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New cooperation in Southeast Asia:

IPM ESSEN and HortEx Vietnam enter into partnership

The International Plant Fair is breaking new ground. As of now, IPM ESSEN will exclusively take over the marketing of the Vietnamese horticultural trade fair HortEx in the DACH region and other nations. The world's leading trade fair for horticulture is thus expanding its international network to include another future market. Due to increasing urbanization, the demand for flowers and plants in Southeast Asia is also growing.

The Dutch company Nova Exhibitions B.V. and its Vietnamese partner Minh Vi Exhibition & Advertisement Co., Ltd. are the organizers of HortEx Vietnam. The next edition will take place from 13 to 15 March 2024 at the SECC Saigon Exhibition & Convention Center in Ho Chi Minh City. IPM ESSEN will exclusively manage the acquisition of exhibitors from the DACH region and other nations with high relevance in the global horticultural market, such as Italy and Ecuador. In addition, a Memorandum of Understanding states that the parties are aiming for a long-term partnership beyond 2026.

"We are very pleased that we have succeeded in taking a further step towards the internationalization of the world's leading trade fair for horticulture. With this cooperation, we are demonstrating our presence in a rapidly growing market and enabling companies from Germany, Austria and Switzerland in particular to establish new contacts and business relationships," said Oliver P. Kuhrt, CEO of Messe Essen, at the signing of the cooperation agreement. Thanks to increasing environmental awareness, a growing middle class and an increased demand for fresh, local produce, numerous opportunities are opening up for the horticultural industry in Vietnam. The horticultural market in Vietnam is growing at an average annual rate of eight percent, and the export rate of horticultural products from Vietnam has doubled in the last five years.

The contract was signed as part of a business delegation trip on the occasion of the Metalex metalworking trade fair, which was also attended by the Chairman of the Supervisory Board of Messe Essen, Thomas Kufen: "The course has been set



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for a fruitful, long-term cooperation between IPM ESSEN and HortEx. Messe Essen is once again expanding its global network and carrying the name of the city of Essen into the world. I therefore support the new partnership out of conviction."

About the HortEx Vietnam

Vietnam, a country known for its breathtaking natural beauty and rich agricultural culture, is well on its way to becoming one of the emerging forces in the horticulture industry. The new cooperation between IPM ESSEN and HortEx comes at the right time to promote this development and create growth opportunities for the industry. HortEx has been held in Vietnam's economic centre Ho Chi Minh City as an important horticultural trade fair since 2018. Most recently, it attracted 200 exhibitors and around 5,700 trade visitors to the SECC. In addition to plants and horticultural technology, the range also includes fruit and vegetables.

The trade fair provides access to a market with a future: Vietnam has significantly increased its exports of horticultural products in recent years. These include fruit, vegetables, flowers and ornamental plants. Exports to countries such as China, the USA and Japan have grown strongly. The demand for organic horticultural products, especially fruit and vegetables, has also increased. Consumers in the Southeast Asian coastal state are increasingly looking for healthy and sustainable food, while at the same time there is a growing awareness of environmental issues and sustainable horticulture. This is also reflected in the increased use of environmentally friendly cultivation methods and technologies.