



- Advertisement -

Syngenta Flowers sparked excitement in Vietnam

April 9, 2025

[Syngenta Flowers](#) and Floralseed Vietnam hosted a Flowers Show for professional growers in Vietnam. FVN was established in 2002 and is a key distributor of flower seeds in Vietnam.

The show exceeded the team's expectations, with over 120 visitors on the first day.

“It is really exciting to see so many growers turning up for our first event in the country,” Triet Le Minh Nguyen, Syngenta Flowers Technical sales manager for Vietnam. “We realize that there is a clear demand for our wide assortment of genetics in Viet Nam.”

2025 is a busy year for Triet and his colleagues. Syngenta Flowers currently has three events scheduled for 2025 in Viet Nam: after the Da Lat event, there will also be a Flowers Show in Ha Noi in May (week 20) and one in Ho Chi Minh (Sa Dek) in July (week 29). Each show will present a portfolio suited for its climatic conditions.

Triet Le Minh Nguyen posing with two customers in front of Viola x Wittrockiana Delta Pro.

“These events are a key part of our company’s strategy to bring our unique flowers genetics closer to the grower in APAC. Together with our key distributors we are currently organizing events in all our key markets in APAC. Our focus is not only to bring our genetics to the growers as close as possible,” Michael van Baekel, Syngenta Flowers head of marketing APAC. “We also want to engage with growers who use our genetics and the ones who are still exploring the possibilities. These events are also to collect key insights from growers on what they need from our genetics. We directly feed these insights back into our R&D organization.”

One of the most appreciated varieties in the show was Gazania rigens F1 Big Kiss White Flame. This striking variety holds huge 12 cm blooms. At the event, each plant showed at least nine blooms flowering simultaneously.

Another big showpiece was the Zinnia portfolio. The city of Da Lat is located in the highlands of Viet Nam, approximately 1500 meters above sea level. Most growers haven't tried growing Zinnia in this cooler climate. Many of them were very surprised to see excellent performance in all eight colors of Magellan. The very disease-resistant Zinnia marylandica, Zydeco, was also widely appreciated.

Growers were also amazed by the high quality of Begonia x hybrida, Tophat. This variety has bigger flowers than most available genetics in the Viet Nam market. Tophat comes in a beautiful rose bicolor, red, white, and pink. With its strong branching habit and large flowers, this series is suitable for landscape applications.

Growers appreciated the technical guidance from experienced Syngenta Flowers APAC Technical Support Specialist, Ivan Podznyakov. Ivan uses various ways to share his knowledge and best practices with growers in the tropical territories. For instance, his regular crop specific *Webinar Wednesdays* are viewed by an increasing audience of growers from predominantly South and Southeast Asia. Growers have also reached out to him through WhatsApp and other social media platforms for specific production advice.

Vietnamese grower Hoang Gia Farm showed a retail display containing several Syngenta genetics

(Zinnia, Celosia, Viola, Antirrhinum) in floral arrangements sold to end-consumers.

[Print](#)