



VIETNAM EXPO

POST SHOW REPORT

THE 17TH VIETNAM INTERNATIONAL TRADE FAIR IN HO CHI MINH CITY

4-7 December 2019

Saigon Exhibition & Convention Center - SECC
799 Nguyen Van Linh Rd., Dist.7, Ho Chi Minh City, Viet Nam

Organizer by



Vinehead®



GENERAL INFORMATION

Name:

The 17th Vietnam International Trade Fair in Ho Chi Minh City
VIETNAM EXPO 2019 in HCMC

Concurrent Event:

Hardware & Hand Tools Expo
Garden & Landscape
Vietnam Electrical Appliance Expo



Sequence of events:

Yearly

Supporters:

Ministry of Industry and Trade of Vietnam (MOIT)
Ministry of Planning and Investment of Vietnam (MPI)

Coordinators:

Related Ministries, Departments, Associations of Vietnam
International Trade Organizations in Vietnam and abroad

Sponsor:

mobifone
KẾT NỐI GIÁ TRỊ • KHƠI DÂY TIỀM NĂNG

Overseas partners:



CHUNGBUK

KBIZ 중소기업중앙회
서울지역본부

HUMAN CITY
SUWON

KITA

sba

ITP 인천테크노파크
INCHEON TECHNOPARK



HY 汇(泰)源展览
HUIYUAN EXPO

TTIE

DREZ EXHIBITION 慧展展览集团
HC NHAU NHAU

Information sponsors:

Việt Nam News

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VẬT LIỆU
XÂY DỰNG

NHÀ ĐẸP

Doanh Nghiệp Cơ Khí
& Đời Sống
Ministry of Industry and Trade of Vietnam

TẠP CHÍ
KIẾN TRÚC

KINH ĐÔ

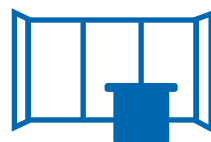
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EXHIBITORS FIGURES



850 Participants



900 Booths



20+ Countries & Territories

Regions



Pavillions

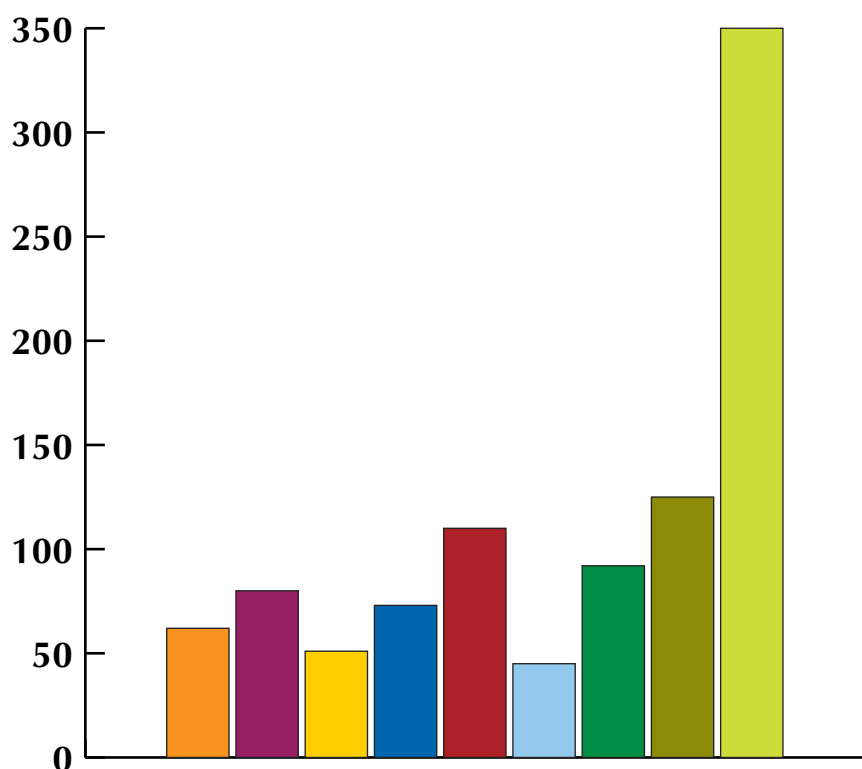


82% Exhibitors re-booked stall space for next year

78% exhibitors said Vietnam Expo was a successful event in meeting their overall objectives

80% exhibitors are likely to recommend the show to the industry

Sectors of Exhibitors



- FOOD & BEVERAGE
- BEAUTY & HEATHCARE
- TECHNOLOGY & SERVICE
- HOUSEWARE, STATIONERY & ART CRAFTS
- MACHINERY, ELECTRIC EQUIPMENT & SPARE PARTS
- TRADE & OTHERS
- GARDEN TECHNOLOGY & LANDSCAPE DESIGN
- ELECTRICAL APPLIANCES
- HARDWARE & HAND TOOLS

VISITOR FIGURES

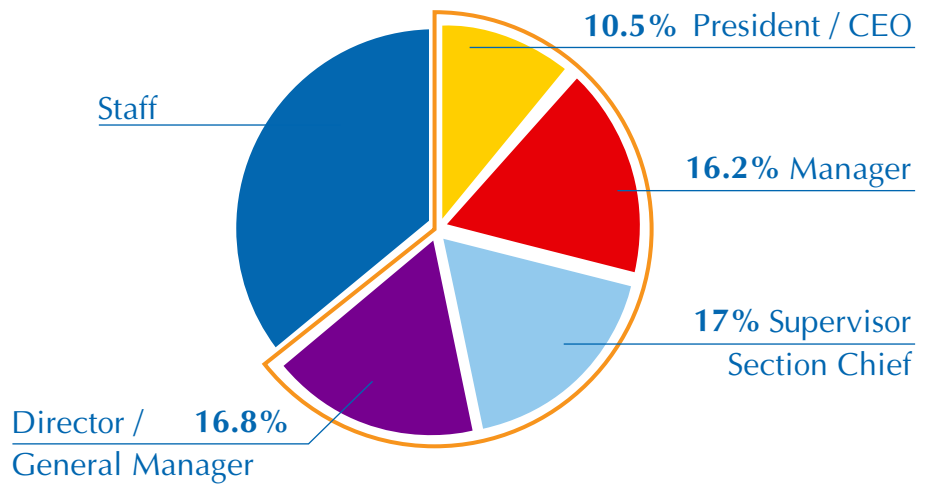
13,750



Trade visitors : 11,380

Public : 2,370

VISITOR BREAKDOWN BY PROFESSIONS



80%

Visitors found event successful in establishing new contacts

75%

Visitors are decision makers. Exhibitors met those visitors and had great discussion at exhibition

80%

Learned about new products during their visit



HIGHLIGHT ACTIVITIES

Leaders of Local Economic and Trade Organizations, Industry Associations from 20 Provinces and Cities throughout the country

Mrs. Nguyen Van Nga
Ministry of Trade and Industry of Vietnam
Director General
of the Southern Agency

Mr. Pham Xuan Da
Ministry of Science & Technology of Vietnam
Director General of the Southern Agency

Mr. Vu Xuan Dang
Ministry of Planning and Investment
Investment Promotion Centre
Director

Mr. Truong Quoc Tuan
Vietnam Association of Mechanical Industry (VAMI)
Vice Chairman

Mr. Do Khoa Tan
Vietnam Electronic Business Association (VEIA)
General Secretary



- Seminar: “Smart Manufacturing & Risk Management in Industry 4.0” - Small & Medium Enterprises Support Centre - SMEDEC 2 (Ministry of Science & Technology)
- Seminar: “Green space – Green future” – Vinexad & Architecture Association
- Seminar: “2019 Fuzhou Commodities Promotion in Vietnam” – Fuzhou Municipal Bureau of Commerce
- Workshop: “Lam moc | DIY Vietnam” – Vinexad & Lube Solution, Lamostudio
- Investigation delegation to Vietnam Singapore Industrial Park VSIP 1, Binh Duong Province, Vietnam

MARKETING CAMPAIGN

DIGITAL MARKETING

Web.: www.hcm.vietnamexpo.com.vn

Fanpage Facebook: VietnamExpoHCM

MEDIA RELEASE: NEWS & ADVERTISEMENT

- Television & Radio
- Electronic Direct Mailing
- Printed Newspaper
- Mobile Marketing

BROADCASTER

Vietnam Television | VTV 1 | HTV 9 | VTC | VITC |

Infor TV | FBNC Television | Vnews Television |

The voice of Viet Nam

NEWSPAPERS AND E- NEWSPAPERS





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Next Edition

**VIETNAM EXPO in Hanoi:
15th-18th April, 2020**

**VIETNAM EXPO in Ho Chi Minh City:
03rd-05th December, 2020**



**Held twice a year
in Hanoi & HCMC**

