

Post Show Report HortiProIndia 2023

Mark a successful 4th edition

235	Exhibitors
23400	Business Visitors
75800	End Users
08	Countries Participation as Exhibitors
13	Countries Participation as Visitors

Data Analysis Purchasing Authority

I)	48%	Final Approves
ii)	28%	Recommend Purchase
iii)	21%	Evaluate Proposals for Purchase
iv)	03%	Not Related to Purchase

Main Area of Interest

I)	32%	Wholesale Grower
ii)	29%	Retailers
iii)	16%	Researchers
iv)	10%	Technology / Service Providers
v)	07%	Educationists
vi)	04%	Input Suppliers
vii)	02%	Knowledge Sharing Gainers

Objective of Visitors

I)	35%	Initiate New Business Relations
ii)	26%	Get to Know Product Variants
iii)	14%	To Know The Innovations
iv)	08%	Compare Competitors
v)	07%	Conduct Purchases
vi)	08%	Cultivate Existing Business Relations
vii)	02%	Expand Specialist Knowledge