

**2019
ICTCOMM
VIETNAM**

6 – 8 JUNE
SAIGON EXHIBITION &
CONVENTION CENTER (SECC)

**POST SHOW
REPORT 2019**

ICTCOMM 2019 HIGHLIGHT

VIETNAM ICTCOMM !

The best place to meet, exchange and share production experiences from reputable additives IT suppliers and explore all the latest on the broadcast and IT market. It is a prestigious and effective trading platform, contributing to the development of business, expanding cooperation and investment in specialized units, and creating a common strength for the IT, telecommunications and communication technology industries.

EXHIBITOR CATEGORIES

- Disruptive Technologies
- Innovation Solutions
- Telecom Products
- Enterprise / Mobility Solutions
- Healthcare Electronics
- Personal Care Appliances
- Electrical Components & Accessories
- Automobile Related Products & Services
- Big Data / Cloud / Data Center
- Electronics Technology
- Mobile Device & Accessories
- Smart Home Electronics
- Security / Cyber-Security
- App/Software
- IoT

FACTS & FIGURES



375 EXHIBITORS



10,000 SQ.M



7,120 VISITORS



620 HOSTED BUYERS

EXHIBITORS ANALYSIS

Top 10 Exhibit Countries



Exhibitor Survey Results:

- **85%** of exhibitors were satisfied with the business opportunity
- **75%** of exhibitors were satisfied with the visitors traffic and quality
- **89%** of exhibitors will attend VIETNAM ICT COMM in future
- **90%** of exhibitors are likely to recommend VIETNAM ICT COMM to a friend or colleague
- **83%** of exhibitors regard VIETNAM ICT COMM as the most important trade event for their company

What Exhibitors Said



Mr. Shinichi Iwamoto
President

Japan Telegartner Ltd. –
Vietnam ICTCOMM
Exhibitor

"This is the first time and I am very happy to join to the Exhibition of Vietnam ICT COMM 2019.

We have many people acquired for Vietnam companies and we are also supporting and introducing all of our product to them. This event is important to me because these networking opportunities do bring businesses to my company."

35%

increase in international exhibitors at VIETNAM ICTCOMM 2019, when compared to last year's trade show numbers

"This is the second time we attend VIETNAM ICT COMM, we get the chance to see and meet a lot of people, especially close relationship with the CTOs, many large companies also came to us during the fair.

We see a large-scale organization exhibition, good customer service staff, meeting the expectations of participants."

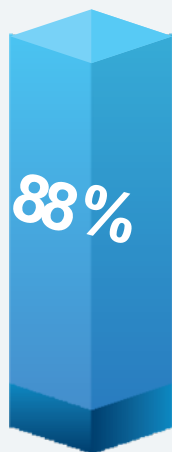


Ms. Khuc Thi Hong Nga
Manager – Sale Management
Duali

Vietnam ICTCOMM Exhibitor

VISITORS ANALYSIS

High turnout of quality local & int'l visitors



of VIETNAM ICTCOMM 2019
visitors are decisions
makers in their
respective businesses

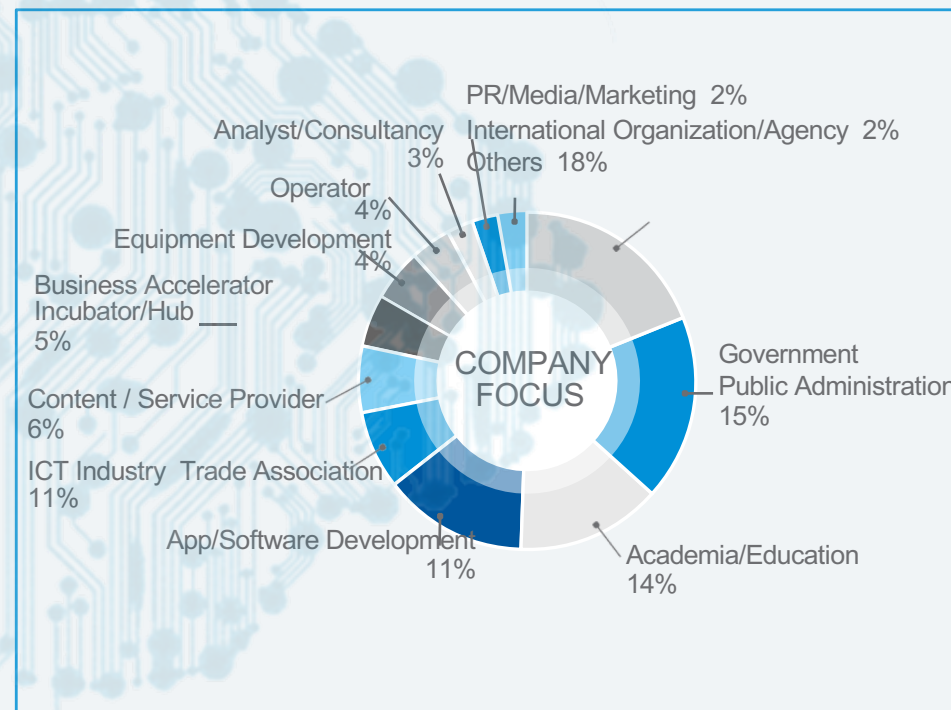


of VIETNAM ICTCOMM
2019 visitors are
business owners
or CEOs



At the exhibition, it brought to Vietnamese enterprises the application of high technology, smart applications in all industries, agriculture, construction .. very consistent with the current technology trend of 4.0

Pham Xuan Kien - General Sale Manager
I . T . S E & C CO., LTD.



VIETNAM ICTCOMM 2020 : Forecast key figures



400
Exhibitors



15,000
Visitors



10,000m²
Exhibition space

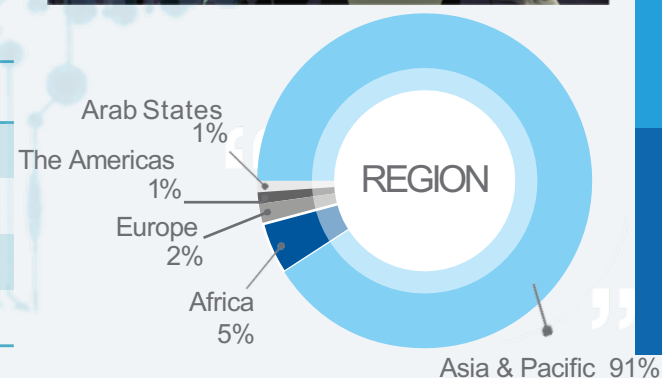
VISITORS ANALYSIS

BUYERS' INTEREST IN MAIN PRODUCT CATEGORIES

Disruptive Technologies and Innovation Solutions	30%
Enterprise / Mobility Solutions / Big Data / Cloud / Data Center	21%
Telecom Products	12%
Electronics Technology, Mobile Device & Accessories	10%
Smart Cities	10%
Healthcare Electronics, Personal Care Appliances	7%
Electronic, Electrical Components & Accessories	5%
Automobile Related Products & Services	3%
Smart Home Electronics	3%
Security / Cyber-Security	1%

MAIN OBJECTIVES OF VISITING:

Seeking for new suppliers and products	38%
Collect market and trends information	23%
Meet and network with current suppliers / clients	20%
Meet and network with new suppliers / clients	19%



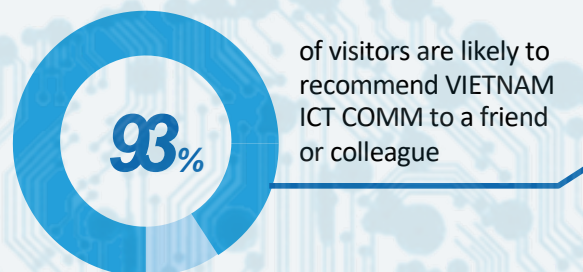
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ICTCOMM provide an opportunity for businesses to approach potential partners and investors for local and international businesses. This event also create new opportunities for us to do networking

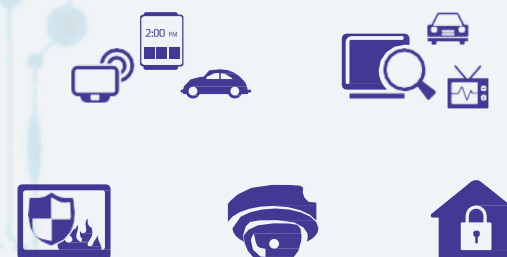
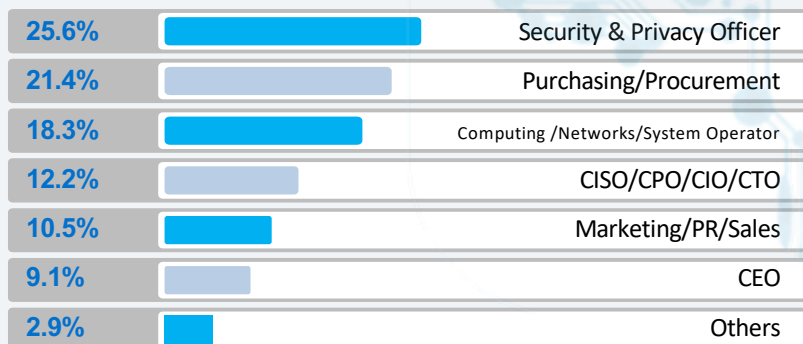
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Nguyen Van Quy
ICTCOMM MATCH
HOSTED BUYER /VIETNAM

VISITORS ANALYSIS



Job Position



“

At the exhibition, it brought to Vietnamese enterprises the application of high technology, smart applications in all industries, agriculture, construction .. very consistent with the current technology trend of 4.0

ה

Pham Xuan Kien
General Sale Manager
I . T . S E & C CO., LTD.

BUYERS PROGRAMME

A key programme designed to give exhibitors and high - profile visitors the opportunity to meet and develop concrete business opportunities.

823 one -to -one meetings took place during the fair between **375 exhibitors** and **620 buyers** from 18 countries spanning across the five continents.

One-to-One Matchmaking

820+ Business meetings had been arranged in advance during the fair



78%

of ICTCOMM visitors have finalized deals during the trade show or intent to finalize deals in the near future with int'l exhibitors

Hosted Buyer Programme

100 + qualified purchasers/ top decision makers from **13** countries were invited to source from ICTCOMM 2019 exhibitors!



EDUCATIONAL AGENDA



SEMINAR 1: THE TRANSFORMATION OF BROADCAST & TELEVISION IN THE DIGITAL ERA

Time: 13:00 – 16:45

Place: Seminar Room – Hall A1

Organized by: Vietnam Digital Communications Association (VDCA); Department of Information and Communications; Adpex JSC; ICT Development Cooperation Center (ICTCode – VDCA)



135
Attendees

89%

rated the seminar quality
from good to excellent



SEMINAR 2: APPLICATION OF AI AND BLOCKCHAIN IN THE MARKET CONNECTION AND ONLINE PAYMENTS

Time: 13:00 – 17:00

Place: Seminar Room – Hall A2

Organized by: Adpex Joint Stock Company , National Agency for Technology Entrepreneurship & Commercialization Development



126
Attendees

95%

rated the seminar quality
from good to excellent

EDUCATIONAL AGENDA



SEMINAR 5: INNOVATION START-UPS FOR INNOVATION IN THE 4.0 DIGITAL ERA

14 sessions 16 speakers

Organized by: Adpex Joint Stock Company ,
Vietnam Internet Association (VIA)

Topic:

Entrepreneurial Ecosystem – Web30s –
Virtual PBX – E-invoice
Start your business – LEAN STARTUP –
Change everything!
Introduction of K-Start up Grand Challenge 2019
Introduction of AIOT and Smartcities 2019
Business Opportunity for Blockchain for
Startup in Vietnam
Why AI won't be hype anymore?
Transform to digital business with Cloud Computing
– Opportunities & Challenges for SMEs

SEMINAR 3: SHAPING YOUR FUTURE

6 talks

12 speakers

Organized by: Department of Authorial Radio
Frequency, Department of Broadcast and Electronic
Communication, Adpex Joint Stock Company , IGV
Group , Life TV Group

Topic:

Billion dollar content industry!
Next Platform: Solution for VietNam?

SEMINAR 4: IT SECURITY – TECHNOLOGY STRATEGIC TREND 2019

14 sessions

16 speakers

Organized by: Adpex Joint Stock Company ,
Vietnam Internet Association (VIA)

Topic:

*Fighting Cybercrime with Artificial Intelligence
Application of Artificial Intelligence (AI) –
Competing in the Age of AI
Data Security in the Industry 4.0 Era
Challenges and Solutions to Secure Small and
Medium Sized Business (SMB)
Server Security Solution - IoT Security*

MEDIA CAMPAIGN

Online & Social Media Marketing



25 Media Partner

30+ Print Advertise

60K Invitations

25+ Promotion in Trade Shows

25+ Marketing Collaterals

70+ Digital Promotions

10
Press
releases issued

75+
Media
attendees

219+
Print, online
& ICT, telecom
coverage

THANK YOU PARTNERS



SEE YOU IN 2020

