



VIETNAM'S LEADING WATER SUPPLY, SANITATION,  
WATER RESOURCE AND PURIFICATION EXHIBITION

# POST SHOW REPORT

2019 EDITION



Organiser



SES Vietnam Exhibition  
Services Company  
Limited



Our strategic partner

Our Sponsors



# SHOW OVERVIEW

## THE MOST INTERNATIONAL WATER INDUSTRY EXHIBITION IN VIETNAM

VIETWATER successfully organized two editions in Hanoi and Ho Chi Minh last July and November 2019, with over 4,500 exhibiting personnel and 15,000 highly-targeted trade visitors including international delegates from Cambodia, Myanmar, Malaysia, Korea, Taiwan, and more.

After more than 10 years serving the water industry in Vietnam, VIETWATER has proven its position as the connecting bridge among water community globally. Moreover, the show has committed to providing an international sourcing ground for cutting-edge equipment, technologies as well as offering a series of educational conference program.

### 2019 TOP FACTS

**16,087 sqm**<sup>1</sup>

Exhibition Space

**707**<sup>2</sup>

Participating Companies

**25**<sup>3</sup>

Exhibiting Countries

**17**<sup>4</sup>

Group Pavilions

**14,916**<sup>5</sup>

Of Visitors

**19,494**<sup>6</sup>

Total Attendees

### TOP LEADING PARTICIPATING COMPANIES



### OUR SUPPORTING ORGANISATIONS



<sup>1</sup> Vietwater Hanoi (VWH): 4,192sqm, Vietwater HCM (VWV): 11,895sqm

<sup>2</sup> VWH: 243 & VWV: 464

<sup>3</sup> VWH: 25 from Belgium, Canada, China, Czech Republic, France, India, Israel, Italy, Japan, Korea, Malaysia, Myanmar, Netherlands, Philippines, Poland, Spain, Switzerland, Taiwan, Thailand, Turkey, UK, US, Vietnam, VWV: 24 from Korea, Germany, China, US, Japan, Spain, Canada, Malaysia, Italy, Taiwan, India, Singapore, Finland, The Channel Islands, Turkey, Hungary, Thailand, Indonesia, Australia, Czech Republic, France, UK, Vietnam

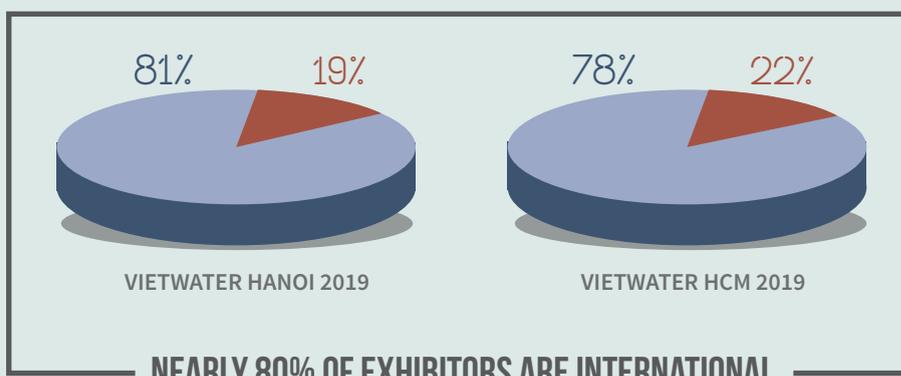
<sup>4</sup> VWH: 3 from China, Taiwan, Korea | VWV: 14 from Australia, Czech, Daegu Pavilion, China Ann, China DBS, France Pavilion, GWP Pavilion, German pavilion, KWWA, K-WATER, Singapore pavilion, TDWEA, Taitra pavilion, UK pavilion

<sup>5</sup> VWH: 4,626, VWV: 10,290

<sup>6</sup> VWH: 5,956, VWV: 13,538

# EXHIBITOR ANALYSIS

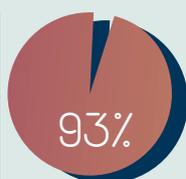
## GEOGRAPHICAL BREAKDOWN



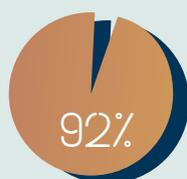
## EXHIBITOR EVALUATIONS <sup>7</sup>



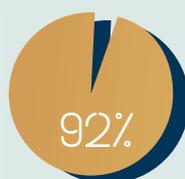
Of exhibitors will recommend the shows to their friends/colleagues



Of exhibitors were likely to attend the shows in next editions



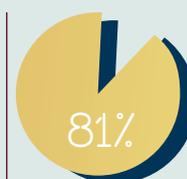
Of exhibitors were satisfied with the shows



Of exhibitors were satisfied with the business opportunities



Of exhibitors achieved the objective of "collect market information"



Of exhibitors achieved the objective of "find new customers"

## EXHIBITOR'S TESTIMONIALS

"This is our 8th time exhibiting at VIETWATER and we are very happy to participate in this water event in Vietnam. At VIETWATER we are able to meet our existing customers as well as finding new business opportunities."

**Mr. Timmy Phan, Deputy Director**  
*HCP PUMP MANUFACTURER, VWW19's exhibitor*

I find this show very well attended and there is a lot of high level companies here from all over the world with really innovative technologies. I really feel that the whole movement towards flood mitigation and urban planning for the future is very progressive and necessary here in Vietnam. This is because the increase in climate urgency especially in country like Vietnam, such planning and mitigation plan is important, and event such as VIETWATER with conferences that focuses on this topic will further help in tackling this issue.

**Ms. Karolina Peret, International Manager**  
*BRITISH WATER, VWW19's exhibitor*

"Based on positive feedbacks that we received from the previous editions, we decided to join this year's event in Hanoi. After 2 show days, we have gained a lot of good results. Besides the existing customers, we can also meet some other kinds of customers such as investors about infrastructure, customers who are working in industrial majors and other applications. We see VIETWATER HANOI is an enjoyable event, and hope this exhibition will be continually held in both Hanoi and Ho Chi Minh City."

**Mr. Vo Duy Quy – Vice General Director**  
*VUCICO VIETNAM, VVVH19's exhibitor*

"Visitors here are really crowded and they are also very concern about our latest technologies and products. I think this event should be annually organized since the technologies are changing every day."

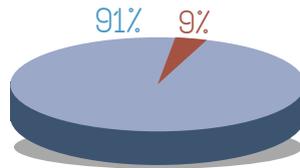
**Mr. Nguyen Quoc Phuong – Director**  
*THANG LONG P&T INTERNATIONAL JSC, VVVH19's exhibitor*

<sup>7</sup> Evaluations are the average percentage of Vietwater in Hanoi and HCMC.

# VISITOR ANALYSIS

## GEOGRAPHICAL BREAKDOWN

### VIETWATER HANOI 2019

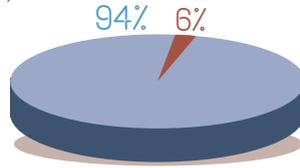


**TOTAL VISITORS: 4,626**

Overseas\*: 413 (accounted for 9%)  
Local: 4,213 (accounted for 91%)

\* Australia, Cambodia, Canada, China, Germany, Hong Kong, India, Indonesia, Japan, Jordan, Laos, Malaysia, Netherlands, Philippines, Singapore, North Korea, Sri Lanka, Taiwan, Thailand, Turkey, UK, United Arab Emirates, USA.

### VIETWATER HCM 2019



**TOTAL VISITORS: 10,290**

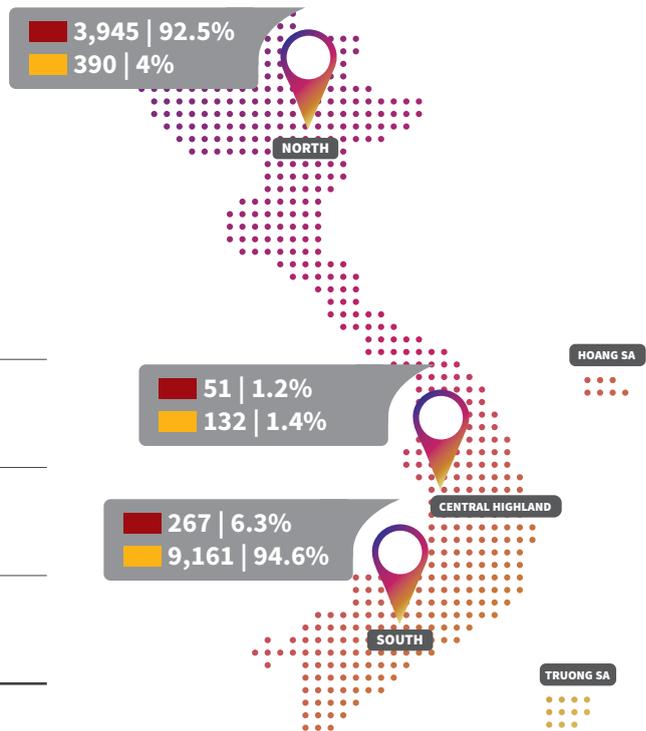
Overseas\*\*: 607 (accounted for 6%)  
Local: 9,683 (accounted for 94%)

\*\* Japan, Korea, China, Singapore, Taiwan, Thailand, Malaysia, Cambodia, Hongkong, India, Egypt, France, Germany, Netherlands, USA, Australia, Indonesia, Italy, Ethiopia, Laos, Bangladesh, Canada, Czech Republic, Denmark, Finland, Myanmar, Philippines, Sri Lanka, Austria, Brunei, Burkina Faso, Burma, Liechtenstein, Russian Federation, Saudi Arabia, Switzerland, United Arab Emirates

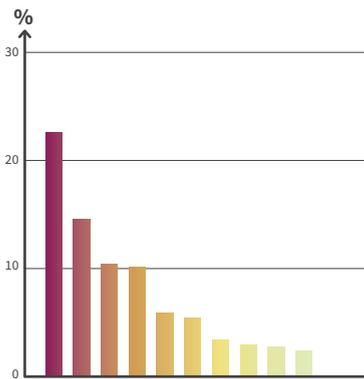
## BREAKDOWN BY AREAS

VIETWATER HANOI 2019

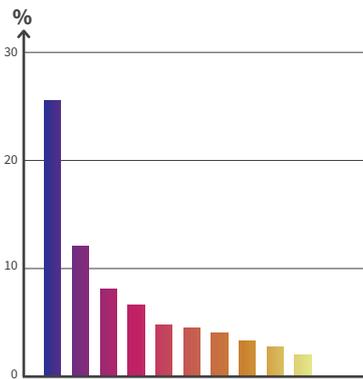
VIETWATER HCM 2019



## TOP 10 VISITORS' BUSINESS ACTIVITIES



VIETWATER HANOI 2019



VIETWATER HCM 2019

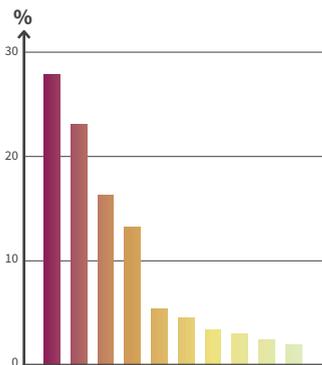
### VIETWATER HANOI 2019

- Environment / Civil Engineering Consultants (22.7%)
- Wastewater Treatment (14.1%)
- Agents / Distributors (10.5%)
- Water Purification and Sanitation (10.2%)
- Water Companies / Operators (6.3%)
- Sewerage Companies / Operators (5.9%)
- Building Contractors (3.4%)
- Electronics / Semiconductors (3%)
- Petrochemical / Chemical / Oils and Gas (2.7%)
- Food / Drinks / Beverages / Distillery / Brewery (2.5%)

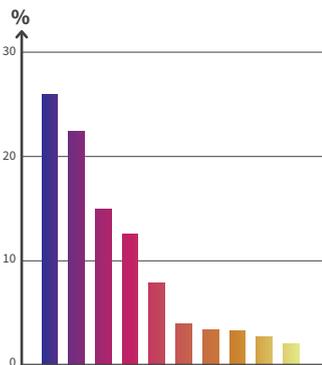
### VIETWATER HCM 2019

- Environment / Civil Engineering Consultants (25.27%)
- Agents / Distributors (12.04%)
- Wastewater Treatment (8.73%)
- Water Purification and Sanitation (7.19%)
- Water Companies / Operators (6.75%)
- Food / Drinks / Beverages / Distillery / Brewery (5.37%)
- Building Contractors (3.48%)
- Petrochemical / Chemical / Oils and Gas (3.34%)
- Ministry / Government (2.84%)
- Sewerage Companies / Operators (2.66%)

## VISITORS BY JOB FUNCTIONS



VIETWATER HANOI 2019



VIETWATER HCM 2019

**46% of visitors are from C-level management**

### VIETWATER HANOI 2019

- Owner / Chairman / Managing Director (28,5%)
- Sales / Marketing (23,6%)
- Department Head (16,1%)
- Project Engineering (13%)
- Consultant (4,7%)
- Purchasing (4,1%)
- Plant Management (3,2%)
- Design / Development (2,5%)
- Contractor (2,2%)
- Others: Teacher, Accountant, Media, Ect (2,1%)

### VIETWATER HCM 2019

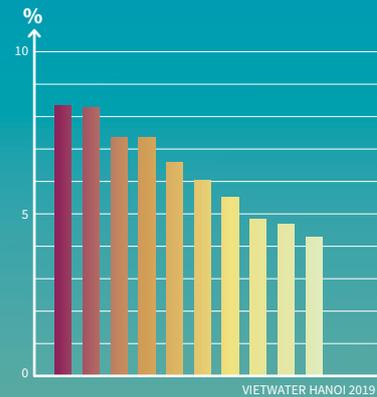
- Owner / Chairman / Managing Director (26%)
- Sales / Marketing (22,1%)
- Department Head (15,2%)
- Project Engineering (12,8%)
- Others: Teacher, Accountant, Media, Ect (8,9%)
- Consultant (4,5%)
- Purchasing (3,5%)
- Plant Management (2,6%)
- Design / Development (2,5%)
- Contractor (2%)

# VISITOR ANALYSIS

## TOP 10 Visitors' Product/Service Interests

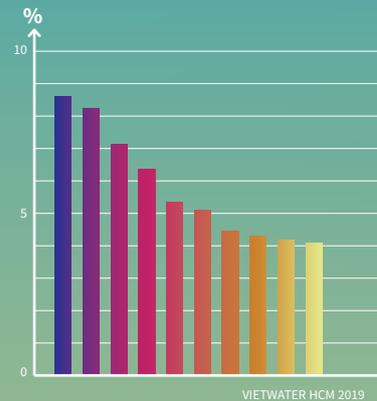
### VIETWATER HANOI 2019

- Piping & Water Fitting (8.3%)
- Water purification and Filtrations (8.2%)
- Membranes (7.3%)
- Green Technology and Sustainable Water Technologies (7.3%)
- Pump and Valves (6.6%)
- Natural Treatment System (6%)
- Industry and Municipal Water Supply Management (5.5%)
- Waste Water Treatment & Management (4.9%)
- Floatation Equipment Technology (4.7%)
- Desalination and Dewatering (4.2%)



### VIETWATER HO CHI MINH 2019

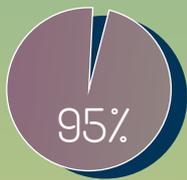
- Pumps & Valves (8.71%)
- Water purification & Filtration (8.16%)
- Waste water treatment and management (7.08%)
- Piping & water fitting (6.37%)
- Membranes (5.34%)
- Green Technology and Sustainable Water Technologies (5.18%)
- Industry and Municipality Wastewater Treatment and Management (4.46%)
- Industry and Municipal Water Supply Management (4.31%)
- Bottled Water Production (4.20%)
- Waste and environmental technology & Transportation (4.18%)



## Visitor Evaluations



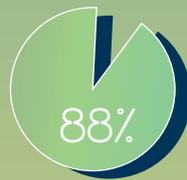
Of visitors were satisfied with the results at the shows



Of visitors were likely to recommend the shows to their friends/colleagues



Of visitors will attend the shows in next editions



Of visitors were satisfied with the shows in term of "Exhibit Range"



Of visitors were satisfied with the show in term of "Exhibitor Quality"



Of visitors achieved the target of "Sourcing new products"

## Testimonials

"We used to visit Vietwater in Ho Chi Minh City many times. The show in Hanoi this year was impressive with the well-decorated booths and diversity of showcased products that can be applied to manufacturing process. We believe the show will be bigger and bigger years after years and hope to see you next editions."

**Mr. Doan Tong Tung - Marketing Manager**  
Asia Machine Electrical Equipment JSC, VVW19's visitor

"From my previous visit I have seen significant growth and improvements in the event this year. VIETWATER is the hub and meeting place of the best water players from the industry where they showcase the latest product, technologies and solutions for all water and wastewater needs. This is the main reason why we visit VIETWATER year after year."

**Mr. Edgar Lopez - Vice President - National**  
Philippines Water Works Association (PWWA), VVW19's visitor

# EVENT HIGHLIGHTS

## Opening Ceremony

The Opening Ceremony and VIP Tour in both Hanoi and Ho Chi Minh editions were attended by the VIP guests from Vietnamese ministries and associations as well as representatives of international group pavilions and ambassadors.

## International Conferences

Hosted by Vietnam Water Supply and Sewerage Association (VWSA) and supported by Vietnam Ministry of Construction (MOC), the Vietwater international conferences attracted the participation from hundreds of attendees from water enterprises, industry associations in both 2 editions.

- Water Management towards Sustainable Development Goals, 27 July 2019, Hanoi
- Urban Flooding - Current Status and Solutions, 7 November 2019, Ho Chi Minh city

## Waste & Environmental Technology (WETV) Conference

The international Water Supply and Environmental Technology Conference (WETV) is one of the most highlighted event which was supported by Vietnam Urban Environment & Industrial Zone Association. The conference was held in 6th November 2019.

## Technical Seminars

Technical Seminar was presented by numerous exhibitors to introduce their products and their applications into manufacturing and water treatment. Some key presentations were shared by VICTAULIC VIETNAM, NHAT ANH CO, GREEN JOURNEY, VUCICO VIETNAM, FRANKLIN ELECTRIC VIETNAM, CITY OF YOKOHAMA, TOKYO KEIKI INC, HITACHI ZOSEN CORP, EVOQUA WATER TECHNOLOGIES, HUNGARIAN WATER CLUSTER, KURITA, SUEZ, ORGANO, ENDRESS + HAUSER, SERVELEC TECHNOLOGIES, AMS WATER METERING, PIONEER WATER TANKS, SOLARI WATER, NITTO HYDRANAUTICS and many more.

## Best Show Awards

With the aim of expressing thanks to our valued exhibitors, Bestshow Awards activity has been created with 5 prizes, including:

### VIETWATER HANOI 2019



Outstanding Booth Design:  
GOSHU KOHSAN



Most Attractive Booth:  
TOÀN Á



Most Innovative Booth:  
KOREA PAVILION



Most Informative Booth:  
SHINMAYWA



Most Creative Booth:  
SƠN HÀ

### VIETWATER HO CHI MINH 2019



Most Innovative Booth:  
GERMANY PAVILION



Outstanding Booth:  
AUSTRALIA PAVILION



Most Attractive Booth:  
NAMWON TURBOONE



Most Creative Booth:  
TAIWAN GTPO PAVILION



Most Informative Booth:  
TSURUMI PUMP

## CSR Project

First launched in 2017 in Vietnam, CSR project was the conjunction between Vietwater exhibition organizer and Australian Water Association to provide "Safe Drinking Water" in rural area in Vietnam.

- 2017 – Safe Drinking Water Project in Khanh Hoa Province
- 2018 – Providing drinking water system in Son La province
- 2019 – Launching the drinking water system for Cam Thanh Bac School in Khanh Hoa Province

