

06 - 08, JUNE 2019

Telefilm Vietnam 2019

THE POST SHOW REPORT



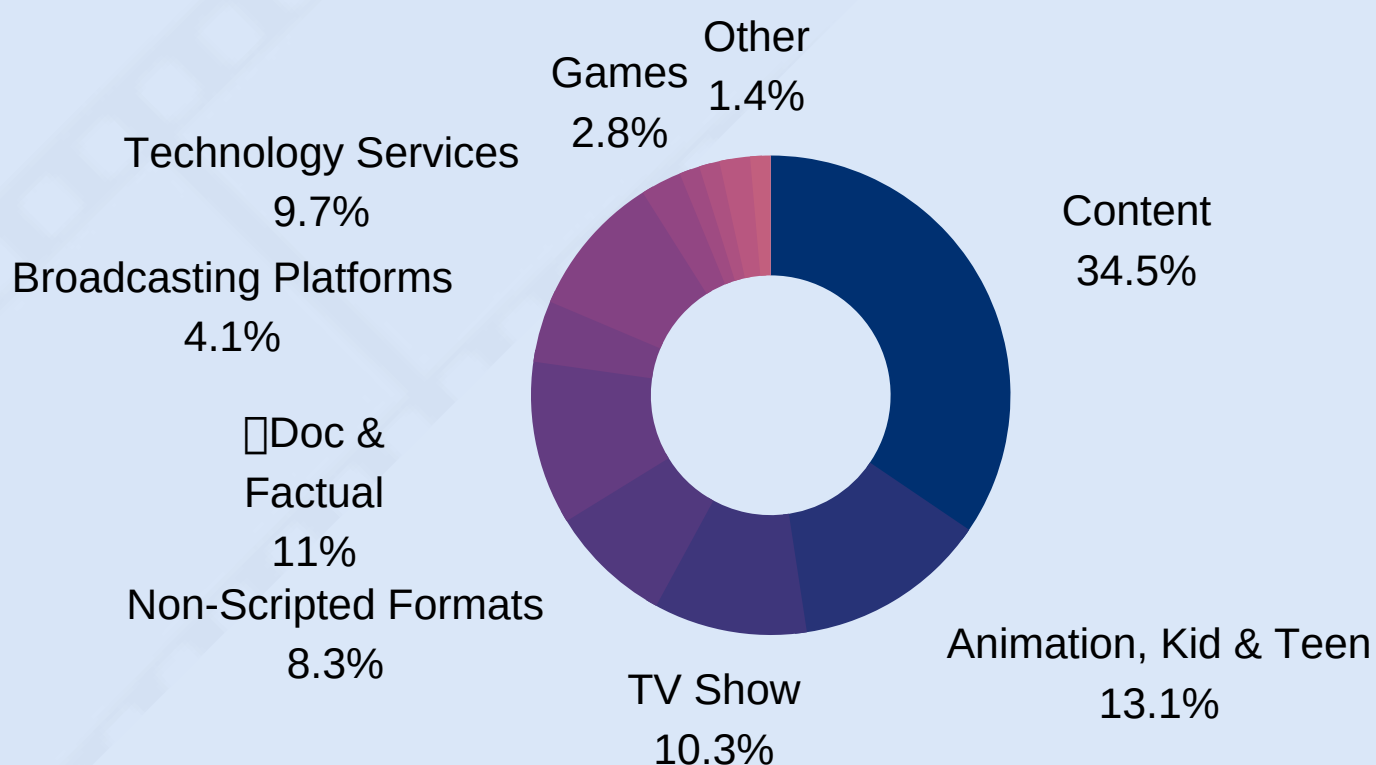
Organizer by

ADPEX JOINT STOCK COMPANY

EXHIBITOR PROFILE

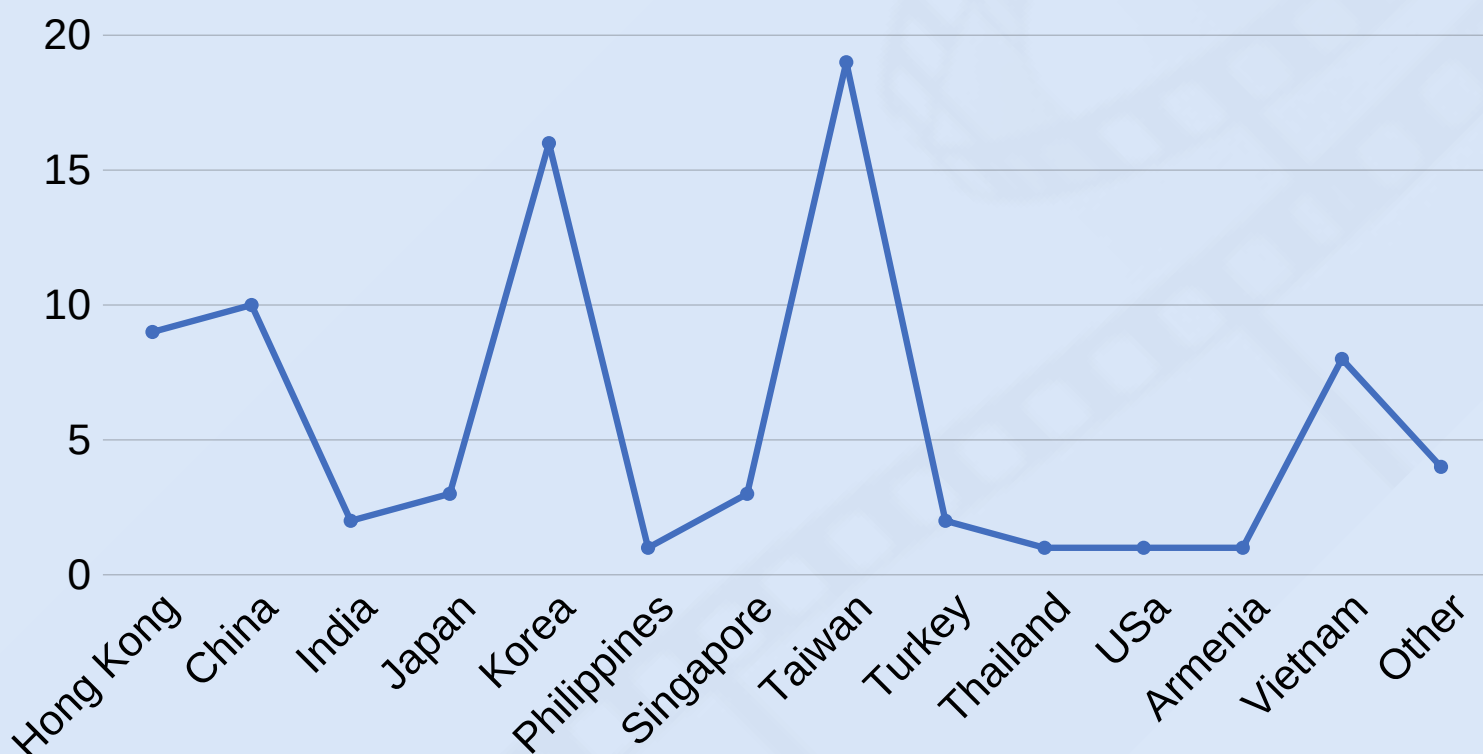


Exhibitor breakdown by product sector



EXHIBITOR PROFILE

Exhibitor breakdown by countries and territories



Top 5 reason for attending



90%

To search for
new buyers

84%

Company promotion
and to improve
company image

72%

To seek new
contacts for
future business

55%

To strengthen their
relationship with local
clients and partners

VISITOR OVERVIEW

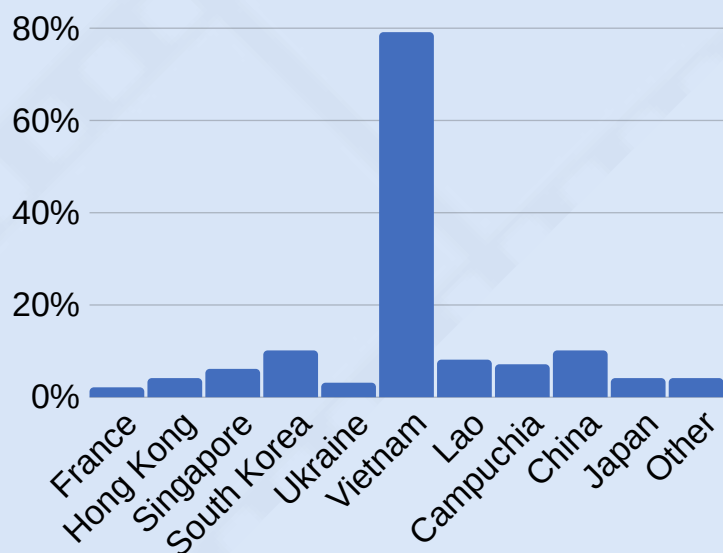


 > 6,589
joined Telefilm 2019 from
local and foreign regions

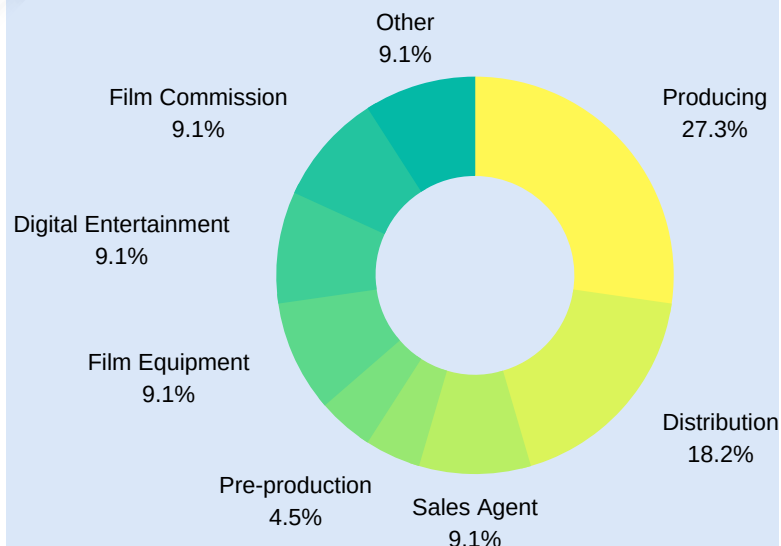
 25
Nations & Territories

 9%
Than the last year's show
analysis

Breakdown by region

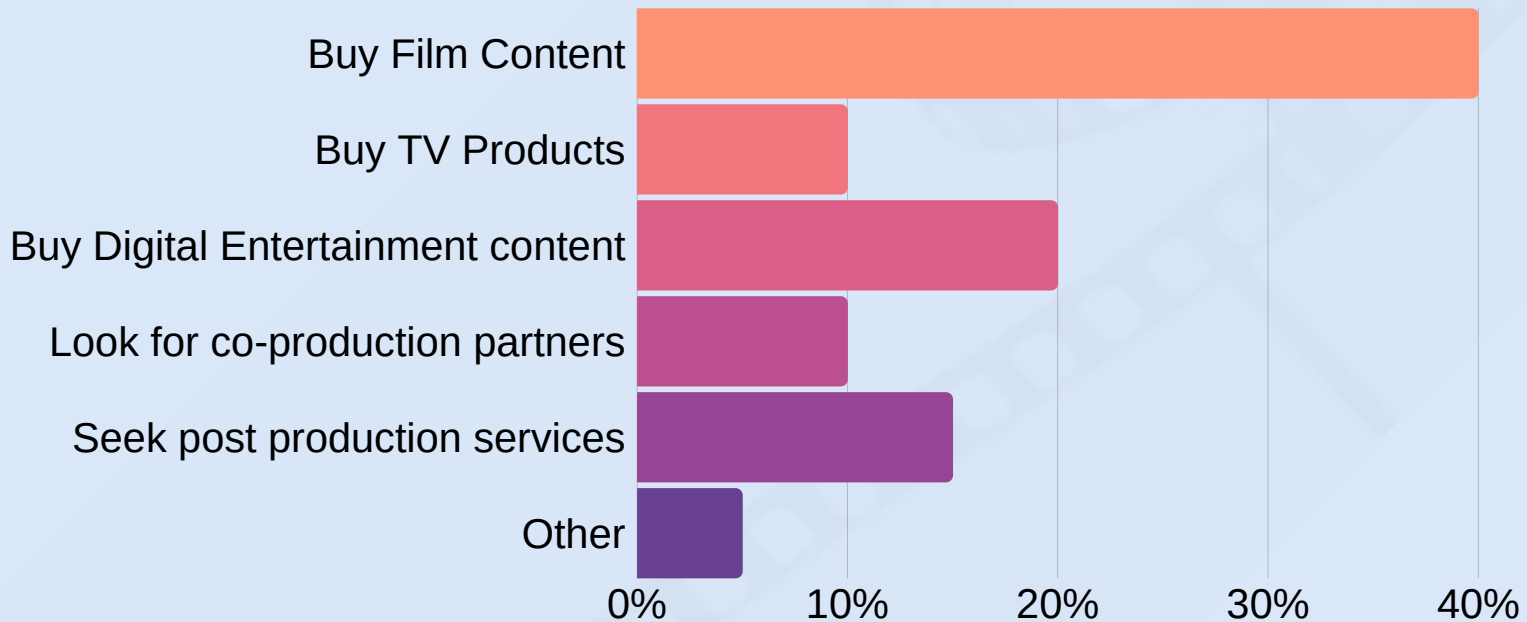


Breakdown by responsibility

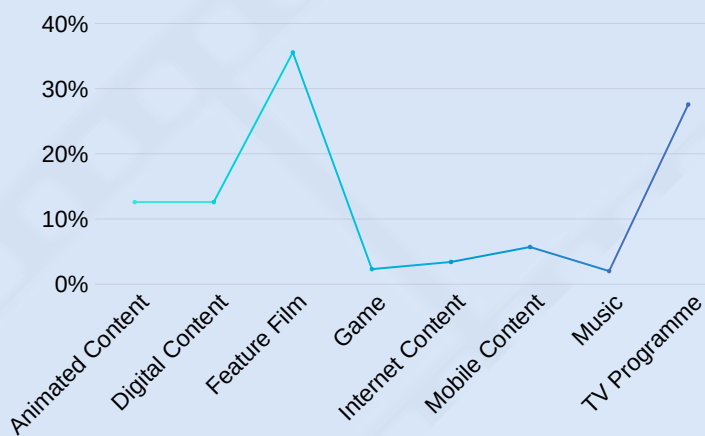


VISITOR OVERVIEW

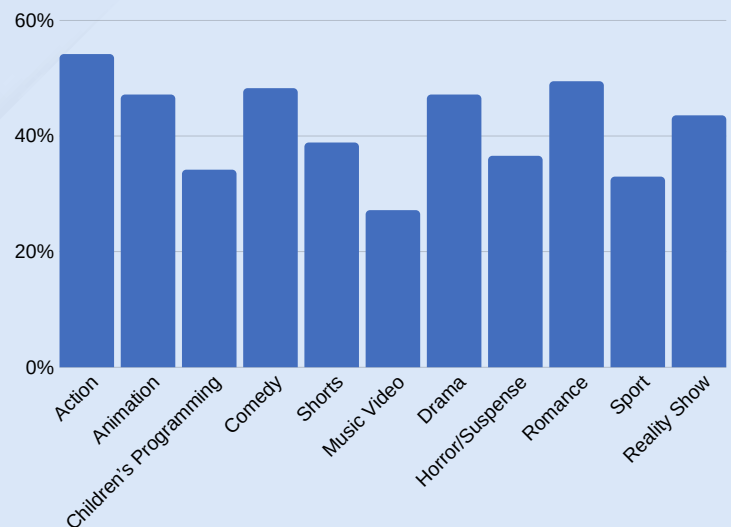
Breakdown by objective



Content Involved



Genre(s) Involved



EXHIBITOR FEEDBACK

73.1%

of the exhibitors made contact with their right target visitor groups

64.1%

of the exhibitors were satisfied/very satisfied with their participation

66.4%

of the exhibitors said that they would definitely come back in Telefilm Vietnam 2020



B2B Statistics

384

720

has been made

Meetings

Successfully

Agreements

~1,120

Pre-Registrations through Fanpage & Website, Event site,...

SEMINAR SUMMARY

Seminar 1: The Transformation Of Broadcast & Television In The Digital Era

Time :13:00 – 16:45

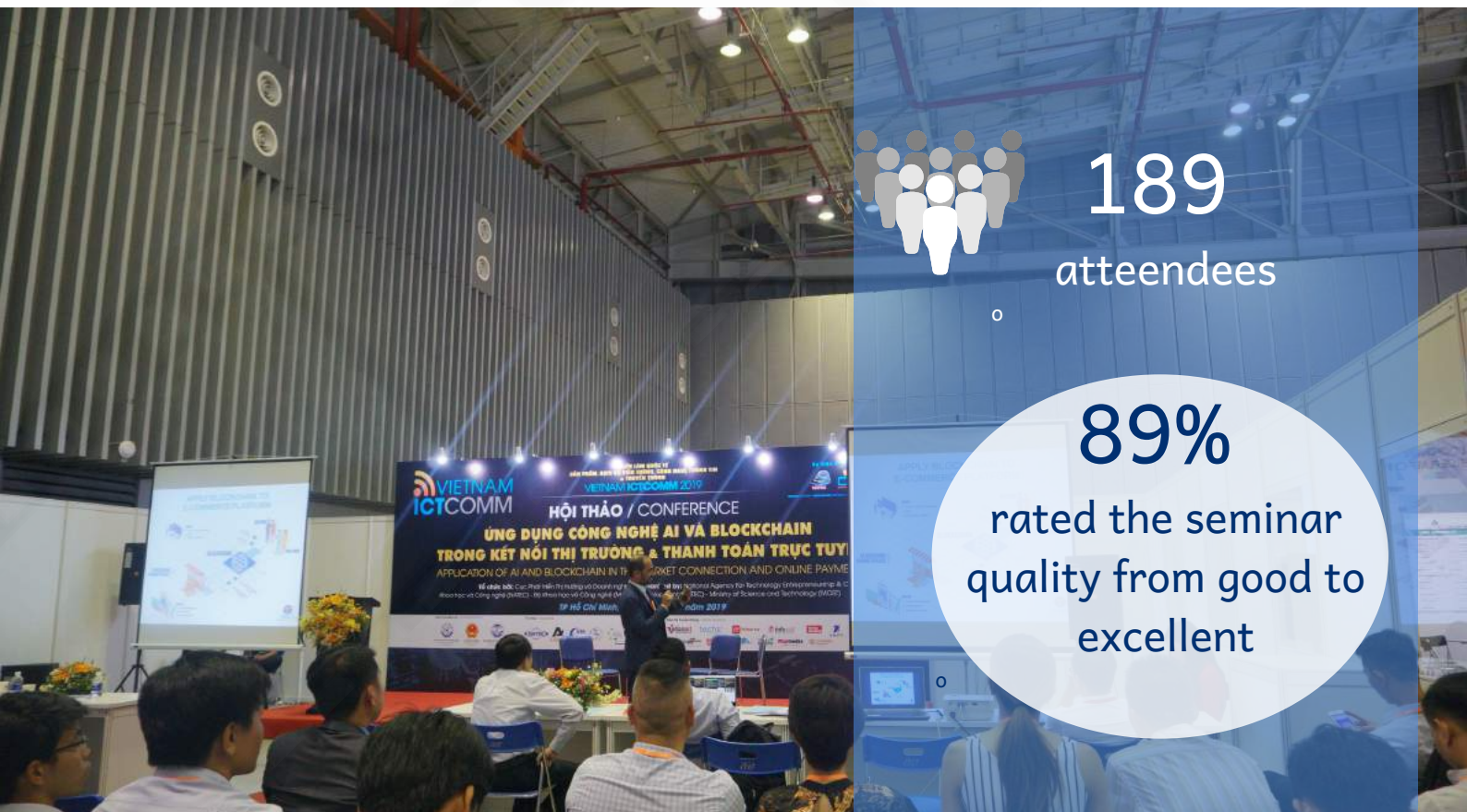
Place : Seminar Room 1

Host : Vietnam Digital Communications Association (VDCA)

Department of Information and Communications

Adpex Joint Stock Company

ICT Development Cooperation Center (ICTCode – VDCA)



189

attendeeds

89%

rated the seminar
quality from good to
excellent

SEMINAR SUMMARY

Seminar 2: Shaping Your Future

Time :13:00 – 16:45

Place : Seminar Room 1

Host : Department of Authorial Radio Frequency
Department of Broadcast and Electronic Communication
Adpex Joint Stock Company
IGV Group
Life TV.



168
attendees

92%
rated the seminar
quality from good to
excellent



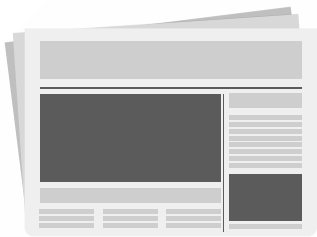
MEDIA CAMPAIGN

219
Articles

were spread out among top trustworthy
traditional & online newspapers

25

Local televisions & news programmes
reported on this event



~1,120

Exhibitors & their products get promotions through website/
fanpage/ multi media





THANK YOU !

SEE YOU AGAIN AT TELEFILM VIETNAM

11-13/06/2020