



TRIỂN LÃM QUỐC TẾ LẦN THỨ 12 VỀ CÔNG NGHỆ & THIẾT BỊ ĐIỆN - VIETNAM ETE 2019

HỘI CHỢ TRIỂN LÃM QUỐC TẾ LẦN THỨ 9 CÔNG NGHỆ, SẢN PHẨM TIẾT KIỆM NĂNG LƯỢNG & NĂNG LƯỢNG XANH - ENERTEC EXPO 2019



The 12th International Exhibition on Electrical Technology & Equipment The 9th International Exhibition on Products, Technologies of Energy Saving & Green Power



POST SHOW REPORT

I. GENERAL INFORMATION ABOUT VIETNAM ETE & ENERTEC EXPO 2019

Exhibition Name:

Vietnamese:

TRIỂN LÃM QUỐC TẾ LẦN THỨ 12 VỀ CÔNG NGHỆ & THIẾT BỊ ĐIỆN -VIETNAM ETE 2019

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TUẦN LỄ NĂNG LƯỢNG VÀ ĐIỆN THÔNG MINH HÀN QUỐC – KOSEF 2019

English:

The 12th International Exhibition on Electrical Technology & Equipment – Vietnam ETE 2019
The 9th International Exhibition on Products,
Technologies of Energy Saving & Green Power –
Enertec Expo 2019

The Korea Smart Electric & Energy Week – Kosef 2019

Time: From July 17th – 20th, 2019

July 17th (08:30 – 11:00): For Press, Opening ceremony and VIP

July 17th (10:00 – 17:30): Open for public

From July $18^{th} - 20^{th}$ (09:00 – 17:30): Open for public

Venue: Saigon Exhibition and Convention Center – SECC

799 Nguyen Van Linh, District 7, Ho Chi Minh City, Vietnam

Patronages: Ministry of Industry and Trade

Ho Chi Minh City People's Committee

Hosting

Organization: Ho Chi Minh City Department of Industry and Trade

Organizers: C.I.S Vietnam Advertising & Exhibition JSC

Ho Chi Minh City Center of Supporting Industries Development

Coordinating

Organizations: Ho Chi Minh City Power Corporation - EVN HCMC

International Coordinating

Organizations: Korea Electrical Manufacturers Association - KOEMA

Fujian Zhenglian International Exhibition Business Co., Ltd. (China)

II. INFORMATION AND PICTURES AT VIETNAM ETE & ENERTEC EXPO 2019

Total Area: 10,000 sqm

Visitors: 28,794 entries

Exhibitors: Top brands and enterprises in Electrical & Green Energy field

Nearly 400 enterprises in Electrical & Green Energy and related fields from

more than 15 countries and territories

Typical Brands:



















































Media Sponsors:

































Regular Organizer:

C.I.S Vietnam Advertising & Exhibition Fair JSC.

Address: 112-A3 Dam Trau Str, Hai Ba Trung Dist, Hanoi, Vietnam

Tel: (84-24) 39844104 / 05 * Fax: (84-24) 39844108

Hotline: (84) 94 7651990 (Ms. Hương) * Email: huong@cisvn.com

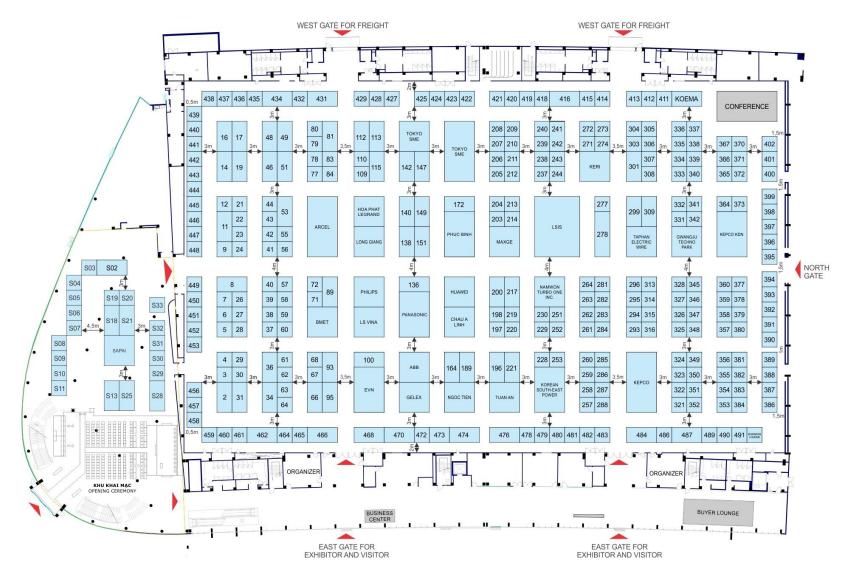
Website: www.cisvietnam.com.vn

Representative Office of C.I.S Vietnam in Ho Chi Minh City

Address: 10.02 Blk A, SATRA Building, 163 Phan Dang Luu Str, Phu Nhuan Dist., Ho Chi Minh City,

Vietnam

Tel: (84-28) 39958116 * Fax: (84-28) 39958118







TRIỂN LÃM QUỐC TẾ LẦN THỨ 12 VỀ CÔNG NGHỆ & THIẾT BỊ ĐIỆN - **VIETNAM ETE 2019** HỘI CHỢ TRIỂN LÃM QUỐC TẾ LẦN THỨ 9 CÔNG NGHỆ, SẢN PHẨM TIẾT KIỆM NĂNG LƯỢNG & NĂNG LƯỢNG XANH - **ENERTEC EXPO 2019**

The 12th International Exhibition on Electrical Technology & Equipment / The 9th International Exhibition on Products, Technologies of Energy Saving & Green Power

III. ACTIVITIES AT THE EXHIBITION

1. Opening Ceremony:

Time: 8:30 – 11:00, July 17th, 2019

Venue: Saigon Exhibition and Convention Center - SECC

799 Nguyen Van Linh, District 7, Ho Chi Minh City, Vietnam

Participants:

- Mr. Truong Thanh Hoai, Director General, Industry Agency Ministry of Industry and Trade
- Ms. Bui Thi Thanh An, Deputy Director General, Vietnam Trade Promotion Agency
- Mr. Phan The Anh, Deputy Director General, Agency For Southern Affairs Of Ministry Of Industry And Trade.
- Ms. Do Thi Minh Tram, Deputy Director General, Agency for Regional Industry And Trade,
 Ministry of Industry and Trade
- Dr. Nguyen Anh Tuan, Director General of Center for Renewable Energy Institute of Energy,
 Ministry of Industry and Trade
- Mr. Nguyen Phuong Dong, Deputy Director of Ho Chi Minh City Department of Industry and Trade
- Mr. Nguyen Duy Quoc Viet, Deputy General Manager, Ho Chi Minh City Power Corporation -EVN HCMC
- Mr. Lim Jae-Hoon Consulate General of the Republic of Korea
- Mr. Chang Se-Chang Chairman of Korea Electrical Manufacturers Association
- Mr. Lee Dong-won President & CEO of COEX
- Mr. Sung In General Manager of Korea Electric Power Corporation
- Mr. Kim Sung-jin, President of GWANGJU TECHNOPARK
- Mr. Wenquan Lin, General Manager Fujian Zhenglian International Exhibition Business Co.,
 Ltd
- Representatives of ministries and related industries; Trade promotion organizations, press agencies, and representatives of domestic and international businesses
- With the distinguished guests



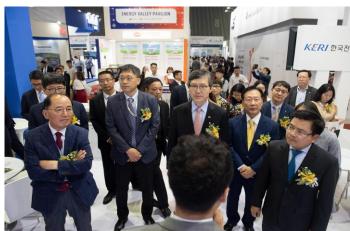


Some images at the Opening ceremony with the participation of Mr. Truong Thanh Hoai, Director General, Vietnam Industry Agency – Ministry of Industry and Trade with the guest.









2. VIP Lunch

Time: From 11:30 – 13:00

Venue: 2nd floor, Saigon Exhibition and Convention Center – SECC, District 7, HCMC Guests:

- Leaders of Ministry of Industry and Trade, Ho Chi Minh City People's Committee, Government Agencies, Institutes and Departments;
- Leader of Ho Chi Minh City Department of Industry and Trade, Department of Electricity of Ho Chi Minh City and neighboring provinces; EVN HCMC, Leaders of specialized electrical association;
- Leader of Korea Electrical Manufacturers Association Koema, Leader of Korea Electric Power Corporation - Kepco, Representatives of typical Vietnamese and International enterprises.







3. Specialized conference

Time: From 13:30 to 17:30, July 17th, 2019

Venue: 2nd floor, Saigon Exhibition and Convention Center – SECC, District 7, HCMC

Topic: Vietnam Strategy for Developing Green Energy and Energy Saving to 2020 with consideration till 2030 and Implementation Status in Ho Chi Minh City

Guests:

- Ms. Nguyen Thi Lam Giang Director General of Department of Energy Efficiency and Sustainable Development, Ministry of Industry and Trade
- Dr. Nguyen Anh Tuan, Director of Center for Renewable Energy Institute of Energy, Ministry of Industry and Trade
- Mr. Byun Young Don, Senior Manager of Korea Electric Power Corporation
- Ms. Nguyen Ngoc Tuong Vi Head of Business Board Ho Chi Minh City Power Corporation -EVN HCMC
- Ms. Nguyen Thi Thuy Kieu Deputy Business Manager TTC Energy Joint Stock Company
- Mr. Yu Liang Liang Product and Solution, Manager of Huawei Fusion Solar Business Group
- Management agencies from Ministries, Departments; Press Agencies, Television channels;
 Enterprises participating in the exhibition; Related Associations, researchers, experts and businesses, etc.

Presentations in the conference:

- 1. "Development plan of National Electricity and Renewable Energy to 2030". Speech by Dr. Nguyen Anh Tuan, Director of Center for Renewable Energy Institute of Energy, Ministry of Industry and Trade
- "National program on energy saving and efficiency in the period of 2019 -2030". Speech of Ms. Nguyen
 Thi Lam Giang Director General of Department of Energy Efficiency and Sustainable Development,
 Ministry of Industry and Trade
- 3. "Introduction of KEPCO's Energy Efficiency Business (K-SEM & Smart Energy City Solution)". Speech of Mr. Byun Young Don, Senior Manager of Korea Electric Power Corporation
- 4. "Contract of sale and connection of electricity grid for RE projects". Speech of Ms. Nguyen Ngoc Tuong Vi, Head of Business Board Ho Chi Minh City Power Corporation EVN HCMC

- 5. "Application Solutions of Solar Power Installed on the roof". Speech by Ms. Nguyen Thi Thuy Kieu, Deputy Business Manager TTC Energy Joint Stock Company
- 6. *"Fusion Solar Smart PV Solution"*. Speech of Mr. Yu Liang Liang, Product and Solution, Manager of Huawei Fusion Solar Business Group

Technical seminars of KOSEF 2019

Time: From July 18th – 20th, 2019

Venue: KOSEF Conference Area, Hall A2 - SECC

- 1. "Power Plant Performance diagnosis Concept and Theories & Performance Diagnosis case studies". Speech of Mr. Kim, Taehyung, General Manager of Korea South-East Power
- 2. *"Power plant performance monitoring and coal blending system"*. Speech of Mr. Park, Byungchul, Senior Manager of Korea South-East Power
- 3. *"KEPCO's Diagnosis of distribution facilities"*. Speech of Mr.Jang Kwang Heung, Senior Manager of Distribution Operation Dept of Korea Electric Power Corporation
- 4. "Introduction of KEPCO's Electric Power Facility Management System". Speech of Mr.Lee ik Hyoung, Senior Manager of Korea Electric Power Corporation
- 5. "Safety management plan of electrical equipment in Vietnam". Speech of Mr. Lee Sang Woo, General Manager of EMOI ENG
- 6. "Promoting Energy Efficiency Investment in Industrial Fields and the Result of Energy Audit in Vietnam".

 Speech of Mr. Kim YoungJun, Global Project Division of KOREA ENERGY AGENCY
- 7. "Optimal Protection Technology for Solar Photovoltaic System". Speech of Ph. D Kang ChangWon, Professional Engineer of PSD Technologies Inc.
- 8. "Understanding of corporate culture and prevention of conflict in Vietnam". Speech of Mr. Kim Beom Koo, Lawyer, Patent Attorney of Skywalkers
- 9. "Vietnam FTA Utilization, Customs Clearance Practice.". Speech of Mr. Byun Sang Hyun, Certified Customs Broker, KOTRA Korea-Vietnam FTA Support Center.





4. Business Matchmaking

From July 18th to 20th, 2019 at Saigon Exhibition and Convention Center – SECC





More than 200 Vietnamese and international enterprises participated in business matchmaking. 558 face-to-face meetings and discussions

IV. **COMMUNICATION & PROMOTION CAMPAIGN**

Categories	Units	Result
Media sponsor	Unit	15
Print advertisement	Page	46
Advertisement on website	Page	23
Advertisement on LED screen at buildings and shopping malls	Building	26
Website		Update about Vietnam ETE & Enertec Expo
Press Release	Time	5
Facebook	Reach	109,035
Articles, Reports before the exhibition	News	136
Articles, Reports during and after the exhibition	News	127
Reports on television about the exhibition	News	12
Bandrol	Unit	850
Email marketing	Email	80,643
SMS marketing	Sms	70,000
Invitations directly sent to customers	Unit	10,000

1. Media Sponsors

































2. Print advertisement

Many advertisements were published on **46** newspapers and magazines such as Bao Dau Tu, Thoi bao Kinh te Vietnam, Doanh nhan Saigon, Bao Thanh Nien, Bao Tuoi Tre, Bao Sai Gon giai phong, Thoi bao kinh te Sai Gon, Tap chi Anh sang & Cuoc song, etc.

3. Online Advertisement

23 Banners on major specialized websites





4. LED Screen Advertisement





5. Press Release

No.	Press Release	Time
1	Press Release No.1 (Before the Exhibition)	March 18 th , 2019
2	Press Release No.2 (Before the Exhibition)	May 07 th , 2019
3	Press Release No.3 (Before the Exhibition)	June 17 th , 2019
4	Press Release No.4 (The Opening of Exhibition)	July 17 th , 2019
5	Press Release No.5 (After the Exhibition)	July 22 nd , 2019

DÂN TR

6. Articles, Reports before the exhibition: 136 articles, reports









Thiết bị điện

Thứ Sáu, 12/07/2019, 15:31:43

NDĐT - Ngày 17-7 tới. Triển lãm quốc tế lần thứ 12 về Công nghệ & Thiết bị điện -NGD 1 - Yugay 17-7 v., Inen laini (voc te lain thứ 2 và Công nghiệ, sá nhiền tỷ qiệt) Vietnam ETE 2019 và Hội chọ Triển làm quốc tế lần thứ 9 Công nghiệ, sán phẩm tiết kiệm năng lượng và Năng lượng xanh - Enertec Expo 2019 sẽ chính thức khai mạc tại Trung tâm Hội chọ & Triển lãm Sải Gôn - SECC, TP Hồ Chí Minh.



Đây là sự kiện thường niên do Bộ Công thương UBND TP Hồ Chí Minh bảo trợ, Sở Công thượng TP Hồ Chí Minh chủ trì. Công tự Quảng cáo và Hội cho Triễn làm C.I.S. Vietnam

Đã có hơn 150 nghìn tỷ đồng đầu tư vào TPCP

Nam Định tập trung xây dựng nông thôn mới nâng cao

Nâng cao chất lượng, giá trị cá ngừ đại dương

Muối dựa xuất khẩu

Hỗ trợ thanh niên nông thôn khởi nghiệp (Kỳ 2)

Lần đầu ra mất ứng dụng xác thực thanh toán bằng nhận diện gương mặt

Bàn giải pháp thúc đẩy chế biến, xuất khẩu gỗ, lâm sản

Vietnam Airlines ngừng khai thác đội bay Airbus A330

Huy động 622 tỷ đồng trái phiếu Chính phủ bảo lãnh

Cần bảo vệ cây chè Shan tuyết cổ thụ ở Cao Bồ

Điện tử hóa cung cấp các dịch vụ điện

CHUYỆN LÀM ĂN





7. Articles, reports during and after the exhibition: 127 articles, reports





Säigon Times

Thursday, Sep 12, 2019,10:29 (GMT+7)

Trade

Vietnam ETE, Enertec expos feature energyefficient products

By Hung Le Thursday, Jul 18, 2019,15:04 (GMT+7)



HCMC – Over 400 exhibitors at home and abroad have gathered at two international exhibitions to display various energy-efficient,

8. Reports the exhibition on TV: 12 reports







HTV7 TV Vietnam Digital Television VTC

ViTV TV

9. Bandrol

850 bandrolls to advertise on main streets of Ho Chi Minh City and major Industrial zones 10 days before the opening ceremony













10. Email marketing:



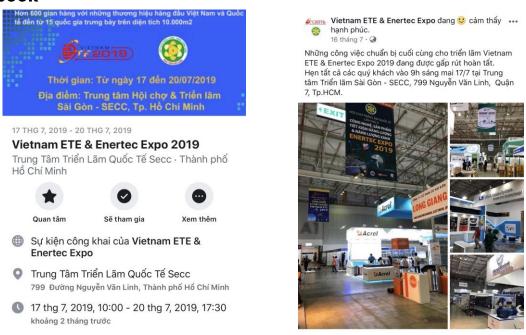
29,750 emails





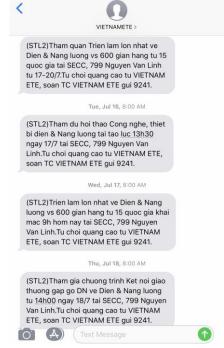
16,795 emails

11. Facebook



With 109,035 reaches and 46,748 interactions

12. SMS marketing and Invitations directly sent to customers



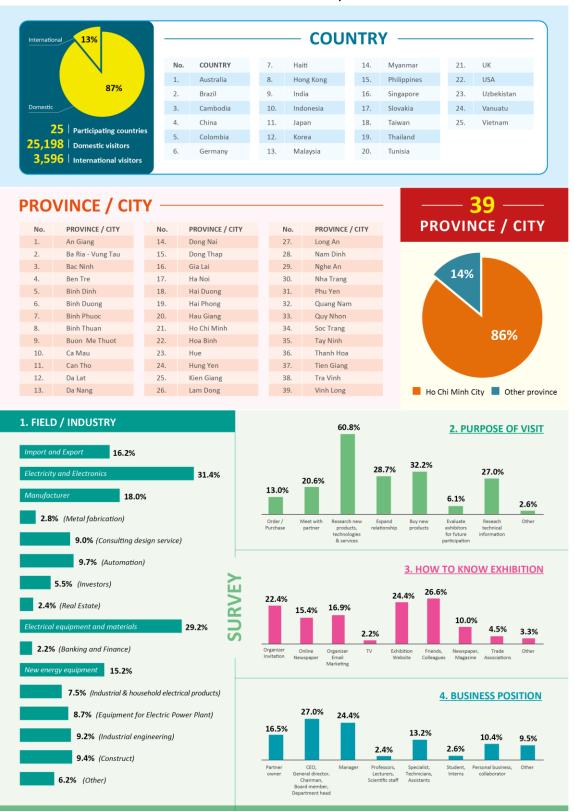
70,000 SMS sent to potential customers and visitors



10,000 invitations sent directly to potential customers

V. VISITORS

28,794 visitors came to Vietnam ETE & Enertec Expo 2019



VI. IMAGES FROM THE EXHIBITION









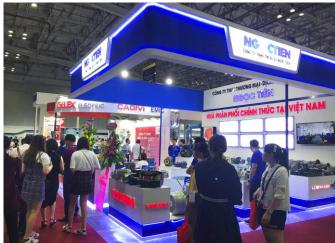










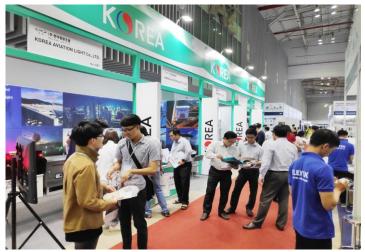


















THANK YOU