



## VISITOR FACTS

**8,168**  
TRADE VISITORS  
FROM 76 COUNTRIES\*

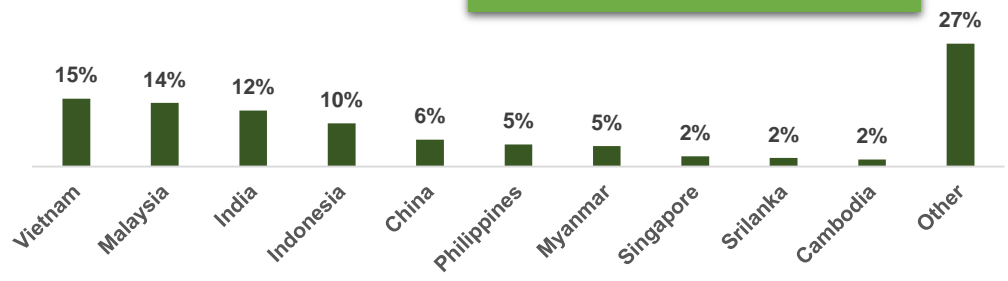
**87%**  
would recommend  
Horti ASIA

**83%**  
intend to visit the  
next edition

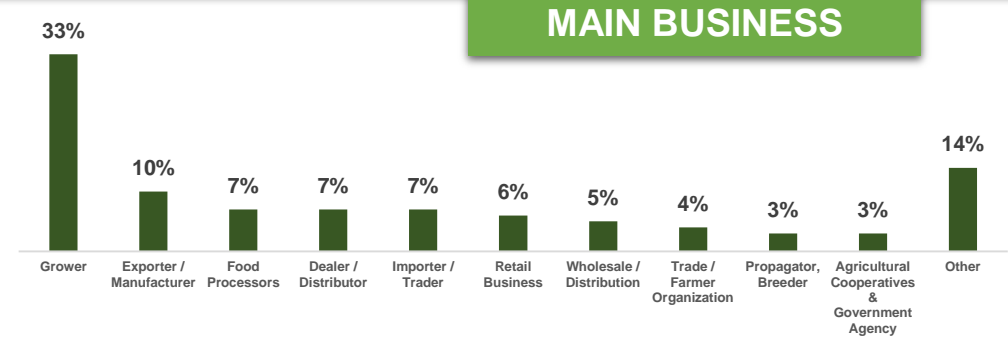
**89%**  
are directly involved  
in purchasing and  
procurement  
decisions

32% of Horti ASIA's visitors are international:

## COUNTRIES



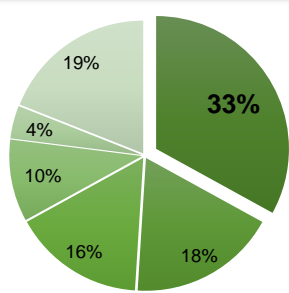
## MAIN BUSINESS



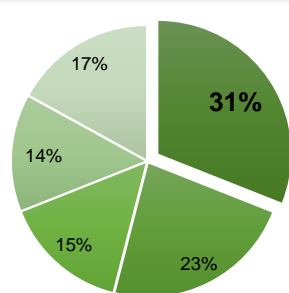
## JOB FUNCTION

## CROP PRODUCTION

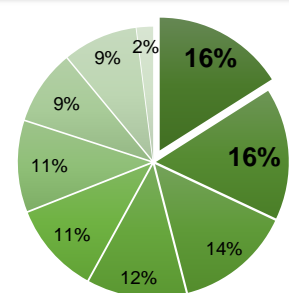
## PRODUCT INTEREST



**33%** Senior Management  
**18%** Farm, Plant, Project Manager  
**16%** Sales & Marketing  
**10%** Research & Development / Engineering  
**4%** Purchasing Department  
**19%** Other



**31%** Vegetables  
**23%** Fruits  
**15%** Flowers  
**14%** Plants, Trees, Shrubs  
**17%** Other



**16%** Greenhouse Technology  
**16%** Horticultural Equipment  
**14%** Irrigation & Drainage  
**12%** Soil, Substrates, Fertilizers  
**11%** Processing Technology  
**11%** Crop Protection  
**9%** Seeds, Seedling, Young Plants  
**9%** Postharvest Technology  
**2%** Other

\*Together with AGRITECHNICA ASIA

## MORE THAN 375 HOSTED TOP-DECISION MAKERS AND GROWERS FROM 18 COUNTRIES

"Horti ASIA 2017 is truly an exceptional opportunity to meet companies specialised in the field of horticulture and **the event is actually a turning point in this respect.** I have in-depth business discussion with many companies from the Netherlands."

**Mr.Susumu Tanaka, President Salad Bowl, Japan**



"I was pursuing some business leads and opportunities that the exhibitors had offered. It was an excellent experience to get to know the latest horticultural technology at this event."

**Mr.Sunario Chan, Managing Director PT. Horti Jaya Lestari, Indonesia**

**Horti Jaya**  
*growing for you*

"I got almost all product information that I've been looking for at Horti ASIA, not only the pre-arranged meetings but also casual meetings. **Very successful meetings,** thanks for inviting hope to see you again next year."

**Mr.Hieu Huynh Trung, Greenhouse Project Manager, VinEco Agricultural Investment, Development & Production LLC, Vietnam**



The platform is a very good networking opportunity. **We met many potential partners at Horti ASIA** who are still in contact with us for collaboration arrangement"

**Mr.Hung Nguyen Viet, CEO, Pan Farm Joint Stock Company, Vietnam**



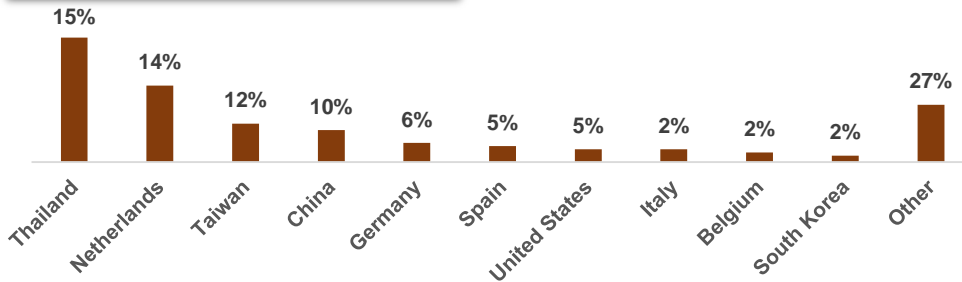


## EXHIBITOR FACTS

**127**  
EXHIBITORS  
FROM 22 COUNTRIES



## COUNTRIES

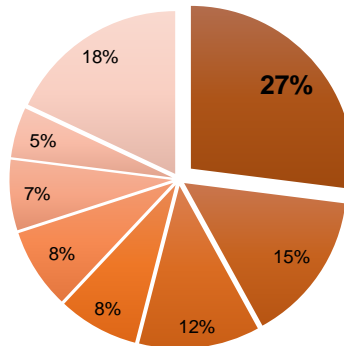


**89%**

awarded Horti ASIA the overall rating "Good to Excellent"

## PRODUCTS

- 27% Climate Controlled Production (Greenhouse Technology, Plastic Film, Tunnel)
- 15% Seeds, Seedling, Young Plants, Flower Bulbs
- 12% Fruits & Vegetables Processing Technology
- 8% Planting, Cultivation and Harvesting Equipment
- 8% Soil, Substrates, Fertilizers
- 7% Irrigation & Drainage, Water Management
- 5% Crop Protection and Disease Management
- 18% Other I.E. Genetics, Breeding, Seed Improvement, Postharvest Technology



**91%**

rated the quality of visitors as "Good to Excellent"

## EXHIBITORS' OPINION

"I think this is our third time for Horti ASIA and I have to say **this is the best show from all**, so I definitely think of being here next time." – **Mr.Arjen Janmaat, Global Sales Manager, HortiMaX**



"It was very good to be here, **we are pleased that we had a good audience** and also for the booth, we had very good responses on our messages that we had. And we would like to thank you for that." – **Mr.Rob Bekker, Market Specialist, De Groot en Slot**



**95%**

would recommend Horti ASIA to their colleagues

**91%**

reached their main objectives