



PRESS RELEASE [Bangkok – Thailand, 1 February 2024]

## **Introducing Horti Agri Next (HAN) Asia 2025: Elevating the Horticultural and Agricultural Trade Platform for Asia**

[Bangkok, 1 February 2024] – VNU Exhibitions Asia Pacific, renowned for its expertise in organizing successful trade fairs and conferences in Southeast Asia, is thrilled to announce the launch of HAN ASIA 2025, a trade exhibition dedicated to Horticulture and Agriculture that covers the entire supply chain.

With the strategic re-branding of horticultural and agricultural exhibitions in Asia, VNU Exhibitions Europe and VNU Exhibitions Asia Pacific are positioned as the leading and complete Seed to Food trade hub for Asia Pacific and beyond. With the launch of HAN Asia, VNU Exhibitions Asia Pacific simultaneously introduces regional satellite events in the countries of Vietnam (May 2024) and Indonesia (September 2025), co-locating the events under the name HAN Select, with the successful livestock trade shows of the ILDEX Series.

The new international platform for Asia, HAN Asia, will be held during March 12-14, 2025 at IMPACT, Bangkok, Thailand, parallel to VIV Asia 2025, focusing on the latest products, innovations, and advances in the fields of horticultural food production, landscaping, controlled environment practices, environmental conservation, arable land planting, harvesting, and processing of crops, as well as land and water resources management and new enhancing technologies. The fusion of HAN Asia and VIV Asia creates Asia's largest Agri-food trade fair—a powerful collaboration of innovation and excellence.

HAN Asia follows the success of HAN MEA 2023 that took place in Abu Dhabi, UAE from November 20-22, 2023, in co-location with VIV MEA 2023 and was organized by VNU Exhibitions Europe. With 10,080 visitors from 113 countries and nearly 500 exhibitors from around 50 nations, the events showcased the global interconnectivity of the animal husbandry and the agribusiness industry. Spanning five halls at Abu Dhabi's ADNEC venue, the exhibitions covered over 17,500 sq.m. of space, drawing attendees not only from the UAE, but also from countries such as Egypt, Iraq, Iran, Pakistan, and Saudi Arabia. The remarkable 67% interest overlap between the co-located events underscored the dynamic networking and information exchange that characterized this triumphant showcase.

“HAN MEA was a testament to our commitment to promoting innovation and collaboration within the agricultural and horticultural sectors in the Middle East and Africa and across the different regions in which we operate. Our decision to extend this initiative to Asia with HAN Asia and the satellite HAN Select events stems from the positive impact witnessed in the MEA region and the growing potential we see.” stated Ms. Birgit Horn, Managing Director of the Agrifood Portfolio of VNU Exhibitions Europe.

“Since the first launch of Horti Asia in 2012, we have always been fully committed to the horticultural industry, its community, and its professionals and experts, while working closely together and supporting the development of



Asia’s horticultural industry. We also introduced Agri Asia in 2015 in order to cover the entire supply chain. In close collaboration with the industry, we work hard and are eager to be the premier platform and our mission for Thailand and Asia will continue” said Ms. Panadda Kongma, Vice President Business, VNU Exhibitions Asia Pacific.

“The decision to rebrand and launch HAN Asia 2025 has been made as the horticulture and agricultural sectors are fundamental pillars of the company’s strategic roadmap and our global direction. We are thrilled to introduce the launch of this new brand at our home base and the ideal gateway to Asia, Bangkok, Thailand. HAN Asia 2025 will continue to bring opportunities, innovations, solutions and knowledge from around the world to Asia” added Mr. Igor Palka, Managing Director, VNU Exhibitions Asia Pacific.

For more information on HAN Asia, taking place March 12-14, 2025, at IMPACT, Bangkok, Thailand, visit our website at [www.hortiagrnext.com](http://www.hortiagrnext.com).

**Upcoming Calendar:**

<b>HAN Select Vietnam</b>	May 29-31, 2024	Ho Chi Minh City, Vietnam
<b>HAN Asia</b>	March 12-14, 2025	Bangkok, Thailand
<b>HAN Select Indonesia</b>	September 17-19, 2025	Jakarta, Indonesia
<b>HAN MEA</b>	November 25-27, 2025	Abu Dhabi, UAE

**About Horti Agri Next Asia (HAN Asia)**

HAN Asia is the Horti Agri Next hub edition tailored specifically for the Asian market, showcasing the latest in horticultural food production, landscaping, controlled environment practices, environmental conservation, and agriculture. HAN Asia brings together industry professionals and experts from across Asia and around the world. Join us at HAN Asia to explore the forefront of the Asian horticultural and agricultural industries. For more details, please visit the official website at [WWW.HORTIAGRINEXT.COM](http://WWW.HORTIAGRINEXT.COM).

**VNU Exhibitions Asia Pacific**

VNU Exhibitions Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Exhibitions Asia Pacific covers all key exhibition markets in Southeast Asia. | [www.vnuasiapacific.com](http://www.vnuasiapacific.com)

**About VNU Exhibitions Europe**

VNU Exhibitions Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Exhibitions Europe office is located within the extensive Jaarbeurs complex. The international team is wholly involved in the agrifood sector, focusing on the organization of worldwide industry events such as VIV, Horti Agri Next and AgriBITS. VNU’s Utrecht team organizes shows in the Netherlands, the United Arab Emirates, China, Thailand, Turkey and Africa. For more information, visit [www.vnueurope.com](http://www.vnueurope.com)

**Press Contact:**

Mrs. Saengtip Techapatiphandee, Marketing & Communications of VNU Asia Pacific  
Email: [saengtip@vnuasiapacific.com](mailto:saengtip@vnuasiapacific.com) | Tel.: +662 111 6611 Ext.330 | [www.vnuasiapacific.com](http://www.vnuasiapacific.com)