

Medi pharm EXPO VIETNAM



THE 19TH INTERNATIONAL MEDICAL, HOSPITAL & PHARMACEUTICAL EXHIBITION IN HCMC



POST SHOW REPORT 2019

www.medipharmexpo.com

Hosts: Ministry of Health
Ministry of Industry & Trade

Organizers:



Vinexad
www.vinexad.com.vn



HMEA

Overseas partners:



Media sponsors:



KEY FIGURES



| | |
|----------------------|---|
| Name | The 19 th International Medical, Hospital and Pharmaceutical Exhibition in Ho Chi Minh City 2019 |
| Venue | Saigon Exhibition & Convention Center (SECC) 799 Nguyen Van Linh Str., Dist. 7, Ho Chi Minh City |
| Date | 01 - 03/08/2019 |
| Working Hours | 9:00 am - 5:00 pm |
| Host | Ministry of Health of Vietnam Ministry of Industry & Trade of Vietnam |
| Organizer | Vietnam National Trade Fair & Advertising Company (VINEXAD) 9 Dinh Le Str., Hoan Kiem Dist, Hanoi, Vietnam. Tel: +(84 24) 38255546 Fax: +(84 24) 39363085 Email: medipharmexpo@vinexad.com.vn |



462 BOOTHS OF **381** PARTICIPANTS

COMING FROM 35 COUNTRIES AND TERRITORIES

Australia, Belgium, Bulgaria, China, Denmark, Finland, France, Germany, Hong Kong, Hungary, India, Iran, Ireland, Italy, Japan, Korea, Latvia, Malaysia, Netherlands, Pakistan, Poland, Portugal, Qatar, Russia, Singapore, Slovenia, Spain, Sweden, Taiwan, Thailand, UK, USA, Vietnam

8 PROMINENT NATIONAL PAVILIONS

EU, Germany, Hongkong, India, Korea, Taiwan, Qatar, Vietnam

EXHIBITION AREA

Local: **5,500 sqm**

Overseas: **8,900 sqm**

ONSITE AND POTENTIAL SALES

Onsite > **1,500,000 USD**

Potential > **3,000,000 USD**

GENERAL ASSESSMENTS AND REMARKS OF EXHIBITORS

95% of the exhibitors were pleased with services of Organizing Board

97% of the exhibitors were satisfied with participation results

85% of the exhibitors are interested in participating in the next VIETNAM
MEDI-PHARM EXPO

EXHIBITORS FACTS

BREAKDOWN OF COUNTRIES/ TERRITORIES

| Countries/ Territories | Number of | | Countries/ Territories | Number of | |
|---------------------------|------------|--------|---------------------------|------------|------------|
| | Exhibitors | Booths | | Exhibitors | Booths |
| Australia | 1 | 1 | Malaysia | 8 | 8 |
| Belgium | 3 | 3 | Netherlands | 3 | 4 |
| Bulgaria | 4 | 5 | Pakistan | 2 | 3 |
| China | 28 | 37 | Poland | 6 | 6 |
| Denmark | 5 | 8 | Potugal | 2 | 3 |
| Finland | 6 | 6 | Qatar | 6 | 10 |
| France | 5 | 6 | Russia | 3 | 3 |
| Germany | 15 | 17 | Singapore | 2 | 3 |
| Hong Kong | 18 | 18 | Slovenia | 5 | 5 |
| Hungary | 2 | 4 | Spain | 3 | 3 |
| India | 22 | 28 | Sweden | 2 | 2 |
| Iran | 2 | 2 | Taiwan | 17 | 24 |
| Ireland | 2 | 3 | Thailand | 6 | 7 |
| Italy | 12 | 13 | UK | 2 | 2 |
| Japan | 6 | 12 | USA | 1 | 2 |
| Korea | 82 | 85 | Vietnam | 99 | 127 |
| Lativa | 1 | 2 | Total | 381 | 462 |

TESTIMONIALS

“We found out that Vietnam is a potential market for Hongkong traditional medicines so we hope that we can export our products to Vietnam. In order to do this, we need to make market research and products registration. We want to bring our safe products to Vietnamese consumers.”

Mr Au Fu – President of Hong Kong Chinese Prepared Medicine Traders Association Limited



“At this exhibition, 38 prominent hospitals and medical bases in Busan are participating. I hope that this special event will be a good opportunity for Busan and Vietnamese medical businesses to interchange, cooperate and continue to develop.”

Mr Park Ki-Sik - President of Busan Economic Promotion Agency (Korea)

VISITORS FACTS

13,450 VISITORS | 10,200 TRADE VISITORS
3,250 PUBLIC VISITORS

COMING FROM 26 COUNTRIES AND TERRITORIES

Australia, Bangladesh, China, Cambodia, Czech, France, Germany, Hong Kong, Hungary, Indonesia, Japan, Korea, Laos, New Zealand, Nigeria, Malaysia, Myanmar, Philippines, Poland, Russia, Singapore, Taiwan, Thailand, UK, USA, Vietnam



VISITORS' INTEREST

| | |
|---|-----|
| Herbal products and Medicines | 22% |
| Pharmaceutical Processing and Packaging Machinery | 6% |
| Hospital Services | 21% |
| Medical Equipments | 30% |
| Laboratory products and chemistry | 7% |
| Dental & Optical products | 6% |
| Beautycare and Spa | 8% |

PERCENTAGE OF VISITORS' BUSINESS TYPE

| | | | |
|--------------------|-----|----------|-----|
| Importer/ Exporter | 60% | Hospital | 15% |
| Manufacturer | 15% | Other | 10% |



RANGE OF EXHIBITS



Medicines, food supplements



Pharmaceutical manufacturing and packaging machines



Hospital services and medical tourism



Laboratory, Chemicals



Medical equipments



Beautycare, cosmetic, aesthetic equipments



Healthcare products



Dental and Optical products

CONFERENCE AND OTHER ACTIVITIES

SEMINAR:

1. Topic:

“Update policies, regulations on medical equipment management issued by Ministry of Health.”

“Information of Vietnamese pharmaceutical market, latest import policies & regulations.”

Hosts:

- Medical Equipment and Instrument Department (Ministry of Health)
- Vietnam Drug Administration (Ministry of Health)
- Hochiminh City Medical Equipment Association

2. Topic:

“Managing medical equipments in hospitals and clinics for efficient operation and investment.”

Host: Medical Practitioner Society of Hochiminh City

TECHNICAL PRESENTATIONS BY EXHIBITORS

BUSINESS MATCHING AT BOOTHS

HOSPITAL VISIT

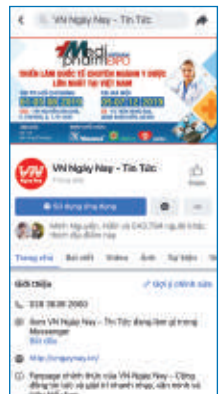


MEDIA RELEASE: NEWS & ADVERTISEMENT

NEWSPAPERS



FACEBOOK ADS



EMAIL MARKETING



INFLUENCER MARKETING

MEDIA RELEASE: NEWS & ADVERTISEMENT

E-ADVERTISING

+15,000 display ads clicks on +100 websites



+50 NEWS



LEAFLET / TELEVISION / VOV TRAFFIC

SAVE THE DATE

IN HO CHI MINH CITY: 06 - 08 Aug., 2020

IN HANOI: 03 - 05 Dec., 2020



Vietnam Medipharma Expo 

www.hcm.medipharmaexpo.com 