



2019 Post Show Report

24 – 26 April 2019

SECC, 799 Nguyen Van Linh, Dist.7, HCMC

Organiser:



informa
markets

SES Vietnam Exhibition
Services Company
Limited



Table of content



1

EVENT OVERVIEW

2

EXHIBITOR HIGHLIGHTS

3

VISITOR SPOTLIGHT

4

CONFERENCES

5

EVENT FEATURES

Food & Hotel Vietnam (FHV) Celebrated its 15 years to excellence

Food & Hotel Vietnam (FHV), recognised by Food & Hospitality professionals as Vietnam's leading Food, Drinks, Hospitality exhibition and conference, concluded its 15th anniversary on 27 April 2019.

Returning to the Saigon Exhibition & Convention Center, the three-day exhibition again delivered the most significant and insightful technologies and products brought by more than 460 suppliers on the exhibition floor, from international market leaders to new and innovative technology companies.

17,081 TOTAL
ATTENDANCE

466 EXHIBITORS

13,279 TRADE
VISITORS

50,000+ DATABASE
CONTACTS

22 INTERNATIONAL
GROUP
PAVILIONS

57 COUNTRIES
REPRESENTED



DELIVERING DEMONSTRABLE ROI TO EXHIBITORS

92%

OF EXHIBITORS WERE
SATISFIED WITH THE
EXHIBITION

89%

OF EXHIBITORS WOULD
BE LIKELY TO RETURN
TO THE 2021 EDITION

90%

OF EXHIBITORS WOULD
RECOMMEND THE
EXHIBITION

76%

OF EXHIBITORS HAVE
SUCCESSFULLY
ACHIEVED THEIR
OBJECTIVES TO FIND
NEW BUYERS

76%

OF EXHIBITORS WERE
SATISFIED WITH THE
QUALITY OF VISITORS

EXHIBIT PROFILES

Food & Drinks

- Chilled & Frozen Food
- Confectionery
- Dairy Product
- Drinks & Beverages – Non-alcoholic
- Fresh Produce
- Ingredients
- Meat & Poultry
- Processed Food
- Convenience Food
- Seafood
- Snacks & Ice Cream
- Specialty Food
- Wine, Spirits & Beers

Hospitality Equipment & Supplies

- Bakery & Confectionery Equipment
- Bar & Coffee Equipment & Supplies
- Cleaning Equipment & Supplies
- Contract Furnishing and Interior Design
- Display & Shopfitting Equipment
- Energy Management & Control Systems
- Fitness & Leisure
- Foodservice Equipment
- Furnishing and Fixtures
- Guest Amenities
- Hospitality Information Systems
- Housekeeping Supplies and Services
- In-room Technologies
- Laundry Equipment
- Lighting and Accessories
- Outdoor Furniture
- Packaging Equipment
- Retail Information Systems
- Security Systems
- Storage and Refrigeration
- Tableware & Accessories
- Telecommunication Systems
- Transportation and Distribution
- Vending & Dispensing Equipment

^(*) Food & Hotel Vietnam is organised by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organiser in the world. Please visit www.ubm.com/asia for more information about our presence in Asia.

VISITOR SPOTLIGHT

The 2019 show boasts of a record of **13,279** trade visitors & buyers within the F&B, Hospitality, Retail and Foodservice industries, not only in Vietnam but also from 53 countries/regions over the world.

TOP 10 COUNTRIES/REGIONS (excluding Vietnam)



China



Japan



Singapore



Cambodia



Korea



Australia



Malaysia



Thailand



Taiwan



Hongkong

VISITOR PROFILES

- Airlines / Cruise lines / Rails / Offshore
- Bakery & Confectionery
- Cleaning / Hygiene Products & Services Suppliers
- Consultancy / Management Service – F&B / Hospitality
- Country Club / Serviced Apartment
- Event / Conference Organisers
- Food & Drinks
- Government / Military / School / Hospital
- Grocery Stores / Convenience Stores
- Hospitality Equipment & Supplies
- Hotels / Resorts / Hotel Chain
- Institutional Catering
- Kitchenware & Accessories
- Property Development / Management
- Publication / Media
- Restaurants / Cafés / Bars
- Spa and Wellness / Fitness Center
- Supermarkets / Hypermarkets
- Trade Association



OF VISITORS WERE MANAGEMENT
LEVEL OR ABOVE

OF VISITORS WORK IN THE HOSPITALITY INDUSTRY

FACEBOOK FOLLOWERS IN 2019

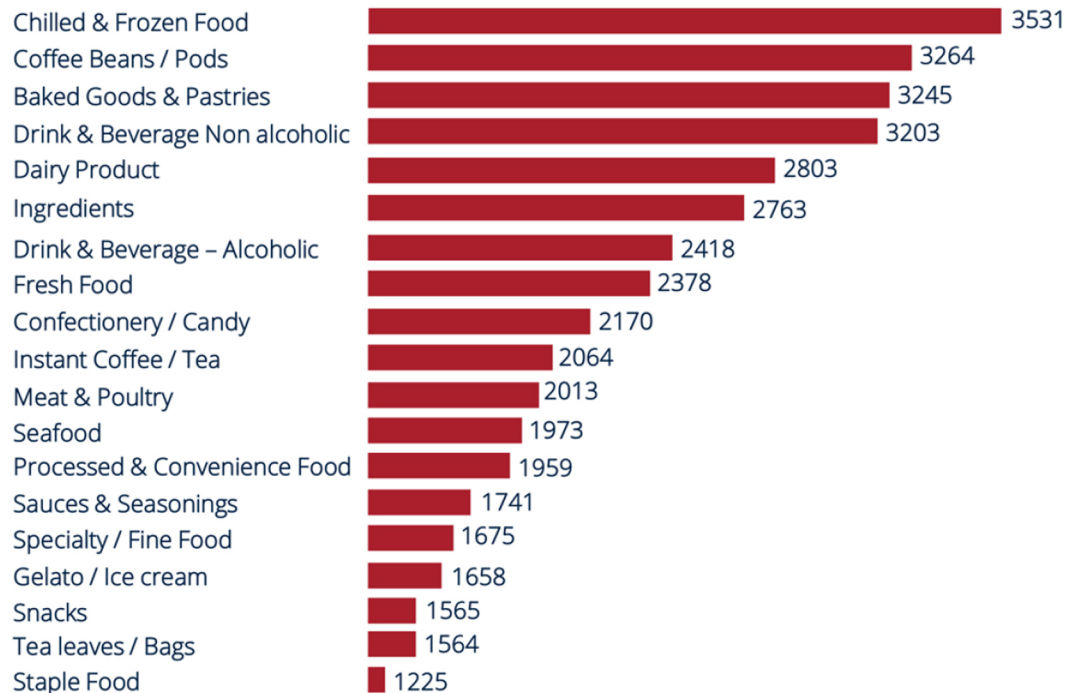
2.

MS. NGUYEN THI CAM DUYEN, SALES MANAGER
THE COFFEE HOUSE

8

INDICATION OF BUYER'S INTERESTS

Food & Drinks



Hospitality Equipment & Supplies



DELIVERING CONTINUAL VISITOR SATISFACTION



98%

OF VISITORS RATED THE
EXHIBITION GOOD,
VERY GOOD TO
EXCELLENT

95%

OF VISITORS WOULD BE
LIKELY TO ATTEND THE
EXHIBITION AGAIN IN
2021

95%

OF VISITOR SAID THEY
WOULD RECOMMEND
THE EXHIBITION

91%

OF VISITORS WERE
SATISFIED WITH THE
PRESENCE OF MARKET
LEADERS IN THE
EXHIBITION

75%

OF VISITORS LEARNED
ABOUT THE EXHIBITION
THROUGH ITS ONLINE
CHANNELS

CONFERENCE

What's more, with enthusiastic support from the industry, value-added insightful conferences and technical presentations created remarkable experiences beyond expectations.



“This is the first time Savills Hotels Asia Pacific has attended FHV as a speaker for its co-occurring conference which is Vietnam Hospitality Managing Director Forum - CEOTalks. Restricted to investors and C-level executives, the CEOTalks 2019 will confront the rising opportunities, more importantly, look beyond them to how CEOs from leading hospitality corporations are opening the new pathways to achieve the emerging global trend of “Wellness Tourism”.”

**MR. MAURO GASPAROTTI, DIRECTOR
SAVILLS HOTELS ASIA PACIFIC**

540

CONFERENCE DELEGATES

32

SPEAKERS

14

TECHNICAL PRESENTATIONS

(*) Food & Hotel Vietnam is organised by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organiser in the world. Please visit www.ubm.com/asia for more information about our presence in Asia.



CEOTALKS "RIDING THE WELNESS WAVE"

For the first time, the CEOTalks (Vietnam Hospitality Managing Director Forum) entitled "Riding the Wellness wave", run by Food & Hotel Vietnam and HCMC Dept. of Tourism and facilitated by Outbox Consulting provided more than 140 investors, entrepreneurs and C-level executives with industry-specific advice and experiences on embracing the emerging "Wellness Tourism" trend in the activities of investment, management and operations of hotel business.



VHBC "OPTIMIZING HOTEL BUSINESS PERFORMANCE IN 4.0 ERA"

The Vietnam Hotel Business & Investment Conference opened the discussion between 300 delegates about the opportunities and challenges for hotels on how to optimize operations in 4.0 era.



SEMINAR "PREMIUM AUSTRALIAN RED MEAT"

Hosted by Australian Trade and Investment Commission (Austrade), the dedicated seminar for Australian red meat recorded the attendance of 100 delegates looking to diversify their offerings with the best quality of red meat from Australia.



Australian Government

Australian Trade and Investment Commission



EVENT FEATURES



VIETNAM CULINARY CHALLENGE 2019.

Vietnam's most prestigious international culinary competition organised by the Saigon Professional Chefs Guild, VNCC 2019 attracted hundreds of competitors from Vietnam and beyond.



PIZZA WORKSHOP.

During three days at FHV 2019, Charles Wembley, in collaboration with the Accademia Pizzaioli, brought insightful Pizza professional classes where participants can get the HACCP certificate that enables to work throughout the world as an International Pizza Chef.



LIVE DEMONSTRATION

100+ live product demonstrations awaited visitors at various exhibitor's booth from the first day to 5.00pm of 26 April.



SCA BARISTA SKILLS FOUNDATION

This special course is part of barista skills modules developed by Specialty Coffee Association (SCA). At FHV 2019, the authorised SCA trainer Mr. Ross Bright brought to Vietnamese baristas the three-day course at foundation level that focused on the key skills required to set grinder, make espresso and foam and texture milk for cappuccinos. The number of students were limited to 10 from the well-known coffee brands, including: Café Runam, Shin Café, The Loft, Phin & Bean Roastery, Becamex Hospitality.



BARISTA & COFFEE EXPERIENCE WORKSHOP

An additional workshop is designed for the people new to the coffee industry, helping them to get more insights, learn new styles of brewing techniques and catch up with trends, in order to be ready to be an industry professional and brand owner in the current market.



SAVE THE DATE!

27 – 29 April 2021

SECC, Dist.7, HCMC



FOR EXHIBITING AND SPONSORSHIP ENQUIRIES, PLEASE CONTACT THE TEAM ON:

ASIA

Ms. Jorinda Tan

T: +65 6233 6688

E: jorinda.tan@ubm.com

VIETNAM

Ms. Annie Tran

T: +28 3622 2588

E: annie.tran@ubm.com

INDIA & REST OF THE WORLD

Ms. Stella Lee

T: +44 (0) 20 7650 4043

E: stella.lee@ubm.com