. Villegas Sánchez

Technical Commercial – Agrobiology

This is our first visit to Vietnam, as well as our first time attending the expo. It is a stunning and magnificent expo with several enterprises from various nations. For us, this exhibition is quite helpful because we have participated in many other exhibitions throughout the world, and I found this exhibition to be of unexpected quality, and I would like to congratulate the exhibition on its success.

OUR MEDIA PARTNERS





Organizers



Co-host



Co-located with



See You again



Thailand

20 ▶ 22/5/2026

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