



# HORTI AGRI NEXT ASIA 2025

IMPACT, BANGKOK, THAILAND  
12-14 MARCH

## EXHIBITOR BROCHURE

THE INTERNATIONAL TRADE SHOW  
FROM SEED TO FOOD IN ASIA

[WWW.HORTIAGRINEXT.COM](http://WWW.HORTIAGRINEXT.COM)



Co-located with



**meat pro**  
ASIA



**ASIA 2025**  
IMPACT, BANGKOK, THAILAND  
12-14 MARCH

# WELCOME TO THE NEW HUB SERVING THE SEED TO FOOD INDUSTRY

## HORTI AGRI NEXT ASIA 2025

HAN (Horti Agri Next) ASIA, organized by VNU Asia Pacific, is the international trade show for the horticulture and agriculture industries, enabling intensive business connections and offering extensive educational and informative conferences' content, based on the market's current needs and requests. The show was rebranded from Horti ASIA to represent the agricultural industry. HAN Asia will stay in Bangkok, Thailand, the main power stemming and decision bearing center of South East Asia.

In the Asia region, HAN Asia will be organized from March 12 to 14, 2025, at the IMPACT venue in Bangkok. Co-located with VIV Asia 2025 and Meat Pro Asia 2025, the largest international trade show in livestock production, animal husbandry, and related sectors, this event offers a comprehensive representation of the entire agriculture industry supply chain, both vertically and horizontally, alongside the livestock industry.





# EXHIBITION OUTLOOK



## EVENT IDENTITY CARD



### Event profile:

B2B Trade Show highlighting the latest products, innovations and advancements in the fields of horticulture and agriculture.

### Location:

IMPACT Exhibition and Convention Centre, Bangkok, Thailand

### Frequency:

Every year

### Date:

12-14 March 2025

### Floor space:

5,000 sqm gross



## EXHIBITOR IDENTITY CARD



### Exhibitor Profile:

- Presence of top international suppliers with a broad spectrum of products on display

### Main sectors:

- Outdoor & Indoor Farming
- Soil Preparation
- Seeding
- Growing
- Protection & Nutrition
- Harvesting
- Storage
- Logistics



## VISITOR IDENTITY CARD



### Visitor Profile:

High quality buyers with decision making power which drive investments.

### Attendance target:

5,000 visitors from 30+ countries

- Grower, Farmer and Farm Owners
- Propagator, Breeder
- Engineer, Technician
- Dealer, Distributor, Importer, Trader
- New Generation Farmer
- Contractor, Machinery Service Provider
- Retail & Wholesale Business and Distribution
- Restaurant Owner and Food Processor
- Agricultural Cooperative
- Agricultural Government Agency
- Trader/ Farmer Organization
- Researcher & Development
- Decision Maker and Exporter







# THE IDEAL PLATFORM FOR THE SEED TO FOOD SUPPLY CHAIN

With a deep focus on agriculture, HAN Asia covers every aspect from downstream to upstream: outdoor and indoor farming types, soil preparation, seeding, growing, crop protection and nutrition, harvesting, production management, storage and packaging, logistics and cold chain. Covering from farm to shelf placement for sales. Our aim is to establish HAN Asia as the premier international trade fair for horticulture and agriculture technology in the Asia region, drawing investors from around the globe to Thailand, the production hub of Asia.

## 2025 KEY FIGURES

(Target)



**5,000+**

Visitors



**150+**

Exhibitors



### Co-located with VIV ASIA

VIV Asia is the biggest and most complete feed to food event in Asia, dedicated to the world of livestock production, animal husbandry and all related sectors, from feed production, to animal farming, breeding, veterinary, animal health solutions, slaughtering of meat, processing of fish, egg, dairy products and more.



### Co-located with Meat Pro Asia

Meat Pro Asia is Asia's leading processing and packaging trade fair for egg, poultry, meat, seafood & food products. By facilitating key suppliers from around the world, Meat Pro Asia gains access to potential high markets in ASEAN. Meat Pro Asia focuses exclusively on solutions that deliver animal-based protein products from farm to table. This includes slaughtering, the full processing chain, packaging, labeling, cold chain logistics, quality control, hygiene, IoT and automation, wastewater treatment, and more. Visitors include processing companies, food retailers, importers, exporters, wholesalers, manufacturers, agents, distributors, and engineering firms.



### Organized by VNU Asia Pacific

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. For over a decade, VNU Asia Pacific has organized trade shows in the livestock, agriculture, and horticulture business sectors, demonstrating our expertise and deep understanding of the Asian market. VNU Asia Pacific effectively covers all key exhibition markets in Southeast Asia.

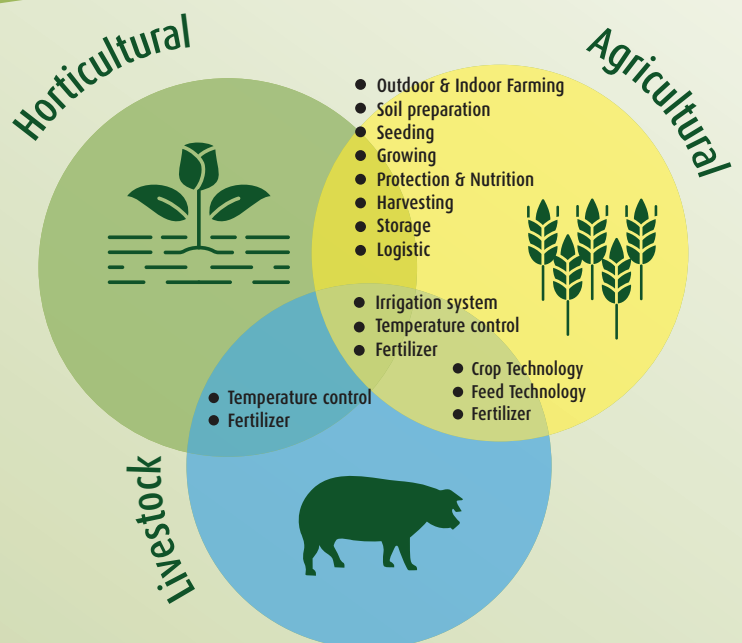




## REASONS TO EXHIBIT

1. **Ideal Interface:** Be part of the first complete Seed to Food global trade platform in the Asia
2. **Precision Marketing:** Join forces in targeted marketing campaigns, through valuable industry media and association partnerships
3. **Targeted Audience:** HORTI AGRI NEXT ASIA attracts a highly targeted audience of professionals, decision-makers and new generation investors
4. **Regional Hub:** HORTI AGRI NEXT ASIA provides a platform for exhibitors to display their products and services to the Asia market and gain exposure to regional trends and opportunities
6. **Branding Opportunities:** HORTI AGRI NEXT ASIA offers a variety of branding opportunities online and onsite
7. **Market Research:** HORTI AGRI NEXT ASIA allow exhibitors to gain insights into market trends, customer needs, and competitor activity, which can help to refine their marketing strategy and improve their brand positioning

## INTEGRATION FROM SEED TO FEED TO FOOD



# THE JOURNEY OF SEED TO FOOD



# TECHNOLOGY FOR PRODUCTION

Rice, Sugar Cane, Maize and Cassava

Tropical fruit

Vegetable

Edible Flower/ Non Edible Flower

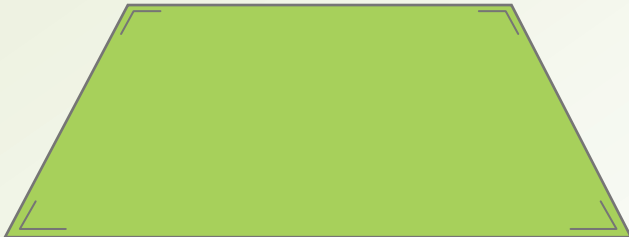




# Stand Construction Packages

## Raw space

Minimum 18 sqm



<b>Aisle</b>	330 €
<b>Corner</b>	365 €

## Standard construction

Minimum 12 sqm & Maximum 24 sqm



**Customizable items:**

- 3 posters of 0.75 x 1.00 m
- Logo on counter

**Features of the package:**

- Octanorm material
- Comfort furniture (1 Lockable counter, 3 Chairs, 1 Round table)
- Electrical fittings (short arm spotlights and socket 5A)
- Light grey carpet

<b>Aisle</b>	395 €
<b>Corner</b>	435 €

## Upgraded construction

Minimum 12 sqm & Maximum 36 sqm



**Customizable items:**

- Graphic (Poster size 0.75(w) x 1 (H) m. and Size 2 (W) x 1 (H) m.
- Color choice on the sides of booth & counter
- Beige Carpet
- Logo on counter 1.00 x 1.00 m

**Features of the package:**

- Octanorm material
- Upgraded furniture (1 Lockable, 1 Round Table, 3 Chairs)
- Storage room from 15 sqm onwards
- Electrical fittings (long arm spotlights and socket 5A)

<b>Aisle</b>	435 €
<b>Corner</b>	480 €



**ASIA 2025**  
IMPACT, BANGKOK, THAILAND  
12-14 MARCH

## WE ARE LOOKING FORWARD TO WELCOMING YOU TO HAN ASIA 2025



Get in touch with us



**Jaruphan Jamprawit**  
Sales Manager

Tel.: +66 2 1116611 ext. 231  
E-mail: jaruphan@vnuasiapacific.com



**Patthanaporn Chaiwarathanakul**  
Sales Manager

Tel.: +66 2 1116611 ext. 234  
E-mail: patthanaporn@vnuasiapacific.com



**Chanida Clarke**  
Senior Project Manager

Tel.: +66 2 1116611 ext. 233  
E-mail: chanida@vnuasiapacific.com

Organized by

**VNU | ASIA PACIFIC**

VNU Exhibitions Asia Pacific Co., Ltd.  
88 The PARQ, 4th Fl, Ratchadaphisek Rd,  
Khlong Toei, Bangkok 10110  
Tax Registered ID: 0 1055 55003 225 Head Office

Email: han@vnuasiapacific.com

Co-located with:



**meat pro**  
ASIA