



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

17 **18** **19**

March, 2027

SECC, HO CHI MINH CITY, VIETNAM



Organizers



Co-located with



Supporters



BOOK A STAND

MARKET INSIGHTS

Southeast Asia Floriculture & Horticulture

The Southeast Asia Floriculture & Horticulture Market, worth USD 12.72 Billion in 2024, is forecasted to achieve **USD 20.2 Billion** by 2033.

The Southeast Asia market is anticipated to grow at a **CAGR of 5.35%** during the period **2026–2033**.

Vietnam's fruit industry has seen significant growth with the first durian export through the "green lane" to China and the debut of green-skinned pomelo to Australia. In the first quarter of 2026, fruit and vegetable exports increased by **31.4%** year-on-year, reaching **1.53 billion USD**, driven by strong demand from key markets like **China, the US, Japan, and Europe**.

Source: Deep Market Insights; VietNamNet Global



VOICE OF EXHIBITORS



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.



Mr. Dang Van Nien

General Director – Rijk Zwaan

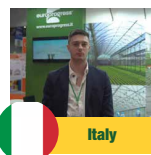
I see that this year's HortEx exhibition has many booths and brands that are very diverse, especially clearly showing the spirit of market trends. As an exhibitor, I think this is a very good exhibition. We see that exhibitions like this are very beneficial for businesses as well as consumers, we are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



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 to compete as well as learn more about the needs of customers. For me, this is a very good exhibition.

2027 EXPECTATION FIGURES



350+
Brands



35+
Countries & Regions



10.000+
Trade Visitors



80%
Visitors are decision-makers
or senior managers

ACTIVITY HIGHLIGHTS



Export
Forum



Panel
Discussion
“Grower Talks”



Premium
Flower
Showcase

Technical
Seminars



B2B
Matchmaking



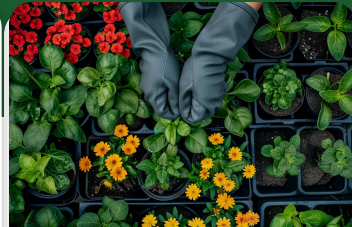
ASEAN Fresh
Hub



KEY PRODUCT AREAS



Fruits &
Vegetables



Flowers &
Plants



Technical systems
& Post harvest
handling

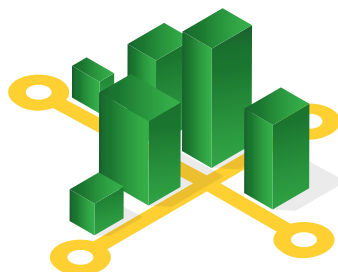


Smart
farming

Your Gateway to Global Business Success



Strategic Location



Business Hub



Market Connectivity

Exhibitor Profile



Growing technologies
for fruits & vegetables



Logistics &
Services



Fresh Produce Suppliers
Growers and Exporters



Greenhouse technologies
& equipment



Storage, cooling and
quality preservations
for fresh produce



Fruit & vegetable
processing equipment



Fresh produce
marketing



Sorting, packing and other
post-harvest handling
equipment & technologies

Visitor Profile

- Producers / Processors (Agro)
Food Industry
- Farmers / Farm Contractors
- Traders, importers and exporters
of flowers & plants
- Traders, importers and exporters
of fruits & vegetables
- Professional growers
of flowers & plants
- Professional growers
of fruits and vegetables
- Logistics
- Transports
- Press and Media
- Government Representatives
- Associations / Institutions
- Trade Ambassadors
- Agro Industry Corporations
- Consultants
- Engineers & Technicians
- Professors / Scientists /
Researchers / Agronomists
- Retailers
- Distributors / Dealers
- Wholesalers
- Landscape designers
- Florists
- Investors
- Propagators
- Students



Venue Information

Saigon Exhibition & Convention Center (SECC) is the largest exhibition hall in the Southern region of Vietnam, with infrastructure built to international standards and regulations located in 799 Nguyen Van Linh, Tan My Ward, Ho Chi Minh City, only 15 minutes from the city center and 30 minutes from Tan Son Nhat International Airport



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