

POST SHOW REVIEW

2025



**HORTI AGRI NEXT
ASIA**



The post-show report for Horti Agri Next Asia 2025 highlights a highly successful event that exceeded expectations and launched an exciting new chapter. Exhibitors and visitors shared glowing feedback, praising the dynamic atmosphere and valuable opportunities.

This milestone event sparked meaningful connections, innovation, and collaboration within the agricultural industry. We believe it will continue to deliver immense value for your business—don't miss the next big step in agriculture's evolution!

SATISFACTION RATE



8.77
Exhibitor Rating

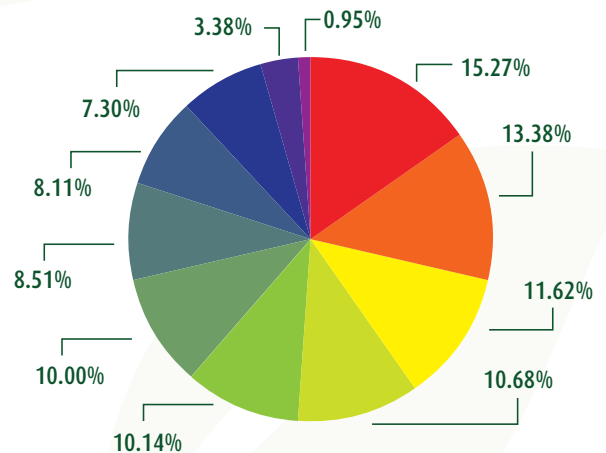


8.74
Visitor Rating

TOP VISITOR BUSINESS SECTORS

1. Feed Tech - Crop Tech	52%
2. Greenhouse / Vertical Farming	8%
3. Smart Technology / IoT	6%
4. Fertilizer / pesticide	6%
5. Water management and irrigation	5%
6. Seeding / breeding	5%
7. Field crop	4%
8. Tools & Precision Technology	4%
9. Climate technology and control	4%
10. Soil / substrates	4%
11. Others	2%

OBJECTIVES FOR VISITING



- Finding new cooperation partners/dealers 15.27%
- Acquisition of new customers 13.38%
- Exploring new distribution channels 11.62%
- Image improvement of company/brands 10.68%
- Networking 10.14%
- Conclusion of sales and contracts 10.00%
- Enhance company awareness 8.51%
- Customer care 8.11%
- Opening up new markets 7.30%
- Presentation of new products/services 3.38%
- Other 0.95%

Co-located with



meat pro
ASIA

Organized by



10 TOP VISITOR COUNTRIES



Thailand



South Korea



China



Philippines



India



Sri Lanka



Malaysia



Japan



Indonesia



Singapore

SUPPORTERS



MEADIA PARTNERS



PRODUCT OF INTEREST

1. IoT	109.39%
- Smart Technology	
- Tools & Precision Technology	
- Climate Technology and Control	
- Crop Technology	
2. Agri Machinery	98.74%
- Harvesting Technology	
- Cultivation Equipment	
- Tractor	
- System component	
3. Greenhouse / Greenhouse equipment	75.59
4. Fertilizer/ Pesticide	49.47
5. Packaging & Logistic Cold Chain	41.40
6. Water solution	29.20
7. Seed + Seeding	26.27
8. Silo, Fridge / Storage	5.18

TOP EXHIBITOR BUSINESS SECTORS

1. Fertilizer & Agrochemical
2. Agritech/Iot
3. Livestock
4. Greenhouse Firm/ Greenhouse Solution
5. Other
6. Irrigation/Water Management
7. Agri Machinery / Soli/ Tractor
8. Plant Protection
9. Seeding
10. Soil & Substrate

CONFERENCE HIGHLIGHTS (790 Attendees)

- Durian Industry and Agriculture
- Climate Change and Adaptation in Agriculture
- Sustainability and Agricultural Innovation
- IoT (Internet of Things) and Smart Agriculture
- Market Expansion and Economic Development in Agritech
- Agricultural Contamination and Mitigation
- Machine Learning and Artificial Intelligence in Agriculture



TESTIMONIAL



HAN Asia, it goes from seed to food. So we're very honored to be a part of this trade fair, bringing seed into the forefront of the supply chain. We're very happy to be here. It gives us the opportunity to meet new potential members who getting to know about APISA

Mr. Mike Kingpayom
Event Manager
Asia and Pacific Seed Alliance (APISA)



This trade show is perfect for us because we can attract customers as well as showcase new projects. Also, we do get the insight of the global trends here, and most specifically the trends in Southeast Asia.

Ms. Ave Mailaan
Export Sales Manager
Miksgrow AS