



12»14 March
2025

SECC, Ho Chi Minh City, Vietnam

POST SHOW *Report*

Organizers



Co-located with



Partner Event



Supporters



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.

More than just a business networking platform, the event also featured key activities such as seminars, the Export Forum, VIP Buyer Program, Grower Talks, and special showcases. HortEx Vietnam continues to be a pivotal event driving the growth of the horticultural and floricultural industries in Vietnam and the wider 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

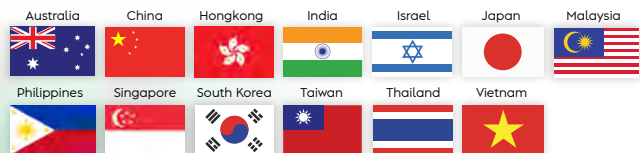


26

Countries & Regions

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

Asia & Oceania



Europe

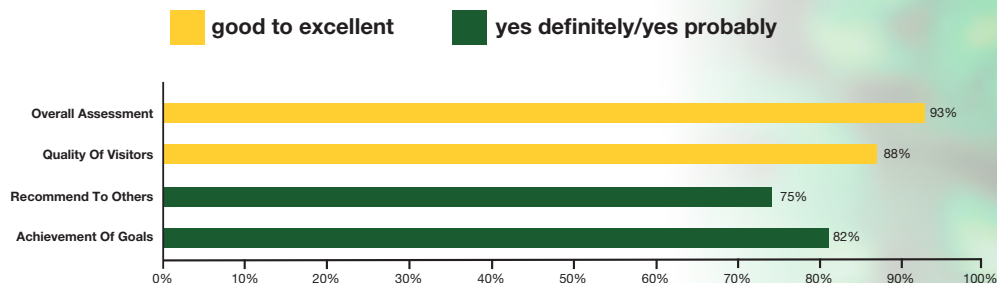


Americas



EVALUATION OF HORTEX VIETNAM 2025 BY EXHIBITORS

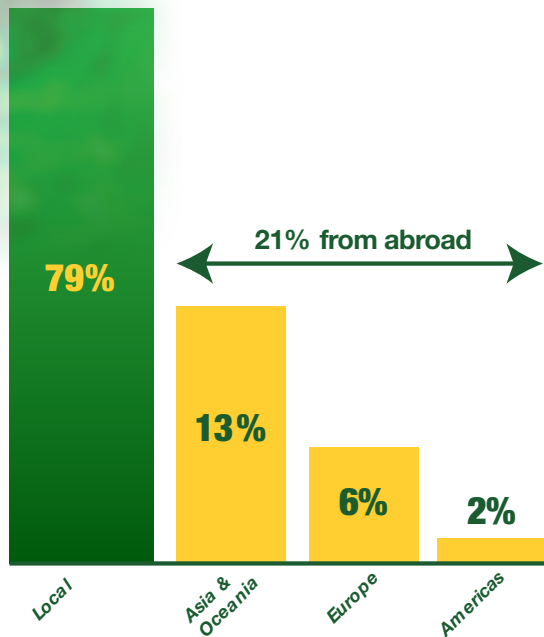
70%
Registered for
HortEx Thailand 2026



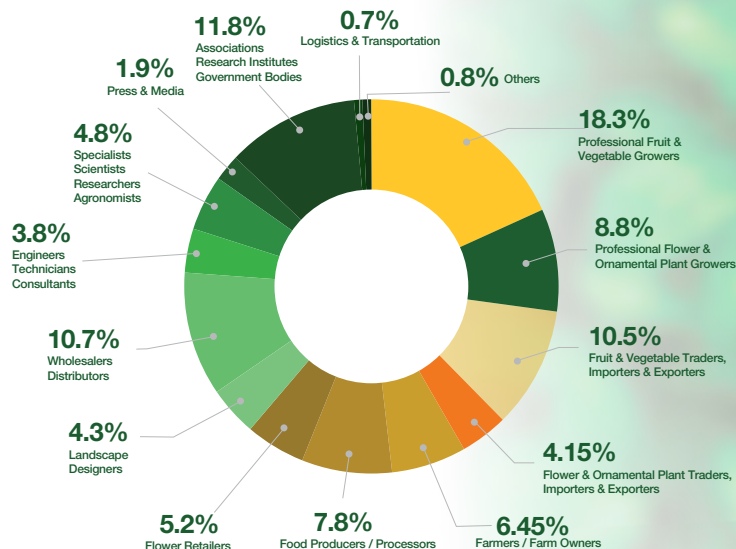
VISITOR STATISTICS

The expo gathered trade visitors from over **63** countries & regions

AFGHANISTAN, ARGENTINA, AUSTRALIA, AUSTRIA, BANGLADESH, BELGIUM, BHUTAN, BRAZIL, BULGARIA, CAMBODIA, CANADA, CHINA, CONGO, CZECH REPUBLIC, EGYPT, FRANCE, GEORGIA, GERMANY, GHANA, HONG KONG, HUNGARY, INDIA, INDONESIA, IRELAND, ISRAEL, ITALY, JAPAN, KENYA, LATVIA, MALAYSIA, MAURITANIA, MEXICO, MONGOLIA, MYANMAR, NEPAL, NETHERLANDS, NEW ZEALAND, NIGERIA, NORWAY, PAKISTAN, PERU, PHILIPPINES, POLAND, QATAR, ROMANIA, RUSSIA, SAUDI ARABIA, SINGAPORE, SLOVAKIA, SOUTH AFRICA, SOUTH KOREA, SPAIN, SRI LANKA, SWEDEN, SWITZERLAND, TAIWAN, THAILAND, TURKEY, UGANDA, UNITED ARAB EMIRATES, UNITED KINGDOM, UNITED STATES OF AMERICA, VIETNAM



VISITOR PROFILES (%)



ACTIVITY HIGHLIGHTS



OPENING CEREMONY



INTERNATIONAL FRUIT & VEGETABLES SOURCING HUB



PREMIUM FLOWER SHOWCASE



GROWER TALKS



NETWORKING



BUSINESS MATCHMAKING



COUNTRY PAVILIONS



EXPORT FORUM



SEMINAR PROGRAM



VIP TOUR

HORTEX CO-LOCATED WITH AGRITECHNICA ASIA

**AGRI
TECHNICA[®]
ASIA**

Since 2025, the organizers of HortEx collaborate with DLG (German Agricultural Society), organizer of AGRITECHNICA, the world's leading agricultural machinery exhibition held biennially in Hanover (Germany), to co-locate HortEx together with AGRITECHNICA ASIA in an annual cycle, alternating between Ho Chi Minh City (Vietnam) and Bangkok (Thailand), commencing in 2025 and starting in Ho Chi Minh City followed by Bangkok in 2026.



The inaugural edition of these co-located events was held from 12-14 March 2025 in Ho Chi Minh City and proved to be an immediate success, attracting over 300 companies and 10,693 trade visitors from both Vietnam and around the world.

www.agritechnica-asia.com



PEOPLE. TECHNOLOGY. INNOVATIONS.

The trade fair for crop production & smart farming!



TESTIMONIALS



Mr. Kaine La Crois

Junior Account Manager – Big Dutchman

This is our first year participating in HortEx. I visited the exhibition two years ago as a guest, and this year we decided to exhibit. 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.



Mr. Dang Van Nien

General Director – Rijk Zwaan

I noticed that this year's HortEx exhibition features a wide variety of booths and brands, clearly reflecting current 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.



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.



Mr. Diego Vezzani

Sales & Technician – Europrogress

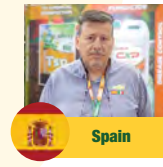
I am very impressed with this exhibition, it can be said that this exhibition is one of the important exhibitions in the Southeast Asia region. When coming to the exhibition, we can provide customers with products and technology from the European market. This exhibition also helps us stay competitive and better understand customer needs. In my opinion, it is a very valuable event.



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.



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 has been very helpful. We have participated in many exhibitions around the world, and I found this one to be of unexpectedly high quality. I would like to congratulate the organizers on a successful event.

MEDIA COVERAGE



OUR MEDIA PARTNERS





Organizers



Co-host



Co-located with



See You again



Thailand

20 ▶ 22/5/2026

BITEC | Bangkok | Thailand

www.hortex-exhibitions.com