

# REVIEW

22-24 August 2018, EH 98, BITEC, BANGKOK





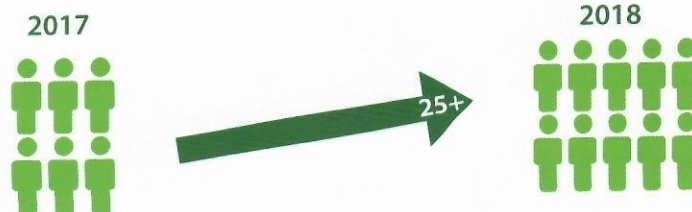
## INDUSTRY LEADERS













### Industry Drivers:

1. Food Safety
2. AgTech
3. IoT
4. Big Data
5. Coldchain

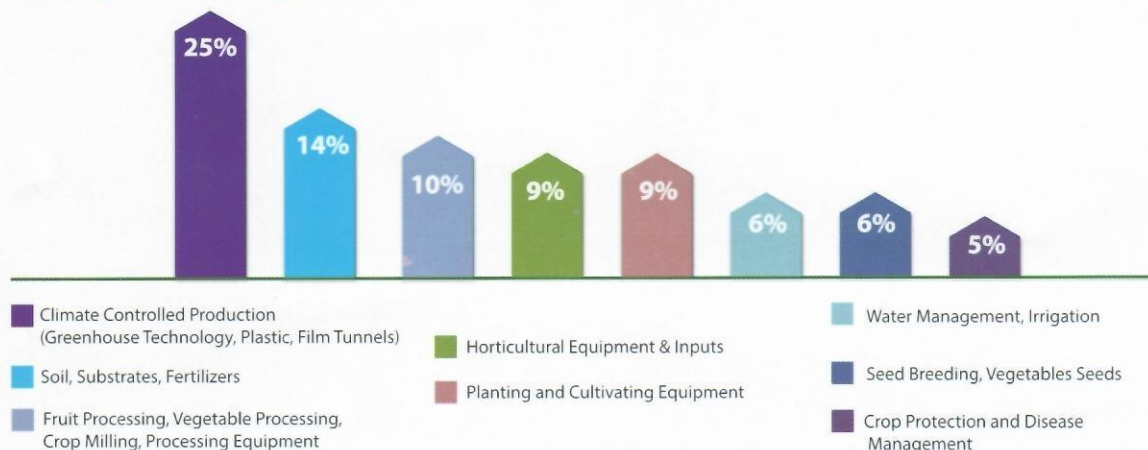
## GROWTH EXHIBITORS



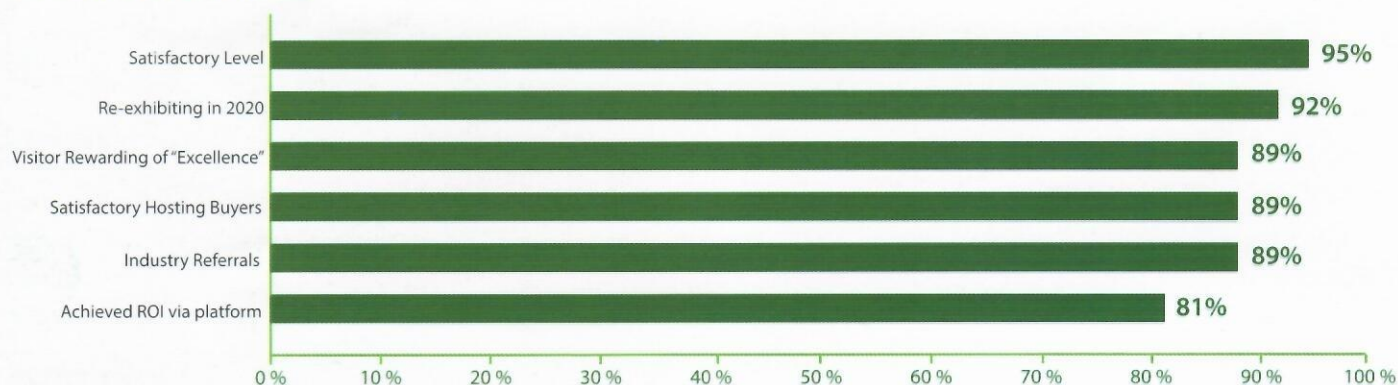
## TOP 10 EXHIBITOR COUNTRIES

- |  |  |
|--|--|
|  1. Thailand    |  6. Germany     |
|  2. South Korea |  7. Netherlands |
|  3. China       |  8. Singapore   |
|  4. Malaysia    |  9. Italy       |
|  5. Taiwan      |  10. Vietnam    |

## INDUSTRY EXPERTISE : 10,677 BUYER DEMAND



## EXHIBITOR CREDENTIALS

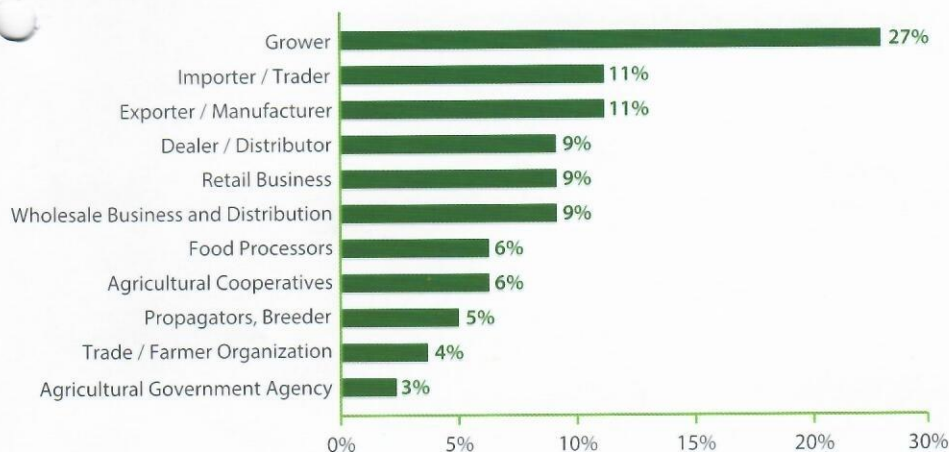
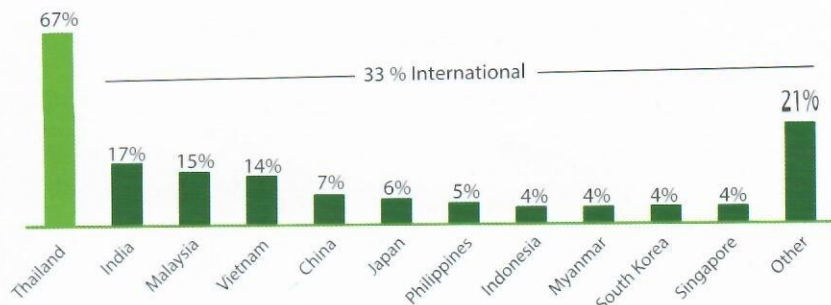




**10,677 trade professionals from 69 countries** attended the show during three days, **33% of these were international visitors.**



## TOP 10 VISITOR COUNTRIES



Senior Management	37%
Sales & Marketing	23%
Farm, Plant, Project Manager	20%
Research & Development / Engineering	13%
Purchasing Department	7%

## Horti ASIA FACTS

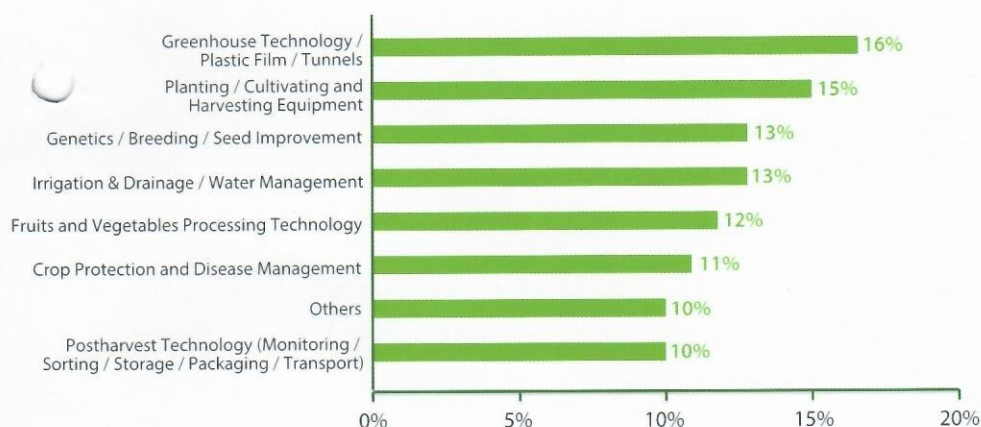
**91%** of visitors had positive feedback

**90%** of visitors would recommend Horti ASIA to their industry colleagues

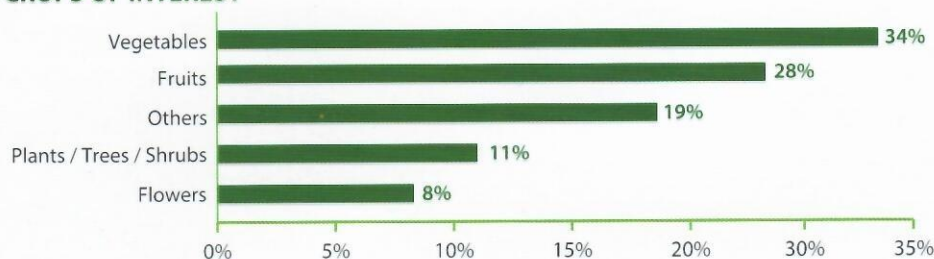
**85%** of visitors are directly involved in purchasing and procurement decisions

**80%** of visitors intend to visit Horti ASIA 2020 (May 7-9, Bangkok)

## BUYING INTEREST



## CROPS OF INTEREST





## CREDENTIALS & REFERENCES



The quality of this exhibition is really high because it brings techniques and innovations together from all around the world and adapts them to the situation here in Bangkok. Asia is the kitchen of the world, and has so much potential in terms of food production. In my opinion, this is the right place to be.

**Mr. Willem Schoustra, Agricultural Counselor,  
The Embassy of the Kingdom of the Netherlands in Thailand and Vietnam**

For VinEco, Horti ASIA is a very informative platform that not only us updated with innovative technologies but also various solutions for our current operation. We consider this is a chance to explore possibilities of optimization toward our business, and more importantly to be basis for our future business strategy. Of course we hope to be visiting Horti in 2020 again.

**Vu Tuyet Hang, CEO, VinEco (Vietnam)**



Horti ASIA exceeded all my expectations when I visited. It was very valuable and integrated. I have found a lot of interesting and innovative products there and seriously consider to introduce them to our farm. Also it was an eye-opener for me to know about the horticulture in other countries. Obviously it is recommendable for other growers who is looking for success!

**Mr. Sangsik Yang / B&U Farm, Founder & Director (Korea)**

We joined Horti ASIA since the first edition. So, we notice changes happening each year. Today, exhibitors are more serious and that's because you have been able to change the exhibition from a small show with many Thai visitors to an international show that is now attracting serious players in the industry who are expanding and starting on professional scale. The amount of interested buyers this year increased triple compared to last year and from many different countries. We are happy to announce we confirm for your next expo and look forward to a 2 yearly event!

**Menno Keppel, CEO, Agri Solutions Asia Co., Ltd. (Thailand)**



Horti ASIA exceeded our expectations. The profile of the visitors was high quality, with a truly international Asian flavor. For urban farming stakeholders, it was a first to host a round table about our urban farming in Singapore and the ambitions of the Dutch consortium, and the interest was overwhelming. Thank you for organizing, we're looking forward to the next one!

**Nienke Gelderloos, Agricultural Policy Advisor & Liaison Manager Urban Farming (Singapore)**

This year's Horti ASIA was a great event where we could truly sense the excitement around agriculture in Southeast Asia. We met with many amazing growers from all over the world and the focus on utilizing technology to improve growing conditions was very clear.

**JP Papaioannou, Director - SEA & China, 330MHz B.V. (Hong Kong)**



## The next edition of Horti ASIA will be held from May 7-9, 2020 at BITEC, Bangkok