



08 | AUGUST
11 | 2018

SAI GON EXHIBITION & CONVENTION CENTER (SECC)
799 Nguyen Van Linh Parkway, Dist.7,
Ho Chi Minh City, Vietnam

VIETNAM'S LEADING FOOD & BEVERAGE PROPACK TRADE SHOW IN VIETNAM

2018 MEDIA REPORT



Advertising



Exhibitors



Visitors



Seminars

ADVERTISING



The most popular printed newspapers in Vietnam

SAIGON Shopping

Vietfood & Beverage THE 22ND INTERNATIONAL EXHIBITION ON FOOD & BEVERAGE
ProPack VIETNAM THE 22ND INTERNATIONAL EXHIBITION ON FOOD PROCESSING, PACKAGING TECHNOLOGY & EQUIPMENT

08-11 August 2018
7-10 October 2018

TRUNG TÂM HỘI NHẬP
 750 Nguyễn Văn Linh, Quận 7, HCMC, Vietnam

TRUNG TÂM HỘI NHẬP
 116 Nguyễn Văn Linh, Quận 7, HCMC, Vietnam

Biệt Hong trong năm

- 500 Công ty
- 25 Yếu tố
- 1000 Sản phẩm
- 1000 Khách hàng
- 1000 Doanh nghiệp
- 1000 Sản phẩm
- 1000 Khách hàng
- 1000 Doanh nghiệp

VIỆT NAM NEWS 92%
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Doanh Nhân | cuối tuần

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Thời báo Kinh tế Việt Nam

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Việt Nam News

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HERITAGE

Vietfood & Beverage THE 22ND INTERNATIONAL EXHIBITION ON FOOD & BEVERAGE
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SAIGON EXHIBITION AND CONVENTION CENTER (SICC)
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INTERNATIONAL CENTER FOR EXHIBITION (ICE)
 at Tân Hưng West 30, Tân Hưng West BLD, Hanoi, Vietnam

Exhibits

- Food products
- Drink products
- Food processing machinery and equipment
- Food packaging materials
- Trade franchises
- Religion and non-religious technology

VIETNAM'S LEADING FOOD & BEVERAGE - PROPACK TRADE SHOW

VIETNAM NEWS 92%
VIETNAM NEWS 92%

Đầu tư

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VIETNAM NEWS 92%
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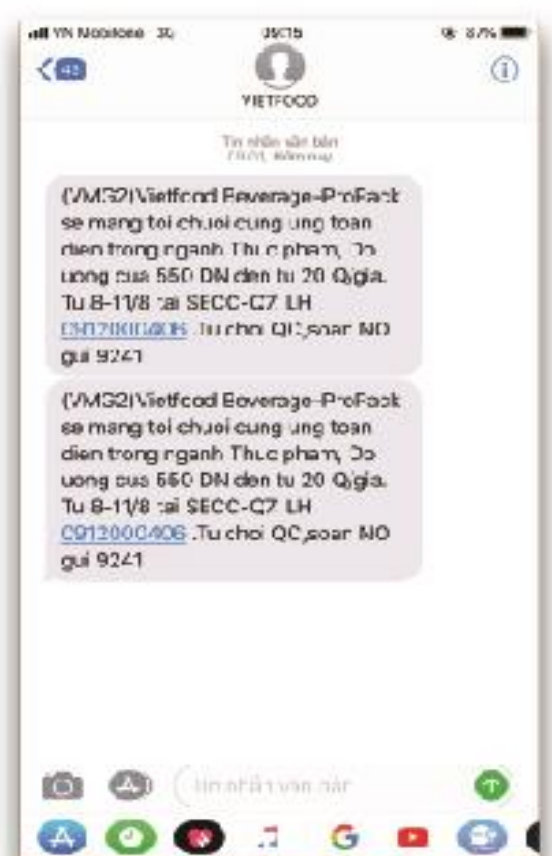
Hôm nay khai mạc

MASS MEDIA CAMPAIGNS



ADVERTISING ON SMARTPHONE

E - ADVERTISING



TELEVISION



FACEBOOK

SMS BRANDNAME

PUBLIC RELEASE



Doanh Nhân Online

Triển lãm VietFood & Beverage và Propack 2018

Triển lãm VietFood & Beverage và Propack 2018 là triển lãm quốc tế về thực phẩm và đồ uống, bao gồm các sản phẩm thực phẩm và đồ uống, bao gồm các sản phẩm thực phẩm và đồ uống, bao gồm các sản phẩm thực phẩm và đồ uống...

Handbook of Trade (PDF)

Download Handbook of Trade (PDF)

Download Handbook of Trade (PDF)

Diễn đàn

6-11/8: Triển lãm VietFood & Beverage - Propack năm 2018

Triển lãm VietFood & Beverage và Propack 2018 là triển lãm quốc tế về thực phẩm và đồ uống, bao gồm các sản phẩm thực phẩm và đồ uống, bao gồm các sản phẩm thực phẩm và đồ uống...

Download Handbook of Trade (PDF)

Công Thương

Triển lãm thực phẩm - Đồ uống 2018: Quy tụ nhiều thương hiệu hàng đầu

Triển lãm thực phẩm và đồ uống 2018 là triển lãm quốc tế về thực phẩm và đồ uống, bao gồm các sản phẩm thực phẩm và đồ uống, bao gồm các sản phẩm thực phẩm và đồ uống...

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Dầu Mỡ Việt Nam

Ngành thực phẩm - đồ uống "lên ngôi"

Thị trường thực phẩm và đồ uống Việt Nam đang phát triển mạnh mẽ, thu hút sự chú ý của các nhà đầu tư và nhà sản xuất quốc tế.

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Việt Nam News

HCM City hosts VietFood Beverage - Propack expo

Ho Chi Minh City is hosting the VietFood Beverage - Propack 2018 exhibition, showcasing the latest trends in the food and beverage industry.

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PUBLIC RELEASE

ON TELEVISION





EXHIBITORS

550 EXHIBITORS
FROM 20 COUNTRIES & TERRITORIES
7 NATIONAL PAVILLIONS

INDIA POLAND TAIWAN KOREA
THAILAND CHINA VIETNAM



EXHIBITOR SURVEY RESULTS

88%

PLANNED TO JOIN
THE NEXT SHOW

81%

SAID THE SHOW WAS
SUCCESSFUL IN MEETING
THEIR OVERALL OBJECTIVES

79%

RATED THE QUALITY AND
NUMBER OF VISITORS
WERE VERY GOOD

EXHIBITORS

"Xin chao Vietnam,
Hello. My name is Lucas and I am presenting Kaskat Dairy Manufacturing Company from Poland. We have been here for the past 5 years and have been joining Vietfood since 2017. Now, we are exporting many dairy products to your country hoping that we'll attract more customers here."



Mr. Lukasz Mokrzycki
Senior Trader, KASKAT LTD.,

"Liksin Corporation is a leading company in Vietnam in printing and packaging. We introduce our products on soft plastic packaging, paper packaging, commercial printing products and printing labels this time. We have been participating in the exhibition for nearly 10 years. Over the past 10 years, Liksin has connected the new items in the country with those in the world. In terms of percentage, foreign customers accounted for 40% compared to Vietnamese ones. We have exported worldwide to Asia, America and Europe. With our aim to increasing exports and developing domestic market, Liksin will certainly accompany with Vinexad to attend the conference in the next year. As we value our marketing we will participate in all the Vietfood exhibitions."



Ms. Ngoc Bich
Liksin Industry - Printing
Packaging Corp.

"Xin chao Vietnam,
So we are PT Sentosa Agrindo from Indonesia and we are in Vietfood & Beverage. We want to introduce our Wagyu beef to Vietnamese customers. Although this is our first time in Vietfood, I think it is a very interesting exhibition because we can find our potential customers



through this event. What we want to do is to introduce to all Vietnamese about our products in Indonesia."

Mr. Yo Handrik
Export sales & Marketing
Dept. Head
PT. SANTOSA AGRINDO.

"I am from Agrex Saigon company. Established in 1976 and currently, AS's products are exported to many international markets, such as Japan, Europe, America and Asian countries. In Vietnam, AS appears in all supermarkets nationwide. We are honored to be one of the leading companies to introduce Vietnam to foreign countries, and to bring advanced technologies and practices to foreigners in Vietnam. And this is my first time participating in Vietfood. It is very happy that the fair has brought us more new customers and new businesses. Especially, this is first time for many of them to visit the exhibition and experience new products with such a high quality like ours. Maybe we will continue to participate in the Vietfood 2019 because it is very potential to attract new customers."



Mr. Truong Van Manh Lam - Senior Manager
Saigon Export Foodstuffs and
Agricultural Products JSC (ARGEX SAIGON)



SEMINARS

“E-Commerce Applications In Product Chain - Solutions To Enhance The Competitiveness For Business In Food Industry”

Co - Organized with FFA
(Food and Foodstuff Association of Ho Chi Minh City)



“Organic Agri Products: Production, Distribution and Retail Chain”

Co-organized with AVR
(Vietnam Retailers Association)



VISITORS



“Xin chao Vietnam. Good afternoon!
We are here today at the exhibition. What an interesting day with lots of participation, lots of new products beside what is already available in the market. Originally, I come from Netherlands but I have been living in Saigon for about 2 years. Today, main products we are looking for are materials to substitute straw plastics, for example, bamboo straw, or anything we can use to avoid single use plastic.”

Mr. Justin Bernard Wermers
Director of Food & Beverage
(New World Saigon Hotel)

MORE THAN 17,000

COMING FROM 15 REGIONS

> 7,000 PUBLIC VISITORS

> 10,000 TRADE VISITORS



“My name is Thu. I come from MH company. The company is currently producing bottled drinking water so I go to the fair to find suppliers of bottles or labels. I have found some partners such as Duy Tan Plastic Company to provide plastic bottles and some manufacturers in China to provide the machine.”

Ms. Diem Thu
M&H Investment Co.





VISITORS



VISITOR SURVEY RESULTS

81% Successfully sourced new clients

79% Successfully established new contacts and relationships for the future

73% Were kept up to date with the industry's new product trends & services