



Horti Asia Rebrands to Horti Agri Next Asia: Comeback in 2025

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Horti Asia, the international trade show for horticultural and floricultural production and processing technology in Asia, has successfully concluded its 8th edition. Held in conjunction with AGRITECHNICA ASIA from May 22-24, 2024, at BITEC, Bangkok, the event welcomed 12,129 trade visitors from 73 countries, including Thailand, India, Malaysia, Philippines, China, Japan, Korea, Vietnam, Taiwan, etc.

Spanning 14,000 square meters, the show featured cutting-edge agri-technology and horticultural solutions from 336 top global brands. This year's event solidified Horti Asia's status as a powerful platform for the industry, hosting intensive conference sessions with knowledge shared by 118 keynote speakers from 9 countries across 42 sessions.

In an exciting development under the VIV worldwide direction, Horti Asia will rebrand as Horti Agri Next Asia and make a grand return in March 2025 from 12-14 MARCH 2025 at IMPACT, Bangkok, Thailand, co-located with VIV Asia, the largest feed-to-food trade show in Asia. This rebranding reflects our commitment to evolving and expanding the scope of our tradeshow, ensuring we continue to lead the way in agricultural innovation and excellence. In synergy with VIV Asia and Meat Pro Asia, we aim to create an unparalleled business opportunities gateway for the Asian market.

Birgit Horn, Managing Director of VIV Worldwide, said, "At VIV Worldwide, our vision is to continually advance and develop our trade shows to meet the evolving needs of the agricultural and horticultural sectors. The rebranding of Horti Asia to Horti Agri Next Asia signifies our commitment to this vision. We have already seen great success with Horti Agri Next MEA, and we are excited to expand our reach with new editions in Vietnam and Indonesia, co-located with ILDEX exhibitions. These smaller, regional shows will build momentum leading up to the grand event in Bangkok where Horti Agri Next Asia will be co-

located with VIV Asia. This strategic direction not only highlights our dedication to fostering innovation, but also ensures we provide comprehensive platforms for business growth and knowledge exchange across the region.â”

Igor Palka, Managing Director of VNU Asia Pacific, said, â”Over the past decade, VNU Asia Pacific has demonstrated our expertise in organizing livestock and agricultural events such as VIV Asia, ILDEX, Agri Asia, and Horti Asia. Horti Asia was our first show, launched in May 2012 at BITEC. Today, we mark the 8th edition of Horti Asia, and it is time to extend our exhibition as it will cover the entire seed-to-food business under the new name â”Horti Agri Next Asia.â” This name represents the wide range of coverage for the agriculture and horticulture businesses for all of Asia. With this approach, we will create the most meaningful and most important trade platform, located in Bangkok, Thailand.â”

For more information on HAN Asia, taking place March 12-14, 2025, at IMPACT, Bangkok, Thailand, visit our website at www.hortiagrinext.com.