

International Society for Horticultural Science (ISHS) and Horti ASIA sign an MoU to collaborate and to provide a knowledge platform for the horticultural industry in Asia.



15 November 2017 – Bangkok, Thailand

VNU Exhibitions Asia Pacific Co., Ltd., the organizer of 'Horti ASIA' has signed a Memorandum of Understanding with the International Society for Horticultural Science (ISHS) to pave the way for collaborative education and to provide a knowledge platform for the horticultural industry in Asia. This collaboration will create an opportunity to be a hub of knowledge exchange in Asia and to provide the best solutions to serve the horticultural industry. An international forum will be held by Horti ASIA 2018 between 22 and 24 August 2018 at BITEC, Bangkok, Thailand.

Jozef Van Assche - Executive Director, International Society for Horticultural Science said that "The International Society for Horticultural Science - in short ISHS – has over 7,000 individual members from all over the world, a substantial number of institutional members and some 60 member countries and regions. It is a major source of up-to-date information on global horticultural research. ISHS aims to promote research in all branches of horticulture. It encourages the development of international co-operation, bringing together scientific and technical professionals to stimulate, facilitate and co-ordinate research and scientific activities on a global scale."



"We are delighted to announce this collaboration with Horti ASIA. This MoU marks the start of a joint effort between one of the leading organizers in Asia, VNUE AP and the global horticulture society, ISHS. This collaboration will create opportunities for some of the best minds in the industry to provide knowledge and update interested parties about the global trends, including the best solutions for the Asia market. This international forum will target scientists, horticultural farmers (fruit, vegetables and flowers), ministries, government institutions and universities. We look forward to exploring relationships and the promise it holds for all parties."



Manuel Madani – Project Manager of Horti ASIA said that “For a growing region in Southeast Asia, this is great news. The future is being built on knowledge, innovation and also startups. Sharing a vision together has made our goals possible. Southeast Asia focuses on food safety and is getting more and more competitive for exports. The industry can be proud of today’s great dedication and commitment in creating a sustainable fresh produce chain. However, many challenges lie ahead like water supply, post-harvest and cold chain, but we are confident that the supply of quality fresh produce will be available and ensured. This will happen faster than we think. What’s changing nowadays? Advancing technologies, dietary change for more fresh, seed developments with input from supermarkets, biological crop protection: this is a food chain that is building a new future.”



“We are all very pleased to be launching this partnership with ISHS during Horti ASIA 2018- a proven regional hub for horticultural technology. Many solutions in greenhouse technology, urban and organic farming have drawn 8,500 trade visitors and 500 top buyers from across Asia. More amazing is that more than half of the visitors and buyers come from abroad. The event is co-located with AGRITECHNICA ASIA 2018, which is a world class Agriculture Machinery and Agtech platform for Asia that will take place from 22 to 24 August 2018 at BITEC, Bangkok, Thailand.”



“Knowledge is provided by ISHS, which drives innovation for both local and international attendees. This innovative full-day International forum led by ISHS is a game changer. 150 to 200 scientists and experts are expected. ISHS has a great drive for knowledge and is a world class horticultural forum. I am certain that this collaboration will create further exciting opportunities for us all in the years ahead.”

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