

GROWERTALKS

GT in Brief

10/31/2025

GreenTech Coming to North America

Chris Beytes

GreenTech, the big Dutch automation show, is coming to the Pennsylvania Convention Center in Philadelphia September 23-24, 2026. This trade show will focus on “sustainable and high-tech horticulture solutions, bringing together major producers and growers” of ornamentals, vegetables, leafy greens, soft fruits and medicinal plants, with the goal of showcasing innovations, sharing knowledge and creating business opportunities.

It'll join GreenTech Amsterdam (the original event, first launched in 2014) and GreenTech Americas (held in Mexico and launched in 2020).

The show will start small—they're expecting 90 exhibitors and 1,000 attendees—but the organizers, RAI Amsterdam, said they have the support of leading associations, such as CEA Alliance, FarmTech Society, the Resource Innovation Institute, the Commonwealth of Pennsylvania and Pennsylvania Department of Agriculture, Honorary Consul Philadelphia, Kingdom of the Netherlands, and Philadelphia Convention & Visitors Bureau. The CEA Alliance will hold its fall board meeting alongside GreenTech North America 2026.

Why here? Their market research shows strong growth potential for high-tech CEA in North America, with more than 47,000 greenhouse operations and an annual growth rates of 5% to 7%.

For more, go to greentech.nl/north-america. **GT**