



Press release

For direct publication

HortEx Vietnam

1st International Exhibition & Conference for Horticultural and Floricultural
Production and Processing Technology in Vietnam

www.hortex-vietnam.com

Organisers:

Nova Exhibitions B.V. (The Netherlands)
Veas Co. Ltd. (Vietnam)

14-16 March 2018

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

***"HortEx Vietnam; The first dedicated exhibition for
Horticulture and Floriculture in Vietnam"***

Nova Exhibitions BV (The Netherlands) and Veas Co. Ltd. (Vietnam) are pleased to announce the launch of **HortEx Vietnam**; the first dedicated exhibition for Horticulture and Floriculture in Vietnam.

HortEx Vietnam will take place from 14-16 March 2018 in the Saigon Exhibition & Convention Center (SECC) in Ho Chi Minh City.

Horticulture and Floriculture are one of the most promising sectors of the Vietnamese economy and **HortEx Vietnam** aims to serve all segments of this fast growing and promising industry with a targeted trade show.

HortEx Vietnam will cover all segments of Horticulture and Floriculture and will be open to trade professionals only. The exhibition is supported by the Ministry of Agriculture and Rural Development and VinaFruit (Vietnam's Fruit & Vegetable Association). This strong support underlines the necessity of the event in this fast emerging market!

Kuno Jacobs, Managing Director of Nova Exhibitions states: *"It is our emphasis to organise targeted trade exhibitions in niche markets that enable our exhibitors to establish new contacts, strengthen their business and obtain the relevant market information. This new trade shows in Vietnam fits exactly in that profile and we are sure that this exhibition will offer great added value to our exhibitors and visitors. Both Nova Exhibitions BV and Veas Co. Ltd. have a significant track record when it comes to organizing agricultural and horticultural exhibitions and both companies will benefit from each others knowledge, network and expertise."*

Nova Exhibitions B.V.

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At **HortEx Vietnam** participants will be able to meet key decision-makers, strengthen valuable contacts with customers and partners and explore the potential of an exciting and huge emerging market.

Vietnam

Vietnam is a huge emerging market with a population of some 92 million. Vietnam has been securing socio-political stability, and is known to be one of the most dynamic economies worldwide. Since 1991 the economic growth has averaged a stunning 7.5% each year.

Vietnam is now in a period of golden population structure with 60% of its population being at working age. Furthermore, the country is a market economy, a member of the WTO, and a party to multiple frameworks for international economic integration, including free trade agreements with partners both within and outside the region.

Horticulture and Floriculture are one of the most promising sectors of the Vietnamese economy and according to experts Vietnam has the potential to become one of the world's largest flower exporters.

The country's exports of Fruits & Vegetables have enjoyed strong growth in the past years, with an average rate of 26.5 per cent a year, from \$439 million in 2009 to some \$2.2 billion in 2016. A further growth is expected due to strong exports and a strong domestic demand.

For more information please contact us direct, or visit www.hortex-vietnam.com.

Note to the editor:

Nova Exhibitions BV (The Netherlands)

Nova Exhibitions BV is organising targeted trade events in emerging niche markets, by adding **HortEx Vietnam** to its existing event calendar Nova Exhibitions BV will be able to serve its clients even better. Vietnam is high potential market that has been showing solid growth over the past years and is expected to show an even stronger growth in the coming years.

Minh Vi Exhibition & Advertisement Service Co., Ltd (VEAS)

In recent years, the development of Horticulture and Floriculture in Vietnam has been tremendous. Vietnam has the capability to develop as one of the world's major players in this field. The exhibition, **HortEx Vietnam**, will contribute to this development and Nova Exhibitions BV in The Netherlands is a perfect partner in this process.

In the expectation to build an effective bridge connecting Vietnamese and international enterprises, VEAS – a professional International Exhibition & Conference based in Vietnam, will cooperate together with Nova Exhibitions BV (The Netherlands) to organize an international trade show in this booming market. With various experiences in this sector from the organizers, **HortEx Vietnam** is promised to be the meaningful event for the industry and will contribute to the development of the Horticultural and Floricultural sector in Vietnam.

The Netherlands/Vietnam, 8th March 2017