



Estd 1987

**Indian Nurserymen
Association
Presents**



2nd Edition

INDIA INTERNATIONAL HORTI EXPO

EXHIBITING THE FUTURE OF HORTICULTURE INDUSTRY

**Exhibiting
the future of
horticulture
industry**

22-24 Feb. 2024

**India Expo Center & Mart,
Greater Noida, Delhi-NCR,
India**

Organised by:



Association Partner



Media Partner



For Any Query :

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India International Horti Expo

Horticulture is the art that involves the science and aesthetics of plants. It is the culture of producing edible fruits, vegetables, flowers, herbs, and ornamental plants, improving and commercializing them.

Horticulture sector contributes about 33% to the agriculture Gross Value Added (GVA) making very significant contribution to the economy of India. It provides rural employment opportunities, diversification in farm activities, and income sources to farmers in addition to nutritional security of the nation. India is currently producing about 320.48 million tons of horticulture produce, that too from much less area as compared grains cultivation (25.66 million Ha. for horticulture against 127.6 M. ha. for food grains). Productivity of horticulture crops is as high as 12.49 tones/ha. India has emerged as world leader in the production of a variety of fruits like mango, banana, guava, papaya, sapota, pomegranate & lime and is the second largest producer of fruits and vegetables. Besides, India has maintained its dominance in the production of spices, coconut and cashewnut. Among the new crops, kiwi, gherkins, kinnow, date palm and oil palm have been successfully introduced for commercial cultivation in the country. Launch of National Horticulture Mission has spurred the production and productivity of horticultural crops. Productivity of horticultural crops has increased by about 38% between 2004-05 and 2019-20 (2nd Advance Estimates). Increase in demand for horticultural produce due to greater health awareness, rising income, export demands and increasing population poses the challenge for further increasing the production and productivity of horticultural crops.

About Us

The India International Horti Expo is an international exhibition for horticulture as well as floricultural production, processing technology and the ornamental aspect of horticulture and landscaping.

The 3 day exhibition is being organised with focus on Greenhouse Technology, Plastic Film, Tunnels, Planting, Cultivating and Harvesting Equipment, Irrigation & Drainage, Water Management, Crop Protection and Disease Management, Soil, Substrates, Fertilizers, Vertical Farming, Fruits and Vegetables Processing Technology, Genetics, Breeding and Seed Improvement, Postharvest Technology (Monitoring, Sorting, Storage, Packaging, Transport), Landscape industry and Nursery business.

Productivity per hectare: Horticulture accounts for a third of the total agricultural gross value added. Despite horticulture occupying only a fraction of the area under agriculture (about 20% of the total area under food grain in 2018-19), its productivity was 12.3 tons per hectare versus 2.3 tons per hectare given by agriculture. These numbers are clear indicators that horticulture, even while taking up only a fraction of the cropped area in the country, is already able to generate a much higher value output.

India – A major producer: India currently stands as the second largest producer of fruits and vegetables in the world, next to China. It is, therefore, no surprise that a large amount of fruit consumed by the world such as grapes, mangoes, pomegranates, oranges, etc. and spices such as black pepper, ginger, turmeric, cinnamon, saffron, etc., take their roots in India. A lot of vegetables consumed by the world, including tomatoes, onions, green chilly, potatoes and many others, also come from the country's soil.

Technology boost: With an upswing in horticulture adoption, several newer opportunities are also opening up, thanks to technology. Agro-tech has become a booming sector globally and in India, inviting high interest from venture capital and private equity investors. An Ernst & Young study sees the potential of the Indian agro-tech market to be about \$24 billion worth by 2025. Leveraging emerging technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML), etc., several agro-tech companies are able to bring predictability and precision into farming, aspects that could never be tied to farming before. Big data is helping in efficient supply chain management, yield prediction, and therefore, predictable income for farmers. Through the aforementioned precision farming technologies, startups are able to help horticulture farmers get a better picture of their farms, receive real-time alerts and advisory on the weather, soil conditions, pest and disease predictions and much more.

About INA

The Indian Nurserymen Association (INA) is a registered non-governmental organization and is also a lifetime committee member of Confederation of Indian Horticulture (CIH) under National Horticulture Board, Ministry of Agriculture, Government of India. INA marked the completion of its 35th year of establishment in 2022 with a national presence of around 4000 lifetime members across every state of India and is proudly the only non-profit organization, which has been on the forefront when it comes to redefining, collaborating, and improvising the nursery business across India. INA is an extended network of more than 5 lakh farmers, small cultivators, growers, and producers across India. Currently, the organization is serving as a representative forum for raising the advancements, achievements, and concerns of the nursery industry on national as well as international platforms. INA has also enlisted all the plant nurseries across India and a directory which was released by His Excellency Vice President of India. INA also was involved in bringing Horti Pro India-2018 & 2019 edition which is India's largest exhibition and conference on plants, nursery, landscape, horticulture, and allied industries. This year we have conducted a Seminar on "Modernization of Horticulture Nurseries" on 7th September 2022 at the Hotel Radisson Blue, Mahipalpur, near Palam Airport with a global launch of India International Horti Expo. As an organization who has worked towards the betterment and growth of Indian Nurserymen and plans to keep working for them, needs your support and guidance to take it further.

India International Horti Expo (IIHE): Path to achieving your Growth Objectives

Be a part of India International Horti Expo as an exhibitor or sponsor to grow faster in this rapidly growing industry. IIHE team takes extra care in helping you select the best participation package including stall sizes that help portray your company in the best manner, supporting it with sponsorship packages that highlight your participation, accentuating your presence at the conference and awards and designing dedicated match making programs. All with the single objective of helping you achieve the highest return on your investment.

What can you achieve at IIHE

A participation at IIHE becomes the most apt marketing solution to generate sales leads, launch a new product, brand your enterprise, Network with existing and potential customers, Benchmark against competition, Enter new markets and Attract new Partnerships.

Ways IIHE can help you Achieve your marketing objectives

IIHE over the four days will create a multipronged spectrum of activities to help you achieve all these objectives and much more through a wide array of activities including but not limited to:

- 1. Exhibition:** World class exhibition with 250+ exhibitors displaying a wide array of products covering all needs of buyers from across the country in an environment that is conducive to productive discussions.
- 2. Conference:** A highly focussed conference that will bring together all stakeholders of the sector to discuss debate and collaborate on growth strategies leveraging proven best practice, cutting edge technologies and shared networks.
- 3. Excellence Awards:** The Awards for Excellence in Horti Sector will put a spotlight on the products, organisations and leaders of the Horticulture sector that are making exemplary contribution to the sector. The winners success stories will be showcased as a part of the post event TV telecast.
- 4. VIP Buyer Program:** IIHE will compile a list of key buyers, basis inputs from the exhibitors and work out a felicitated program to invite them to the event with specially designed features that make it compelling for them to attend. The same is expected to yield a higher return for all exhibitors.
- 5. 1-2-1 Meetings:** Exhibitors opting for some specific packages will get the option of picking up names from the pre-registered buyers for facilitated one to one meetings. This works like an added advantage providing you the opportunity to ensure you don't miss out the opportunity of meeting big buyers.
- 6. Social Media Amplification:** We will be running an intensive social media campaign with an extensive reach to our database/followership of about 50,000 professionals, in addition to our general campaigns we will be delighted to develop special promotions for you on an exclusive basis.
- 7. Product Launch Support:** In case you are planning on any new product launches at the event we will be happy to help create that attention and visibility around the same by aligning it with the opening and closing ceremonies, conference sessions, VIP visits etc.
- 8. Post Event Promotion:** we will be producing a post-show report capturing the highlights of the event, key discussions, news on key deals made at the event and the actionable steps arising out of the event. This report will provide another opportunity to showcase your success stories to the industry



Explore the Best of Horticulture Industry

Fruits, Vegetables & Flowers

- Fresh Fruits
- Fresh Vegetables
- Berries
- Citrus Fruits
- Exotic Fruits
- Organic Fruits
- Dried Fruits
- Nuts
- Fresh Herbs
- Salad Greens
- Fresh Cut Flowers
- Nursery Plants
- Ornamental Plants
- Flowers
- Shrubs
- Trees
- Bulbs
- Cut Flowers
- "Dehydrated Fruits & Flowers"

Seed & Growing media

- Seeds
- Seedlings

- Planting Materials
- Ripening Technologies
- Quality Control
- Tissue Culture
- Plant Breeding
- Plant Genetics
- Plant Propagation
- Growing Media
- Cocopeat
- Substrates

Crop Protection

- Fertilizers
- Plant Protection
- Pesticides
- Biopesticides
- Integrated Pest Management (IPM) Products
- Biological Control Agents

Technology & Equipments

- Technology Providers
- Agricultural Equipment
- Harvesting Machinery
- Irrigation Systems

- Sustainable Farming Practices
- Sustainability Solutions
- Greenhouse Technology
- Gardening Tools
- Grow Lights
- Cloning Technologies
- Hybridization
- Micropropagation
- Traceability Systems
- Hydroponics
- Aeroponics
- Vertical Farming

Storage & Logistics

- Packaging Solutions
- Cold Storage
- Transport and Logistics
- Sorting and Grading Systems
- Fresh Produce Handling Equipment
- Cooling Systems
- Lighting

Services

- Market Research

- Retail Solutions
- Trade Associations
- Certification Bodies
- Government Agencies
- Supermarkets and Retailers
- Food service Providers
- Marketing and Promotion
- Consultancy Services
- Horticultural Research
- Landscape Design Services

Garden Features

- Containers
- Decorative Elements
- Floral Arrangements
- Floristry Products
- Garden Furniture
- Outdoor Structures / Stands
- Pots
- Fountains
- Coir products

Why Visit IIHE

Identify New Technologies

Understand Best Practice

Develop New Suppliers

Source new Materials

Technology is evolving at a rapid pace which is leading to an explosion in new product offerings. IIHE is your platform to see first-hand, compare, review and procure products, services and technologies that can help take your business to the next level in terms of efficiency and profitability. This comes along with the perks of seeing what your peers are doing.

Glimpses of Our Previous Show



Our Previous Event Exhibitors & Partners



Participants' Opinion

Dear fellow Nurserymen, It was an honour and pleasure to organize the India International Horti expo 2023 in collaboration with Pixie Expo media. Through this edition of the expo we kicked off well. The event was a success as it catered to the needs of the nursery, horticulture, and floriculture industries, and allied fields. The teams of the Indian Nurserymen Association and Pixie expo media are trying hard to pave the way to globalize this industry. Many national and international companies were part of the expo. The platform provided a great deal of networking that serves as the backbone of the industry. We together have to come forward to strengthen it and look after it. I am glad to announce that we have declared the next expo from 22nd to 24th February 2024 at India Expo Mart, Greater Noida, Delhi NCR. I request you all to book your stalls at the earliest and be the proud contributors to your own industry. The show has just begun!

- **Shri Y P Singh**, President, Indian Nurserymen Association

Participating the Horti Expo gave us a better insight into the Indian horticulture business, the people as well as the traditions and customs. Being present in India, interacting with the local growers and introducing our product with all its benefits is essential for us in order to establish foothold in the market and achieve goals. We are absolutely happy to be part of the community and ambitious horticulture business! India is incredible!

- **Leila Haugas**, Mikskaar Marketing & Communication

India International Horti Expo 2023 provided a very enriching experience with prominent networking & a great platform for nursery men & women to showcase their distinctiveness in the best possible way. Highly recommended for small to large business owners for relevant associations.

- **Ojasvi Singh**, Owner, Unlimited Greens

Personally I feel delighted to be a part of the India international horti expo, it was an awesome experience to present my company and product there as I got a chance to interact with many great personalities and the expo also helped me in promoting my company on a big scale. I would like to thank the Indian nurserymen association for giving us such a platform to showcase us which was so insightful with great exposure to the industry and I hope that this will continue in the future.

- **Shresth Kumar Tyagi**, C.O.O, Shreya Nursery

HORTICULTURE INDUSTRY CONVENTION



Presents by:



Organised by:



Association for
Vertical Farming
www.verticalfarming.net



IRRIGATION
ASSOCIATION OF INDIA
Voice of Irrigation Industry

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