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SAIGON EXHIBITION & CONVENTION CENTER (SECC)

SECC is a leading exhibition venue in Vietnam and the long-standing home of HortEx since its launch in 2018. Located in Ho Chi Minh City, the country's economic hub, SECC has played a central role in the growth of HortEx into one of Southeast Asia's most important horticulture and floriculture trade events.

Over the years, SECC has welcomed thousands of trade visitors and international exhibitors, creating a dynamic platform for innovation, knowledge exchange, and business development. With participation from over 25 countries and a rapidly growing international presence, HortEx continues to demonstrate its strong relevance and impact in the regional market.

The 9th
International Exhibition & Conference
for Horticultural and Floricultural Production
and Processing Technology

17 - 19 MARCH 2027
SECC, Ho Chi Minh City, Vietnam



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THAILAND & VIETNAM – ONE PLATFORM FOR ASIAN GROWTH



Strategic Location:
Bangkok and Ho Chi Minh City offer direct access to Southeast Asia's key horticulture and floriculture markets, connecting major production areas with international trade routes.



Regional Business Hub:
Both cities are leading centers for agricultural trade, bringing together growers, exporters, technology providers, and buyers from across the region.



Strong Trade Connectivity:
With extensive international trade agreements and well-established export networks, Thailand and Vietnam enable efficient cross-border business and market expansion.



Advanced Logistics & Infrastructure:
Modern ports, international airports, and efficient transport systems ensure smooth movement of goods, making supply chains faster and more reliable.



International Business Environment:
With a strong presence of global companies, vibrant economies, and business-friendly ecosystems, both cities provide ideal conditions for partnerships, investment, and long-term growth.



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Come grow with us!



ASIA

is one of the world's fastest-growing economic regions, driven by its diverse climates, rich biodiversity, and rapidly advancing agricultural technologies. The continent is increasingly positioning itself as a global hub for horticulture and floriculture. Rising incomes, rapid urbanization, and the expansion of a dynamic middle class are fueling strong demand for fresh produce, ornamental plants, and sustainable farming solutions. At the same time, Asia plays a vital role in global supply chains, creating valuable opportunities for innovation, investment, and international collaboration across the sector.

Vietnam, strategically located in Southeast Asia, has emerged as a key growth market and an increasingly important meeting point for the horticulture and floriculture industry. With its fast-developing agricultural sector, strong export potential, and expanding international partnerships, Vietnam offers an ideal platform for connecting local production with global technologies and expertise. Its dynamic business environment and growing market demand make it a prime destination for fostering collaboration and driving the future of horticulture and floriculture in the region.

Annual rotation:
Bangkok in even years and Vietnam in odd years.



Since 2025, the organizers of HortEx have collaborated with DLG (German Agricultural Society), organizer of AGRITECHNICA, the world's leading agricultural machinery exhibition held in Hanover (Germany), to co-locate HortEx with AGRITECHNICA ASIA in an annual cycle.

Following the successful edition in Ho Chi Minh City in 2025, the event continues in Bangkok in 2026 and returns to Ho Chi Minh City in 2027. This alternating format strengthens connections between Thailand and Vietnam, creating a powerful regional platform for innovation, business development, and knowledge exchange across Southeast Asia's horticulture and floriculture sectors.

HORTEX 2027 ADDITIONAL ACTIVITIES:



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ORGANIZERS:

- Nova Exhibitions
- VEAS

CO-LOCATED WITH:

- AGRITECHNICA ASIA
- Systems & Components

SUPPORTED BY:

- Ministry of Agriculture and Rural Development, Vietnam
- The Embassy of the Kingdom of the Netherlands in Vietnam
- VinaFruit
- Dalat Flower Association
- Vietnam Seed Trade Association
- Vietnam Gardening Association
- Dutch Greenhouse Delta
- Agragex
- Dutch Business Association Vietnam (DBAV)

KEY PRODUCT AREAS

