



PRESS RELEASE

For direct publication

Vietnam's horticulture industry gains momentum as HortEx Vietnam 2027 attracts strong international interest

Netherlands / Vietnam – September 2026 – Vietnam's rapidly developing horticulture and floriculture industries are creating new opportunities for international suppliers of greenhouse technology, cultivation systems, plant material, substrates, irrigation, automation, packaging and post-harvest solutions.

The country's fruit and vegetable sector is demonstrating particularly strong growth. Vietnam's fruit and vegetable exports reached a record value of approximately US\$8.5 billion in 2025, nearly 18% more than in 2024. This strong momentum continued in 2026: during the first five months of the year, exports reached an estimated US\$2.98 billion, representing year-on-year growth of 29.4% for the same five-month period.

This export growth, together with increasingly demanding quality standards in international markets, is encouraging Vietnamese growers and exporters to invest in modern production technology, efficient cultivation methods, processing, packaging, traceability and post-harvest solutions.

Major investments in production capacity

Vietnam's floriculture sector is also expanding. Hasfarm, one of the country's leading flower producers, recently acquired three farms in Lam Dong province covering a total of 100 hectares.

Approximately 65 hectares of the newly acquired land could potentially be developed into greenhouses, increasing the company's future production capacity by an estimated 30%. The expansion reflects growing demand for Vietnamese-grown flowers across the Asia-Pacific region and the need for further investment in modern production facilities.

These developments illustrate the wider transformation taking place within Vietnam's horticulture industry. As growers expand and professionalise their operations, demand

is increasing for technologies and expertise that improve productivity, product quality, sustainability and supply-chain efficiency.





Strong outlook for HortEx Vietnam 2027

Against this positive market background, the signals for HortEx Vietnam 2027, Asia's premier trade fair for horticultural and floricultural production and processing technology, taking place from 17–19 March 2027 at the Saigon Exhibition and Convention Center in Ho Chi Minh City, are very encouraging.

HortEx Vietnam will again be co-located with AGRITECHNICA ASIA Vietnam, bringing the horticultural and agricultural sectors together under one roof.

The majority of the available exhibition floor plan has already been reserved, several months ahead of the event.

Leading companies from across Europe and beyond have already secured their exhibition space, including: Agaris (Belgium), Anthura (Netherlands), Armando Alvarez Group (Spain), Asthor (Spain), Avagro Tarim (Türkiye), Evanthia Breeding & Seeds (Netherlands), Floragard Vertrieb GmbH (Germany), Sector Tarim (Türkiye), Rosen Tantau Vertrieb GmbH & Co. KG (Germany), Spagro S.r.l. (Italy), Unitec (Italy), Vita Cargo (Netherlands) and many more.

The international exhibitor line-up is expected to show strong further growth in the coming months.

A gateway to Vietnam's growing horticultural market

HortEx Vietnam brings together the complete horticulture and floriculture value chain, connecting international suppliers with growers, producers, exporters, distributors, importers, retailers, investors and other industry professionals from Vietnam and neighbouring markets.

For exhibiting companies, the event provides a focused platform to:

- Introduce technologies, products and services to professional buyers;
- Meet growers and production companies planning new investments;
- Find distributors, agents and business partners in Vietnam and beyond;
- Strengthen their presence in Vietnam and Southeast Asia;
- Gain first-hand insight into the requirements of the local market;
- Build long-term relationships with key industry stakeholders.





With the exhibition floor already largely occupied, companies interested in entering or expanding their presence in Vietnam's horticultural market are encouraged to reserve their space as soon as possible.

HortEx Vietnam 2027

17–19 March

**Saigon Exhibition and Convention Center (SECC),
Ho Chi Minh City, Vietnam**

For exhibition opportunities and further information, visit:

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