POST SHOW REPORT 2018

14-17/11/2018

Saigon Exhibition & Convention Center
Ho Chi Minh City
Vietnam

better food,
better life

www.foodexpo.vn

24
countries/territories

589
stands

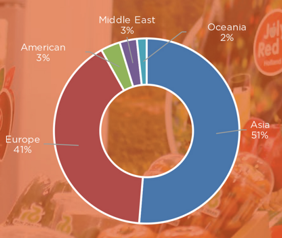
448
exhibitors

13,000 sqm
exhibiting space

THE NETHERLANDS
Country of Honour

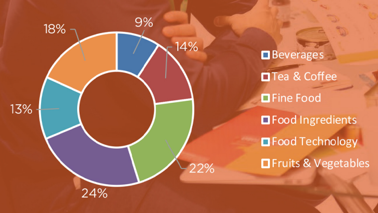
EXHIBITORS PROFILE

Exhibitor breakdown by origin (exclusive of Vietnam)

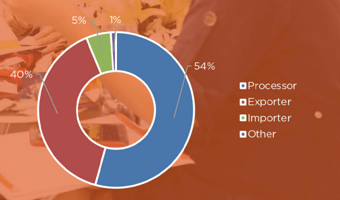


The biggest sourcing platform for food in Vietnam

Exhibitor breakdown by product sector



Exhibitor breakdown by business activity



VISITORS PROFILE

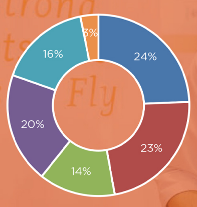
45
countries

17,641
Trade visitors

5,956
Public visitors

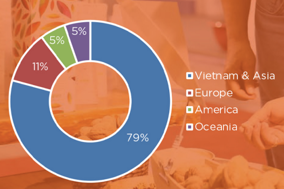
3,158
Int'l visitors

Visitor breakdown by business activity

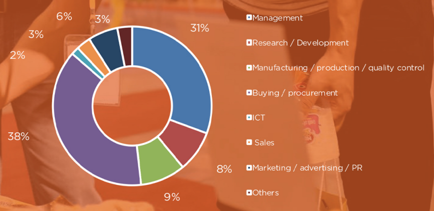


MICHEL LOUWS

Visitor breakdown by origin

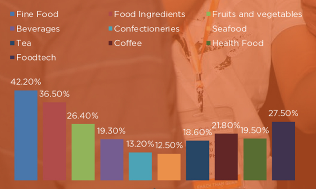


Visitor breakdown by responsibility

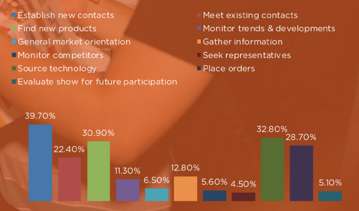


Y SẤY KHÔ
ÔNG SẢN

Visitor breakdown by product interest



Visitor breakdown by objective



68.1%

of the exhibitors made contact with their right target visitor groups

65.4%

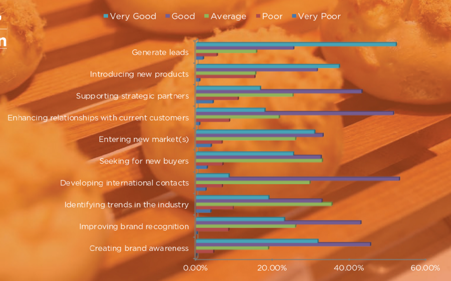
of the exhibitors were satisfied/very satisfied with their participation

66.0%

of the exhibitors said that they would definitely come back in Vietnam Foodexpo 2019

FRESH GARDEN

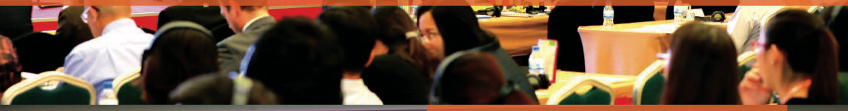
EXHIBITORS' Objective achievement evaluation



FOODS OF VIETNAM
VIETNAM FOOD FORUM 2018
"ỨNG DỤNG CÔNG NGHỆ TRONG THƯƠNG MẠI NÔNG SẢN, THỰC PHẨM"
HỒ CHÍ MINH
hall base
dards...

VIETNAM FOOD FORUM 2018

The most important annual forum in the food industry



FOOD CHAIN:
INPUT INDUSTRIES
FARMER
FOOD PROCESSOR
RETAIL
CONSUMER
TWO WEAK SPOTS:
FARMER –structural change, environmental costs, GHG
CONSUMER – public health, diet changes
DOES ICT HELP?

Highlight:

ICT APPLICATION IN THE FOOD DISTRIBUTION

Ông Suryana Sastradiredja

NOTABLE CONCURRENT SEMINARS

- Investment opportunities in Vietnam's food industry

- Cooperation opportunites between Vietnam & the Netherlands in the food industry

- "Dutch Agri-food – Rooted in Nature - Improving quality, improving lives"

- "Learning by eating (the Italian way) - Food safety & The effects of Mediterranean diet on human health from the perspective of science, technology and business"

VIETNAM FOOD FORUM 2018
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VIETNAM FOOD FORUM 2018

TAILORED-MADE BUSINESS MATCHING SETUP with:

TOP RETAILERS

Walmart
Vinmart
CJ Freshway
CJ Cầu Tre
Lotte

Big C Việt Nam
Aeon
HaproSatra
Saigon Co.op
Vietsway

Vietnam Expo
TRÀ SỮA
Foodexpo
A1
Trà Sữa Meco

SEE YOU AGAIN AT VIETNAM FOODEXPO 2019

13-16/11/2019