



2021 亚洲农业  
与食品产业博览会  
Asia Agro-Food Expo, 2021

HORTI  
CHINA

Growing technology of Vegetables and Fruits Fair

**HORTI CHINA 2021**

**亚洲园艺及蔬果技术博览会**

**2021.9.15-17**

📍 Qingdao Cosmopolitan Exposition,  
West Coast, Qingdao, Shandong



**VNU** | 万耀企龙    **VNU** | 万耀华科



Growing technology of Vegetables and Fruits Fair  
**HORTI CHINA 2021**  
**亚洲园艺及蔬果技术博览会**

9 / 15 — 9 / 17  
 Qingdao Cosmopolitan Exposition

## WHAT What is HORTI CHINA?

First launched in the year 2017, HORTI CHINA is developed to build a platform for vegetable and fruit industry to improve the technology in growing, for sharing experience and exchanging ideas. The profile of the show includes seed, seedlings, substrate, fertilizer, greenhouse turnkey projects and supporting technology, plant factory and smart agriculture. The objective of the show is to provide solution to serve horticulture industry (Vegetable and fruit) in order to reduce the production cost and increase in quality and yield.

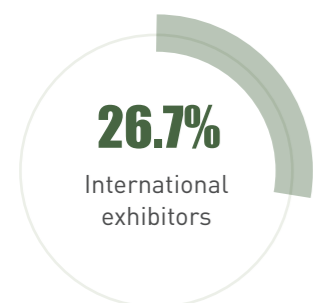
## WHY Why should attend?

**38,637** Visitors attended

**30+** Countries and regions participated

**2** Concurrent exhibitions

**10+** Concurrent events



## WHO Who should attend?

Vegetable and fruit growers, planting bases, demonstration parks, farms

Traders

Investors

Suppliers and distributors of seeds and seedlings

Suppliers and distributors of growing technologies and facilities

Suppliers and distributors of agro-chemicals and fertilizers

Greenhouse construction and turn-key companies

Greenhouse facility and installation providers and distributors

Horticulture equipment and technology providers and distributors

Fruit and vegetable production and processing system providers and distributors

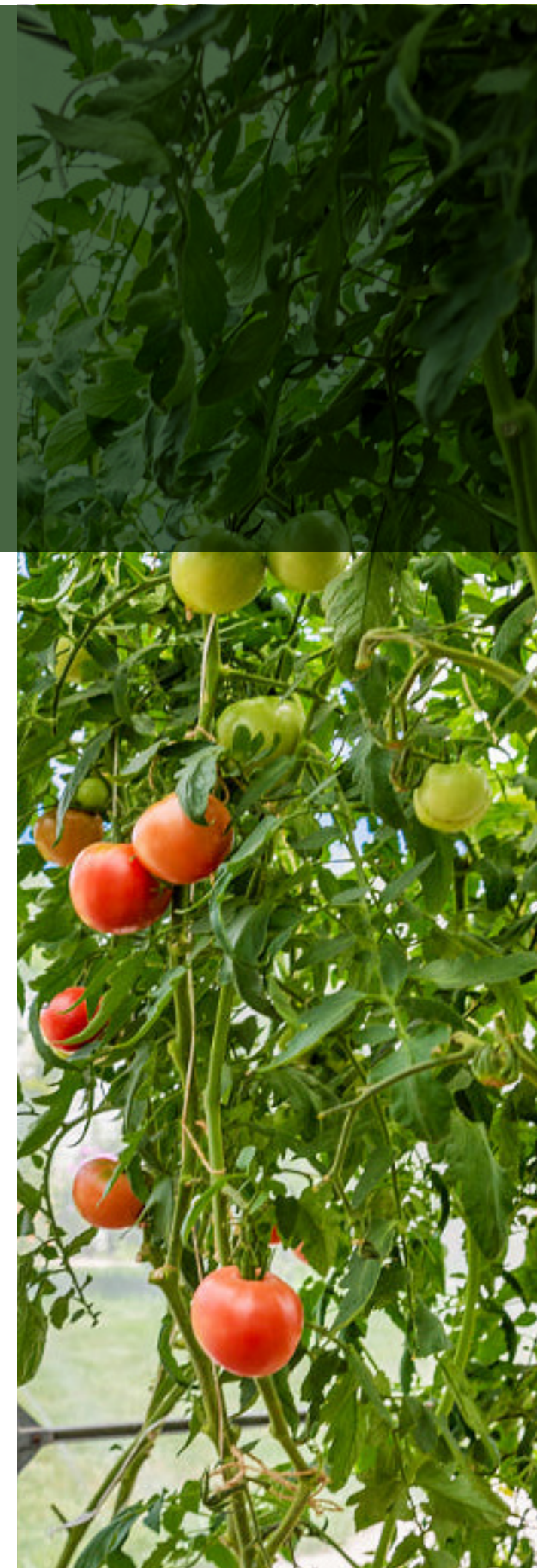
Cold chain and fresh keeping technology providers and distributors

Government divisions and associations

Universities and Research Institutes

Innovative farming institutions

Others such as financing and marketing firms



# Supported by

- Chinese Society for Horticultural Science
- China Horticulture Industry Technology Innovation
- China Flower Import and Export Chamber of Commerce

# Hosted by

- China Good Agri-products Development & Service Association (CGAPA)
- China National Committee of International Peatland Society
- VNU EXHIBITIONS ASIA LTD.
- RICHLAND SOURCES

# Organizer

- VNU RICHLAND EXHIBITION CO., LTD.

# Co-Organizers

- National Engineering Research Center for horticulture facilities Center
- Ministry of Agriculture Key Laboratory of Agricultural Engineering Discipline Group
- Shanghai Facility Agricultural Equipment Association
- Anhui Facility Agricultural Equipment Association
- Chengdu Agriculture Machinery Industry Association
- Zhengzhou Greenhouse Association
- Yangling Facility Agriculture Association
- Changshu Xinzhuang Chamber of Commerce for Modernize Agriculture Facility
- China Plant factory Alliance
- Irrigators Club
- College Horticulture, Qingdao Agricultural University
- College of Horticulture Science and Engineering, Shandong Agricultural University
- Shandong Shouguang Vegetable Industry Group Co., Ltd

KIWI-UNO

Rivoira

1,000+ Exhibitor

38,637 Visitor

80,000sqm Scale

30 Country & Region



### Seed and Seedling;

- Varieties: Solanaceous fruits, Melons, Leafy Vegetables, Root Vegetables and other vegetable seeds, various berry varieties, Flower seeds etc .;
- Others: Seedling processing and Packaging equipment, Seed Coating agents, etc .;



### Plant Nutrition and Protection;

- Peat Related products: Professional Substrates, Soil Conditioners, Functional Fertilizers, etc .;
- New fertilizers: Seaweed fertilizer, Biological fertilizer, Foliar fertilizer, Slow-release fertilizer, Microelement fertilizer, Humic acid fertilizer, Other new special fertilizers;
- Biological control: Microbial Pesticides, Plant Resistance inducers, Natural Enemy insects, etc .;
- Pesticides: Pesticides, Fungicides, Herbicides and other chemical pesticides and Intermediates;
- Others: Agricultural Detectors, Insecticidal Equipment and Utensils, etc .;



### Facility Agricultural Equipment

- Greenhouse Engineering and Design: Greenhouse Construction, Greenhouse Design and Greenhouse Turnkey projects;
- Greenhouse Supporting Systems and Materials: Greenhouse Cooling system, Greenhouse Heating system, Automatic Environmental control, Irrigation and Fertilization system, Internal / External Shading system, Thermal Insulation roll system, Curtain / Window system, Plant lighting / Fill light system, Logistics Systems, Greenhouse Framework, Greenhouse Covering materials, Transmission equipment, Fans, Wet Curtains, Cooling paint, Radiators, Laminating lines, Greenhouse Accessories, etc .;
- Horticulture Systems and Materials: Seeding system, Upper Basin system, Coupling Processing system, Seedbed system, Ground Cloth, Plug tray, sprinkler irrigation vehicle, water tank, sulfur evaporator, various gardening accessories, etc .;
- Other Facilities Agricultural Equipment;



### Irrigation / Water and Fertilizer Integration;

- Agricultural Irrigation Equipment, Garden Irrigation Equipment, Horticultural Irrigation Equipment, Precision Irrigation systems, Sprinkler Irrigation systems, Micro-irrigation systems, Automatic Control systems, Drip Irrigation Pipes (belts) and Fittings and other water-saving equipment, Filters, Pump units, Pipe fittings, Valves, Sprinklers , Monitoring Instruments, etc .;



### Plant Factory;

- Plant factory related Products and vertical Agricultural supporting planting Modules, Plant growth Cabinets (Boxes) and other related Equipment, Plant Factory Planting modules, Plant light Sources and Lighting, Plant Materials and related Intelligent control systems;



### Smart Agriculture / Internet of Things;

- Agricultural Environmental monitoring, Remote Intelligent Control, Agricultural Industry Quality Traceability system, Big data Cloud platform, Agricultural Information Communication Services, Agricultural LOT Sensors, etc .;



### Agricultural Services;

- Park Planning and Design, Park Operation Management, Financial Services, Publications, Consulting, E-commerce, Associations/Media, etc .;



### Harvesting / Packaging / Cold Chain;

- Harvesting Equipment, Plant Preservatives, Automatic Packaging Equipment, Automatic Classification system, Cold Storage



### Others

# Facts & Figures of HORTI CHINA 2019

# 38,637

It attracted 38,637 trade visitors to participate in the exhibitions, forum, field excursion and other concurrent events.

## Participating Countries and Regions



China, Netherlands, France, Italy, UK, Germany, Russia, Belgium, Denmark, Sweden, Finland, Japan, Korea, Estonia, Latvia, Lithuania, Malaysia, Philippines, Egypt, United States, Brazil, Thailand, Vietnam, India

## Evaluation

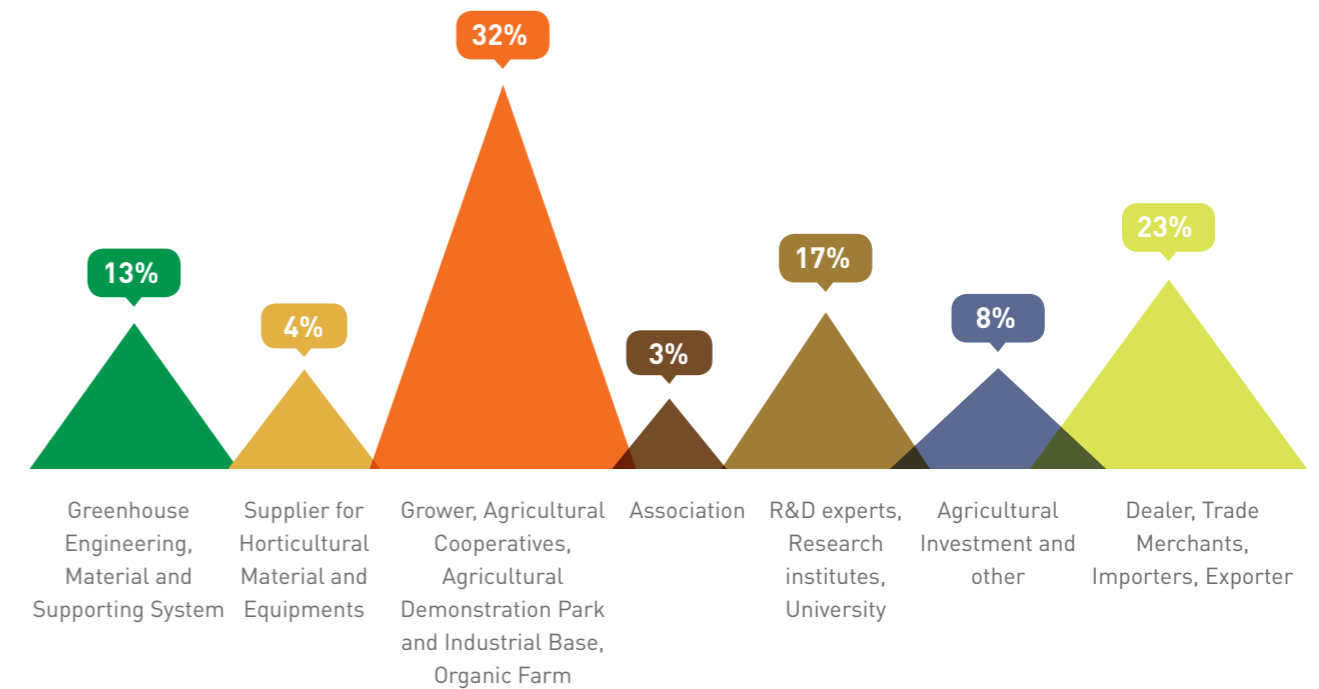
**76%**  
Spent 1-2 days visiting the show

**90.6%**  
Felt satisfied, very satisfied, perfect

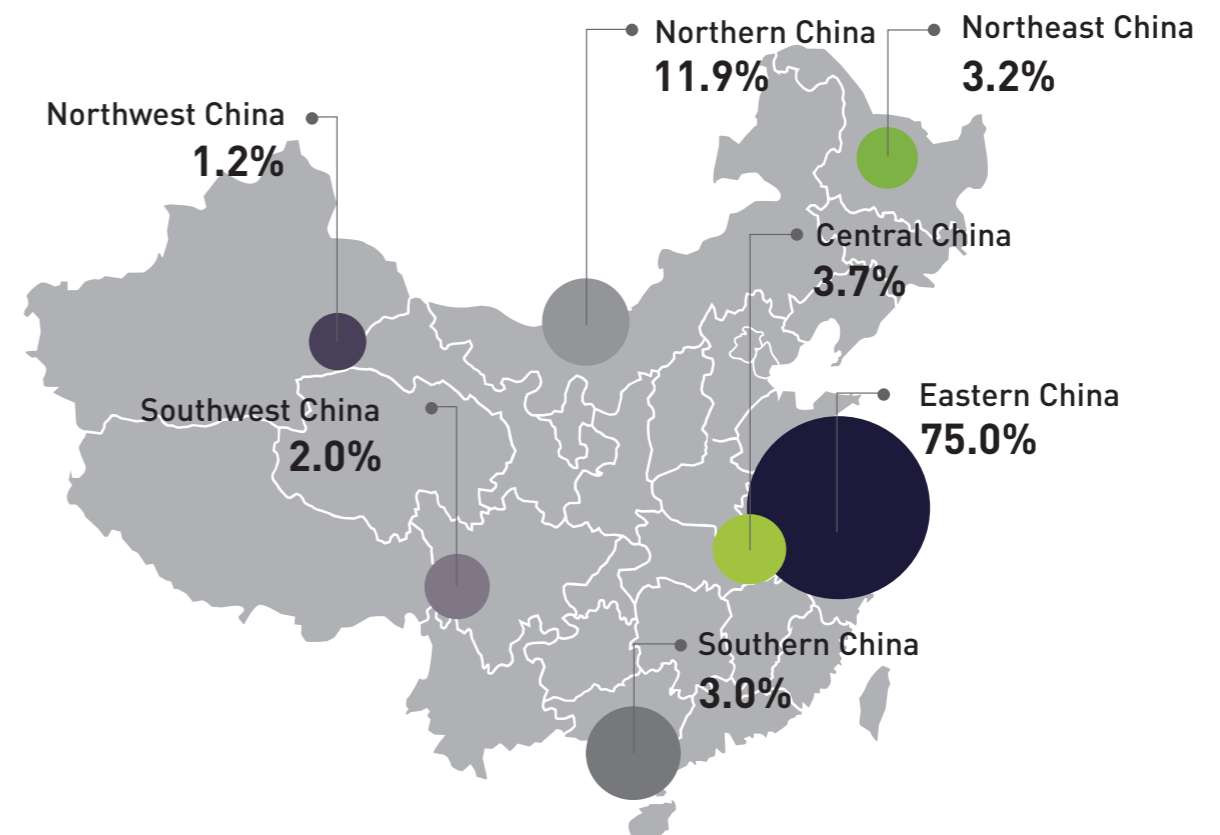
**80.3%**  
Intended to visit HORTI CHINA 2020

## Visitor Profile

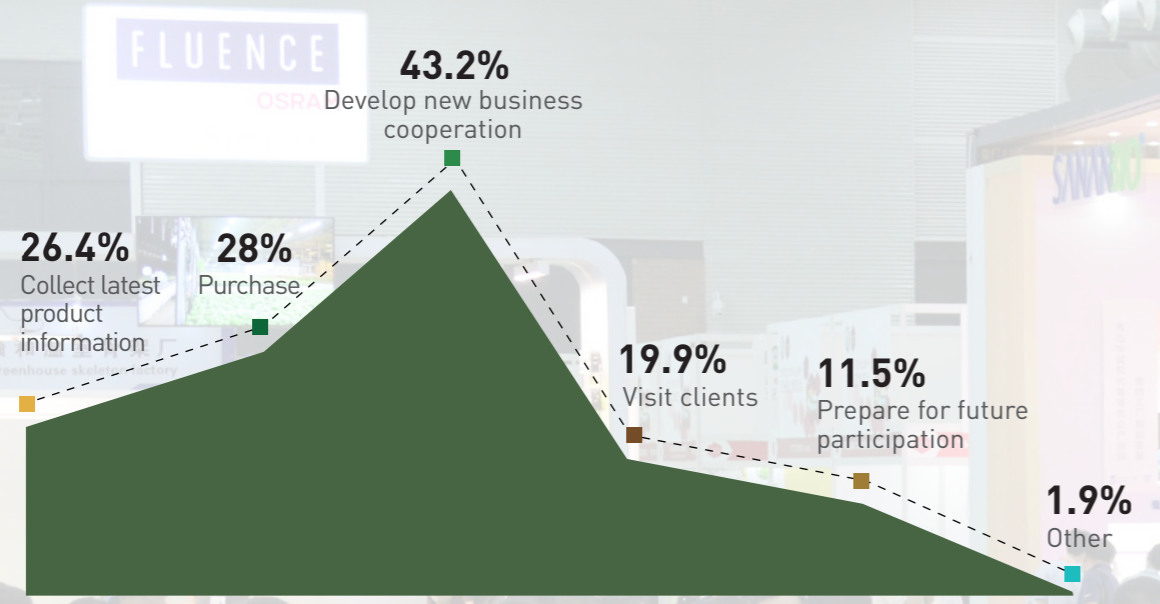
Business Nature



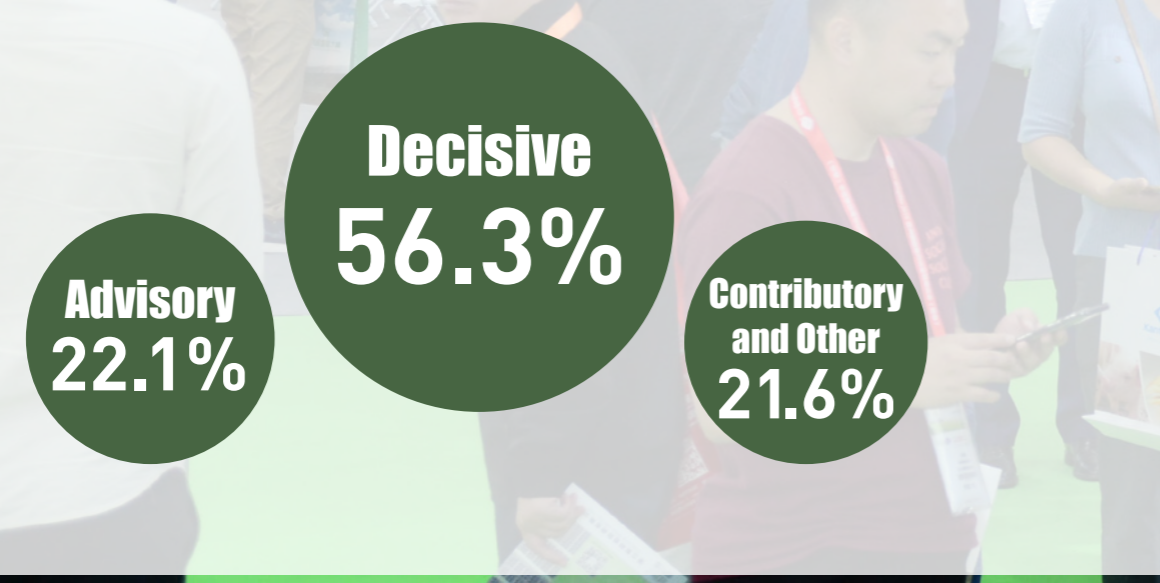
## Chinese Visitors' Origin



# The Main Purpose of the Exhibition



# Trade Visitors with Decision-making Authority

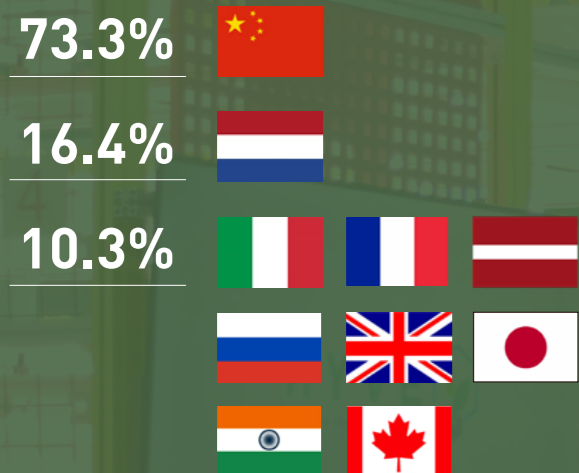


# Some professional visitors of the last session

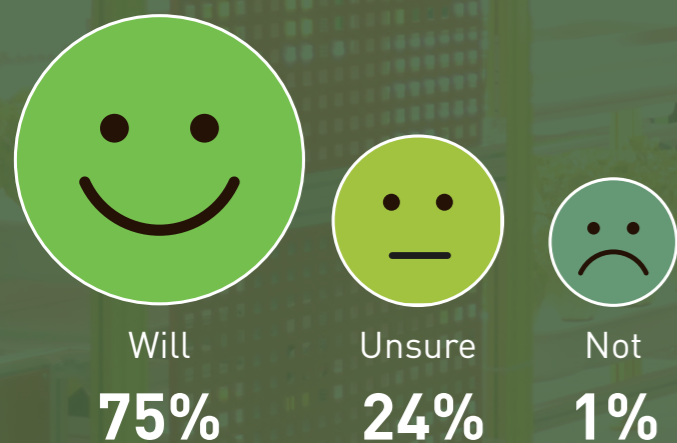
- Bright Food Group
- Shanghai Youyou (Group) Co., Ltd.
- Jinan Haisheng Agriculture Co., Ltd. of Haisheng Group
- JOY WING MAU Group
- Everbright Group
- Bright Food Group Youth Farm
- Rushan Jianqiang Blueberry Cooperative
- Good Fruit and Vegetable Cooperative
- Tianjin Jinshang Vegetable Planting Cooperative
- Ningyang County Holy Land Farm Agricultural Leisure Tourism Professional Cooperative
- Lushui Qingshan Agricultural Cooperative in Zongyang County, Anhui Province
- Yixing Tianye Agricultural Professional Service Cooperative
- Shandong Sijilong Vegetable Professional Cooperative
- Qunfeng Vegetable Planting Professional Cooperative in Tancheng County, Shandong Province
- Wallen Blueberry Industry Co., Ltd.
- Deyang Cooperative
- Li Haiyue Agricultural Cooperative
- Tai'an High-tech Zone Small Tomato Rural Tourism Professional Cooperative
- Jiyuan City Vegetable Cooperative
- Rural Lvyun Agricultural Cooperative
- Ruiyuan Cooperative
- Laoji City Baoji'an Professional Cooperative
- Tancheng County Haoyuan Vegetable Planting Cooperative
- Qingdao Detai Runfeng Agricultural Cooperative
- Qingdao Jiudian Fruit Professional Cooperative
- Qingdao Shenghe Vegetable Planting Cooperative
- Qingdao Meihua Vegetable Professional Cooperative
- Qingdao Malianzhuang Melon Professional Cooperative
- Shanghai Guangming Qianjin Farm Co., Ltd.
- Qingdao Xinmao Farm
- Wei Shi Farm
- Beijing Jixing Agriculture Co., Ltd.
- Beijing Dabeinong Technology Group Co., Ltd.
- Shouguang Vegetable Industry Holding Group
- Shouguang Vegetable Industry Group
- Shandong Lusheng Agricultural Group
- CP Group
- Hainan Runda Modern Agriculture Group Co., Ltd.
- Joyden International Agricultural Products Co., Ltd.
- Qingdao Zibanong Group
- Nunhems Netherlands BV
- Premasuk Farm Thailand
- INRA
- Chinese Academy of Agricultural Sciences
- Institute of Vegetables and Flowers, Chinese Academy of Agricultural Sciences
- Sinochem Agricultural R & D Center
- China Agricultural University
- Beijing Zhongnong Futong Horticulture Co., Ltd.
- Weifang Academy of Agricultural Sciences, Shandong Province
- Shanxi Academy of Agricultural Sciences
- Beijing Agricultural Technology Extension Station
- Shandong Agricultural Technology Extension Station
- Ningxia Agricultural Technology Extension Station
- Guangdong Agricultural Technology Extension Station
- Jiangsu Agricultural Technology Extension Station
- Shanghai Facility Agricultural Equipment Industry Association
- Yantai Jinguo Agricultural Development Co., Ltd.
- Modern Agriculture Demonstration Area
- Wageningen University
- Shengzhidao Ecological Agriculture Technology Co., Ltd.
- Dalian Jincheng Blueberry Industry Development Center
- Qingdao Nonggao Tianci Blueberry Co., Ltd.
- Qingdao Instant Discovery Agricultural Base
- Qingdao Houren Agricultural Development Co., Ltd.
- Qingdao Chamber of Commerce
- Qingdao Haiqing Wuseguo Ecological Agriculture Development Co., Ltd.
- Qingdao Zibo Chamber of Commerce
- Qingdao Dekun Modern Agricultural Technology Co., Ltd.
- West Coast Modern Agriculture Demonstration Zone Four Seasons Agricultural Park
- Qingdao Jinguo Ecological Agriculture Technology Co., Ltd.
- Qingdao Yonghao Fruits and Vegetables Co., Ltd.

\*Rankings are in no order

## | Proportion of Exhibitors from Countries in the Exhibition



## | Intention of Exhibitors to Participate in 2020

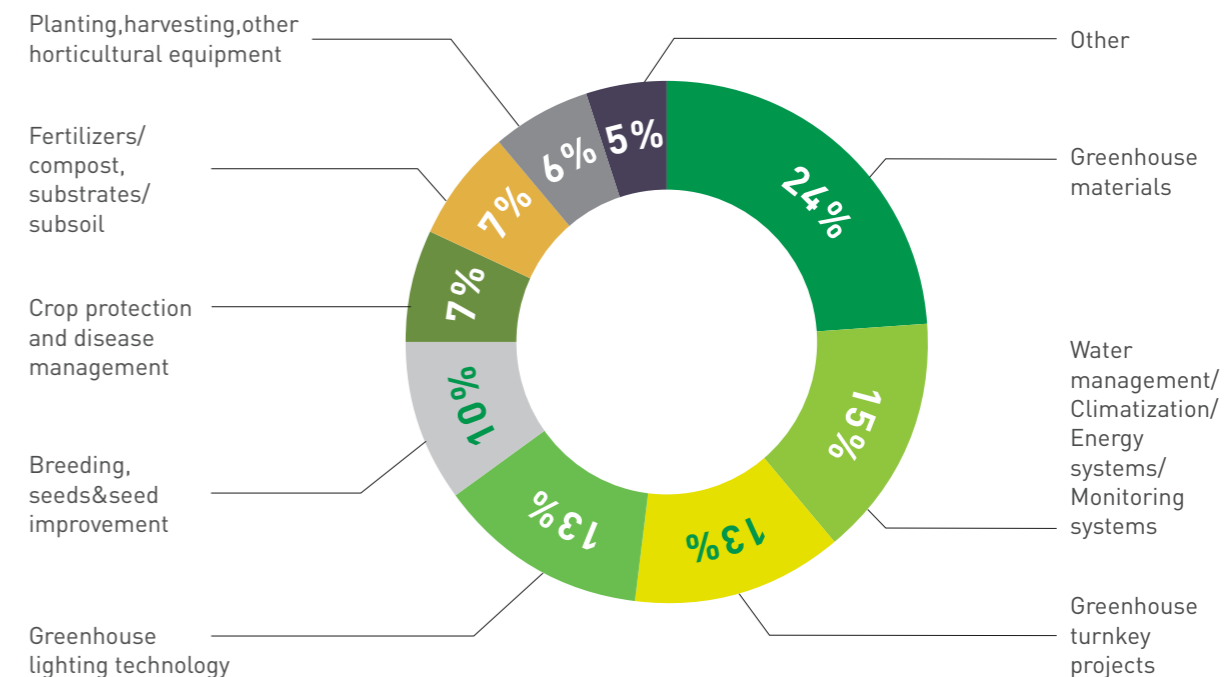


## | Part of exhibitors

- BEI JING RUI XUE GLOBAL Co., Ltd.
- Shandong Dutch Standard
- Greenhouse Agricultural Technology Co., Ltd.
- FlexiBell Systems B.V.
- VAN IPEREN (HAINAN) AGRICULTURE TECHNOLOGY Co., Ltd.
- Codema Systems Group
- Qingdao Carlos Agriculture Technology Co., Ltd.
- Dalsem Complete Greenhouse Projects
- Handan Yihe Agricultural Technology Co., Ltd.
- Qingzhou Huinong Machinery Co., Ltd.
- Haygrove China Co., Ltd.
- Shanghai HiTeC Plastics Co., Ltd.
- Hoogendoorn.asia.Co., Ltd.
- Ridder Group
- Shanghai Ludvig Svensson Horti-Equip Co., Ltd.
- Fluence by Osram
- Fujian Sanan Sino-Science Photobiotech Co., Ltd.
- AnPing ChongHua Greenhouse Seedbed Wire Mesh Factory
- Shandong Jienuo Thermostat Equipment Co., Ltd.
- ANHUI TIANMU NETS Co., Ltd.
- Oboya Horticulture Industries AB
- ZHEJIANG SIKE SHADING NET Co., Ltd.
- HUAYI Agriculture technology Co., Ltd.
- ETEPEK Ltd.
- Theriault and Hachey Peat Moss
- Shouguang zhongcheng Agricultural Machinery Co., Ltd.
- Qing Dao Blue Sky Greenhouse Co., Ltd.
- Renqiu jiajie Machinery parts Co., Ltd.
- QINGDAO SUN-VOYAGE INTERNATIONAL TRADE Co., Ltd.
- HYVE - Indoor Farming Systems
- Xiamen NewGreen Eco-Technology Co., Ltd.
- Hebei Bochao seedbed
- BERG EARTH Co., Ltd.
- Shouguang Vegetable Industry Holding Group

*\*Rankings are in no order*

## | Major Business of Exhibition



## | Voice from the scene

“Under the arrangement of the Dutch Embassy and the organizers of the HORTI CHINA, this exhibition, like the previous ones, still has a Dutch pavilion. This not only shows China’s friendship with the Netherlands, but also recognition and welcome to Dutch agriculture and Dutch exhibitors. It has also fostered a bridge between friendship and cooperation between the two countries.”

-from exhibitor Codema (The Netherlands)

“It’s excellent as our first exhibition. We would like to give thanks to our partners from home and abroad for the recognition and support. We met and talked with visitors in our booth, and over 80% of them are potential customers. Also, we received invitation for cooperation from many customer companies and reached strategic cooperation intention with Grodan and Signify, which will further enrich our product structure and service system.”

-from exhibitor Carlos (The Netherlands)

“Thank you very much, HORTI CHINA is the first domestic facility agriculture exhibition for Haygrove (UK) to participate in after coming to China. The road to preparation was full of hardships, but finally we showed successfully. Thanks, Anweipu, Remmy, Nongsheng, Ridder, Elite, organizers and my colleagues! Hope the future is better!”

-from exhibitor Haygrove (The UK)

“HORTI CHINA 2019 was successfully held. It’s a Sino-Dutch facility agriculture exchange event. Let’s contribute efforts to Sino-Dutch agricultural cooperation and China’s rural revitalization together.”

-from exhibitor Debets Schalke B.V. (The Netherlands)



Contact:

Mr Elar Abram, Member of the Board  
 E-mail: elar.abram@kraver.ee  
 Mobile: +372 53430212

Mr Leo Hermans, Member of the Board  
 E-mail: kalloveenh@telenet.be  
 Mobile: +32 478377507



# HORTI CHINA EVENT

Specifically created an open area for exhibitors

- 01 Latest Product Launch
- 02 New Technology Sharing
- 03 Industry Trends Exploration

B2B Conversation between Estonia Producer and China Distributions

Newgreen: Product Launch of Fully Automated Plant Factory from the United States

Plant Full Nutrition Testing Technology Launch of Canada A&L

Svensson & Hoogendoorn: Growing Benefits of Optimizing the Curtain Application and the Environmental Control System in the Vegetable Intelligent Greenhouse

## CONCURRENT EXHIBITIONS



Qingdao Municipal Government Office issued the "Building Agriculture "International Living Room" three-year action plan (2020-2022), will organize the implementation of agriculture "international living room" "4536" project (i.e., "four bases, five highlands, three centers, six exhibitions"), to cultivate the formation of 100 billion levels of agriculture "international living room" industrial chain. The brand exhibition "Asia Agro-Food Expo, Qingdao 2020 " by VNU Exhibition Asia has been officially included in the "4536" project of one of the six exhibition projects. **HORTI CHINA** as the horticulture exhibition, held in the same place, will focus on the display and promotion of vegetable and fruit cultivation technology.

HORTI CHINA EVENT  
 | NOT TO MISS

- International Peat Symposium
- Dutch Facility Horticultural Technology Forum
- From Seed to Fork: Dutch Modern Horticulture
- Plant Factory Production Technology Seminar, Qingdao
- Modern Seed and Seedling Production Technology Forum
- Vegetable Varieties Show
- Sino-French Horticulture Technology Forum
- International Vertical Farming Technology Forum
- China Water and Fertilizer Integration Management and Technology Forum
- Modern Precision Agriculture Forum
- China International Greenhouse Horticulture Industry Summit Series



# Promotional Channel



Huge Database



Search Engine



Industry Media



Outdoors Ads



Email and Message promotion by organizer



Website / LinkedIn Facebook / Wechat



Industry Association Support



Printing Materials



\* Updating



2021 亚洲农业  
与食品产业博览会  
Asia Agro-Food Expo, 2021



# Growing technology of Vegetables and Fruits Fair

# HORTI CHINA 2021

# 亚洲园艺及蔬果技术博览会

2021.9.15-17

Qingdao Cosmopolitan Exposition

📍 No.3999 Sansha Rd, New West Coast District,  
Qingdao, Shandong



Scan QR code

**Booth Booking | Mr. Aason Ma**  
T: +86 137 6165 9090  
Email: aason.ma@vnuexhibitions.com.cn

**Booth Booking | Ms. Hui Wang**  
T: +86 138 1139 2269  
E: hui.wang@hortichina.cn

**Project Manager | Ms. Rose Zhang**  
T: +86 186 1843 9769  
E: rose.zhang@hortichina.cn

**Media and Events | Mr. Kings Wong**  
T: +86 021 6195 3520  
E: kings.wong@vnuexhibitions.com.cn

**Netherlands pavilion | Oscar Niezen** Email: oniezen@xs4all.nl