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## **HortEx 2026 Brings the Global Horticulture & Floriculture Industry Together in Bangkok**

From 20–22 May 2026, HortEx and AGRITECHNICA ASIA covered 14,000 square meters at BITEC Bangkok, transforming the venue into a dynamic meeting point for the horticulture and floriculture industry and bringing together companies, growers, technology providers, researchers, and decision-makers from across Asia and beyond.

Co-located with AGRITECHNICA ASIA, HortEx once again demonstrated the growing importance of horticulture and floriculture within Asia's agricultural development. Over three days, the exhibition showcased practical technologies, sustainable production solutions and international expertise supporting the future of modern horticulture and floriculture in the region.

This year's edition of HortEx (together with AGRITECHNICA ASIA) welcomed 367 exhibitors from 30 countries representing key horticultural markets. Companies presented innovations ranging from greenhouse and irrigation technology to seeds, plant nutrition, climate control systems, vertical farming solutions, post-harvest equipment and biological crop protection, further reinforcing the exhibition's role as a regional business and sourcing platform for the horticulture and floriculture industries.

With 12.034 trade visitors from 72 countries, including AGRITECHNICA ASIA attendees, HortEx 2026 provided participating companies with an exceptional platform to connect directly with potential customers, strengthen regional partnerships, and enhance promotion and export activities in Asia, one of the world's fastest-growing agricultural markets.

*"HortEx continues to grow as a focused platform where international companies can connect directly with the Asian market. The co-location with AGRITECHNICA ASIA creates strong synergies between horticulture and agricultural technology, while the combination of innovation, knowledge exchange, and business networking makes the exhibition particularly valuable for companies looking to grow in Asia."* said Kuno Jacobs, Managing Director of Nova Exhibitions.

## **International Collaboration at the Core**

The 2026 edition featured country pavilions from China, Germany, Taiwan, The Netherlands, Türkiye, and Vietnam, while trade missions and industry organizations from across the region participated throughout the exhibition, creating valuable opportunities for cross-border partnerships and regional market expansion.

Among the highlights was the Dutch Horticultural Mission to Southeast Asia, organized in cooperation with the Dutch embassies in Bangkok, Hanoi and Jakarta together with the **Netherlands Enterprise Agency (RVO)** and **Dutch Greenhouse Delta (DGD)**. Through the Netherlands Lounge, visitors had the opportunity to explore 15 participating companies in greenhouse technology, water management, climate systems, sustainable crop production and controlled environment agriculture.

Germany, as Partner Country, also maintained a strong presence through the official German Pavilion, showcasing innovations and technologies for sustainable horticulture. Organized by the **Federal Ministry of Agriculture, Food and Regional Identity**, the pavilion featured 17 leading German companies and highlighted German expertise in agriculture, horticulture, greenhouse solutions, and sustainable farming. Together with the conference program featuring German experts, the pavilion created valuable opportunities for international exchange, knowledge sharing, and new business connections.

In addition, HortEx welcomed business delegations and exhibitors from Türkiye, China, and several other international markets, further strengthening the exhibition's growing global profile. The participation of 39 Turkish companies, organized by **B2B Fairs**, enabled exhibitors to establish new business connections, strengthen existing partnerships, and explore expanding opportunities in the region. The strong international attendance, high-quality visitors, and dynamic atmosphere once again confirmed HortEx's position as one of the key meeting points for the horticulture and floriculture industry in Southeast Asia.

## **Looking Ahead**

Following a successful edition in Bangkok, HortEx continues to strengthen its position as Asia's leading exhibition dedicated to horticultural and floricultural production and processing technology. The next edition of HortEx will take place from **17 to 19 March 2027** in Vietnam, and then the exhibition will return to Bangkok from 17 to 19 May 2028.

With increasing regional demand for sustainable food production, protected cultivation and modern growing technologies, the exhibition remains an important platform

supporting innovation, international cooperation and long-term industry development across Asia.

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