



Horti & Agri Exhibitions

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VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht Netherlands, 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. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in Southeast Asia.

Our Show Portfolios

Livestock



Agriculture



Laboratory & Health



Technology



Industrial



Professional Entertainment



Pet



HORTI & AGRI SERIES




Horti&Agri
Asia
19 – 21 May 2027
BITEC, Bangkok


Horti&Agri
Vietnam
7 – 9 Jun 2028
SECC, Ho Chi Minh City

Co-located with

ILDEX
VIETNAM


Horti&Agri
Indonesia
15 – 17 Sep 2027
Jakarta, Indonesia

Co-located with

ILDEX
INDONESIA

HORTI & AGRI EXHIBITIONS ROADMAP

2012

Horti Asia

VNU AP established and launched the 1st edition of Horti Asia, focusing on horticulture innovations.

2015

Horti Asia + Agri Asia

Included Agri Asia alongside Horti Asia to expand into broader agricultural machinery & technologies.

2025

Horti Agri Next x VIV Asia

Horti Agri Next as the complete Seed to Food trade show in Asia by co-locating with livestock at VIV Asia, creating an international platform and expanding market reach.

2017-2024

Agritechnica Asia x Horti Asia

Partnered with DLG to co-locate Agritechnica Asia with Horti Asia across 4 key editions (2017, 2019, 2022, 2024).

Present

Horti and Agri

- Horti & Agri Asia (Biennial)
- Horti & Agri Vietnam (Biennial)
- Horti & Agri Indonesia (Annual)

Focus Sector

HORTICULTURE

Fruit & Orchard



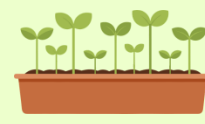
Veg & Protected Growing



Flowers & Ornamentals



Nursery & Young Plants



AGRICULTURE

Rice



Sugar cane



Casava



Corn & Field Crops



Oil Palm



Exhibitor Profile

1 Seeds & Planting Materials



Seeding, Propagation, Plant Genetics & Breeding

2 Crop Inputs & Plant Nutrition



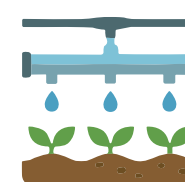
Fertilizers, Soil & Growing Media, Crop nutrition, Micronutrients

3 Crop Protection



Disease Management, Herbicide, Pest Control, Insecticide, Fungicide ⁵

4 Water & Irrigation



Water Management, Drip, Pumps, Filtration, Automation

5 Farm Machinery & Equipment



Agricultural & Farming Machine, Tractor, Seeder, Sprayer, Harvest

6 Protected Cultivation

Greenhouse, Vertical Farming Equipment, Climate Control, Shade Net, Hydroponics



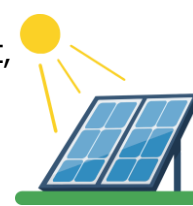
7 Smart Farming & AgTech

Smart & Precision Farming, Drone, Sensor, AI & Robotic



8 Energy & Farm Utilities

Solar, Generator, Energy Storage, Water Treatment, Farm Lighting



9 Post-Harvest Solutions

Sorting, Grading, Grain Handling, Drying Technology, Cold Storage



10 Farm Supplies & Consumables

Pots, Trays, Hand Tools, Accessories



Visitor Profiles

Key buyer communities across the horticulture and agriculture value chain



Buyer Engagement Funnel

From Market Awareness to Business Opportunities



How the Funnel Works in Practice

Turning market awareness into qualified buyer engagement and business opportunities.





Building Awareness

Press conference



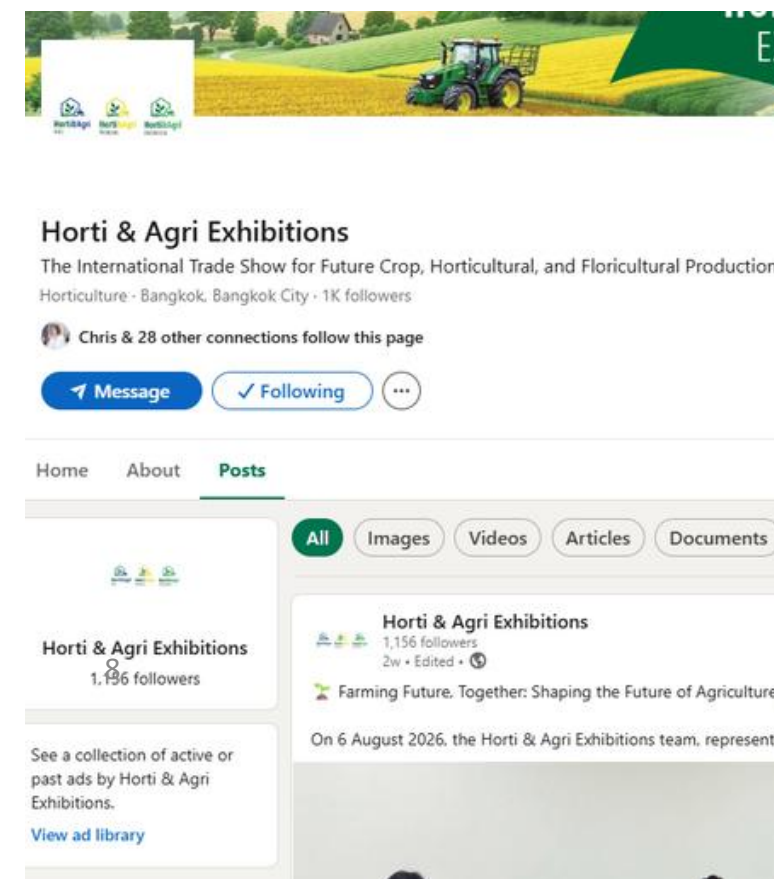
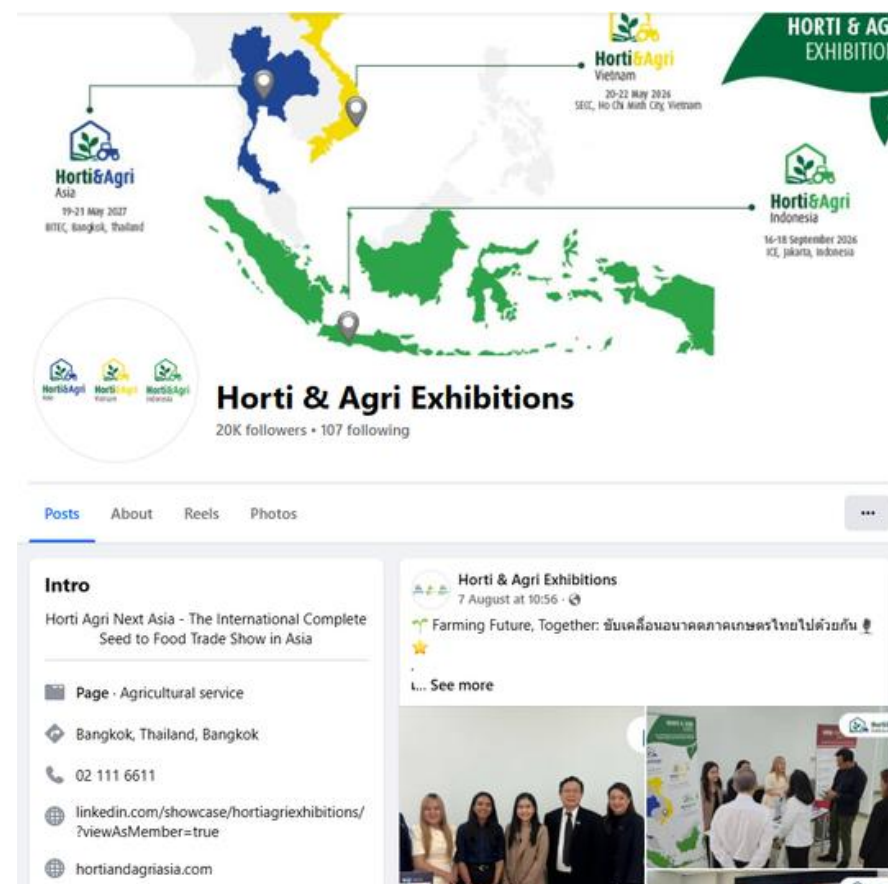
E-Newsletter: 30K subscribers



20K Followers



1K followers



Website



INTRODUCING HORTI & AGRI ASIA

With over a decade of proven expertise in the region, Horti & Agri Asia stands as the most comprehensive trade platform covering the full spectrum of modern agriculture—from crop production and floriculture to smart farming, post-harvest technologies, and agri-processing. Hosted in Thailand, Southeast Asia's agricultural powerhouse, the event brings together global innovators, growers, agri-tech providers, traders, and buyers to connect across the full value chain—creating new business, partnership, and investment opportunities.

From industry knowledge to live technology experiences — creating stronger reasons for buyers to attend, engage and do business.



1 Keynote Session

Join the Opening Ceremony, where top industry visionaries will take the stage in Keynote Session to set the direction for Thailand's agricultural innovation and future growth.



2 VIP Buyer Tour

Inviting buyers, distributors, government delegations, and industry leaders from Thailand and across Southeast Asia (eg. Vietnam, Indonesia etc.)

Curated VIP Buyer Tour to spotlight your exhibitors with exclusive guided routes, ensuring meaningful engagement with high-value decision-makers



3 Future Horti-Agri Innovation Stage

Connect with leading experts and innovators to discover new perspectives, solutions, and opportunities shaping the future of agriculture.

- Future Crops & Food
- Smart & Sustainable Agriculture
- High-Value Crop Production



4 Technology in Action

Live Showcase & Demonstrations

Turning conference knowledge into practical, on-site solutions that buyers can see and evaluate.

- ✓ Environmental & greenhouse control
- ✓ Sensors, AI & crop monitoring
- ✓ Smart inventory & level monitoring
- ✓ Irrigation, crop & production solutions

5 Agri Business Connect Lounge

Where the right people meet to create the right opportunities.

A dedicated business networking space designed to bring together exhibitors, buyers, investors, industry leaders, and key agricultural professionals in a comfortable and professional environment.



From Market Size to Buyer Quality

The objective is not to attract everyone in the market, but to identify buyers with real purchasing capability, active demand, and strong relevance to our exhibitors.



Target Buyers



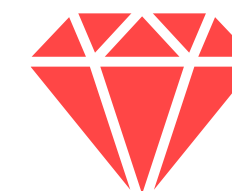
Commercial Buyers



Active Buyers



Qualified Buyers



Hosted Buyers

Qualified Buyer → Pre-Matched Exhibitor → Business Conversation



Horti & Agri Exhibitions is officially **supported by more than 30 leading Thai and International agricultural and horticultural associations**

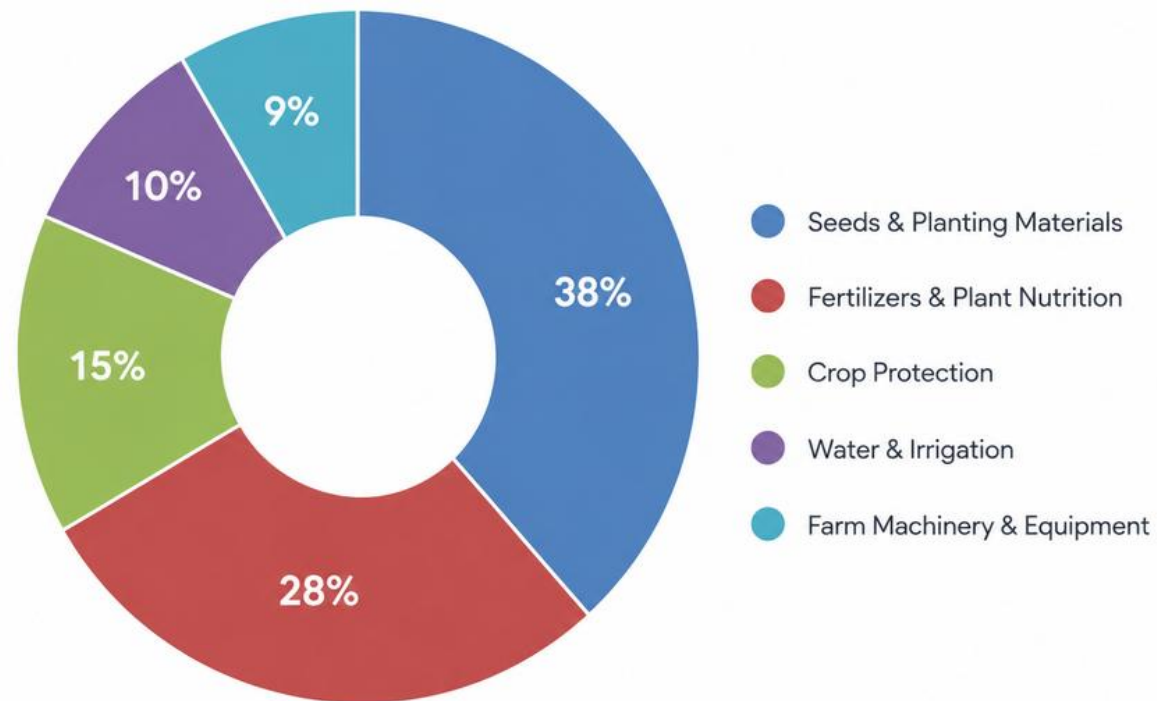
These partnerships ensure strong industry participation, credibility, and nationwide mobilization of growers, cooperatives, and agribusiness leaders



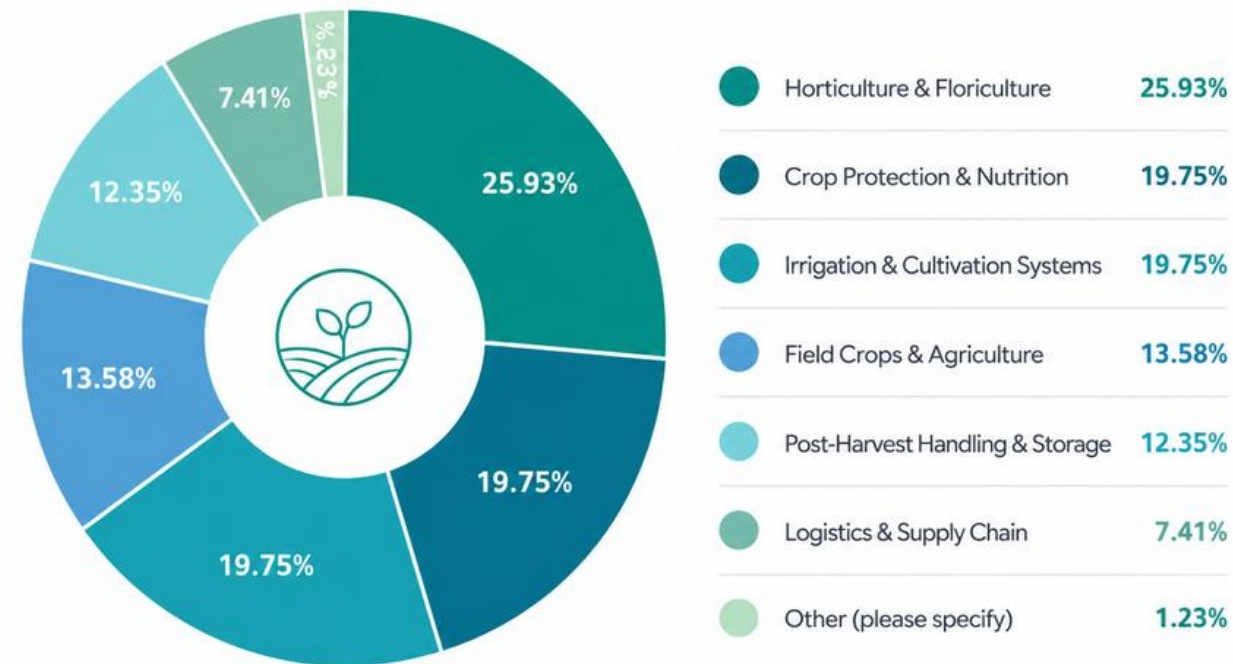
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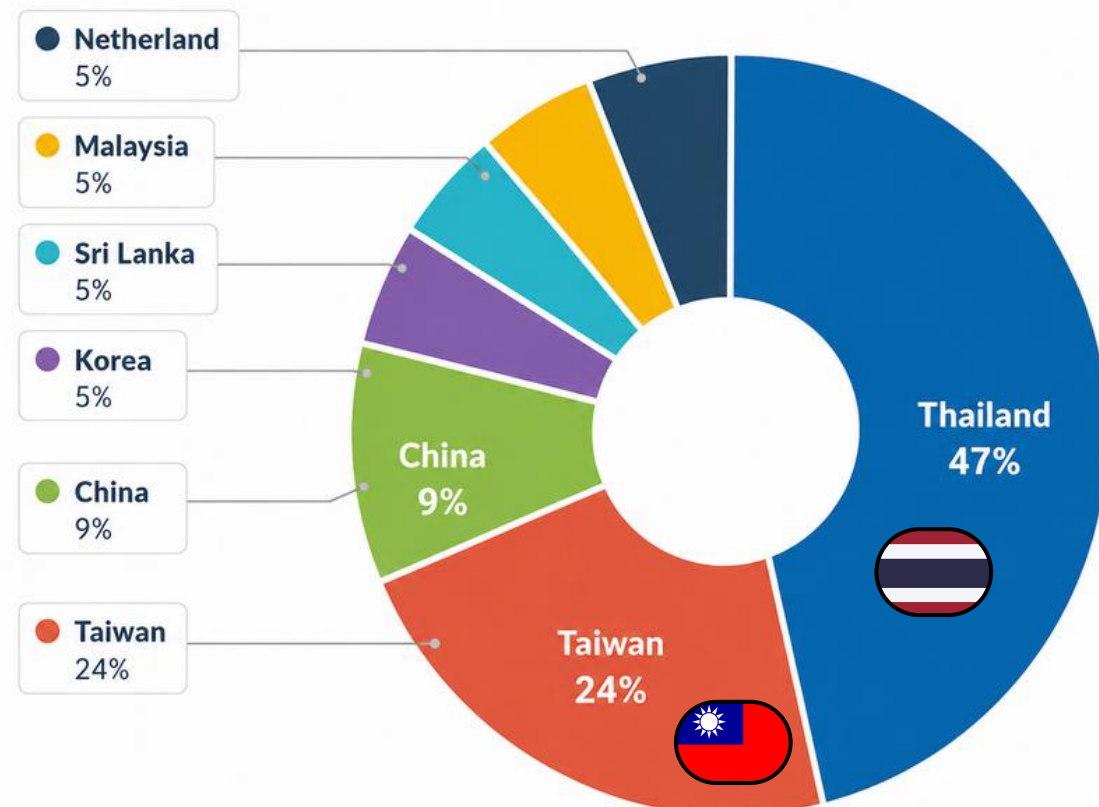
Exhibitor Profile



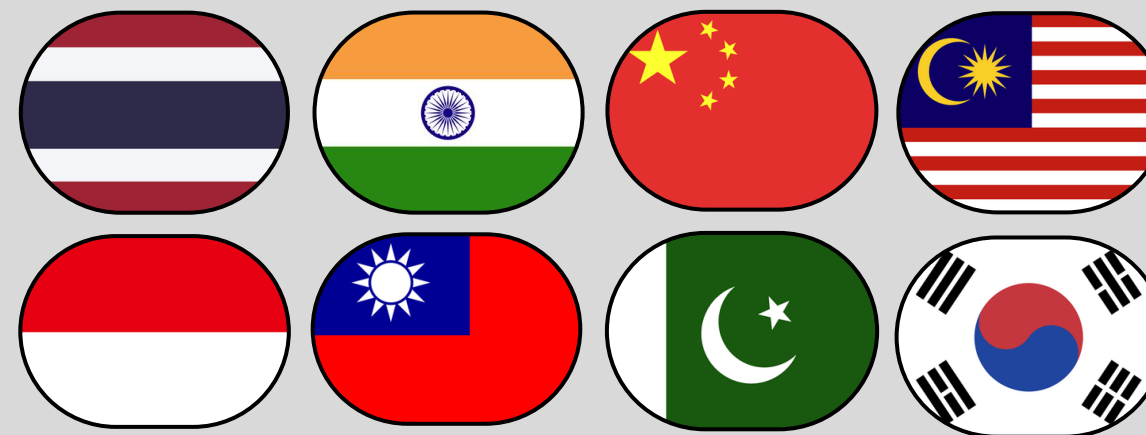
Main sector of visitor



Exhibitor Summary



Visitor







Booth Types (Raw / Standard / Comfort / Premium)

Raw Space
(min. 18 sqm.)



Comfort Booth
(min. 12 sqm.)



Standard Booth
(min. 9 sqm.)



Premium Booth
(min. 12 sqm.)



See you at Horti & Agri Exhibitions

