



Food ingredients  
Vietnam

# Post Show Report 2018



21-23 April



Hồ Chí Minh City



Next show  
tbc

## THE LARGEST EDITION OF FI VIETNAM TO DATE!

This year the co-located beverage ingredients pavilion was launched, in-line with market trends, and there were many other great onsite features including the ASEAN – Emerging Market for F&B Industry seminar, the Beverage Ingredients Theatre, Supplier Finder, Business Matchmaking and much more.

## FI VIETNAM AT A GLANCE



**5,500+**  
Attendees



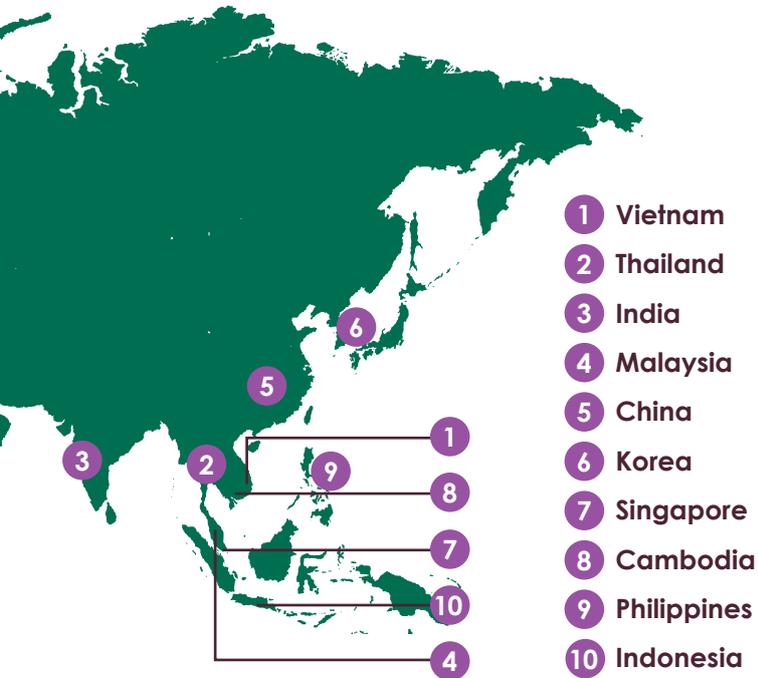
**158**  
Exhibitors



**79%**  
of visitors have  
purchasing  
power



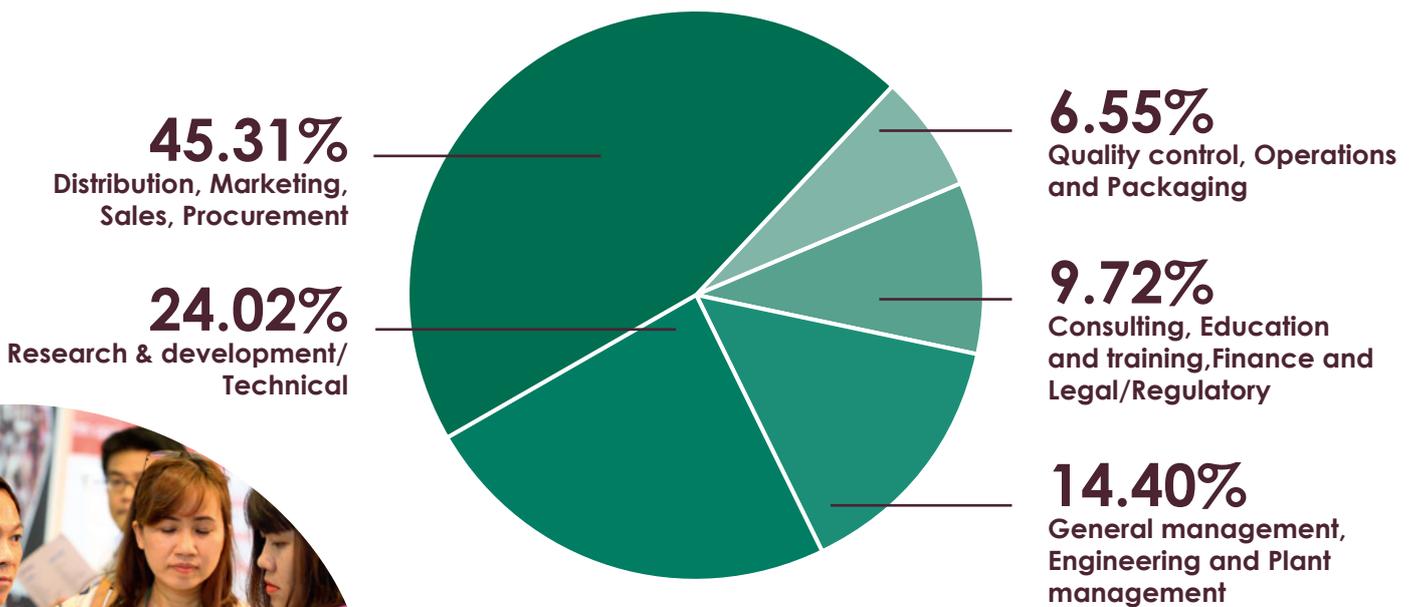
## TOP 10 COUNTRIES



## ATTENDEE GEOGRAPHICAL

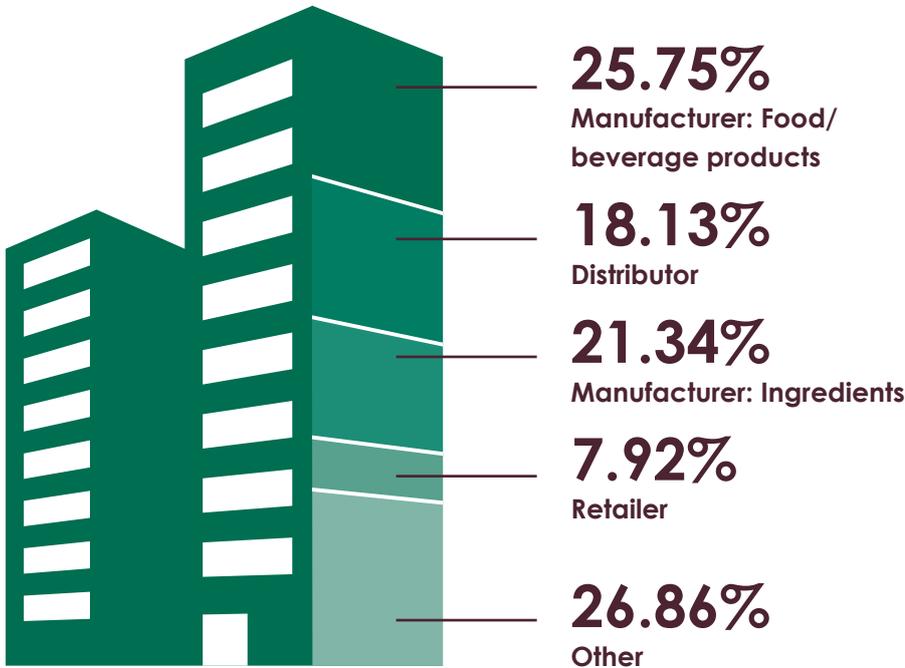


## MAIN AREA OF RESPONSIBILITY





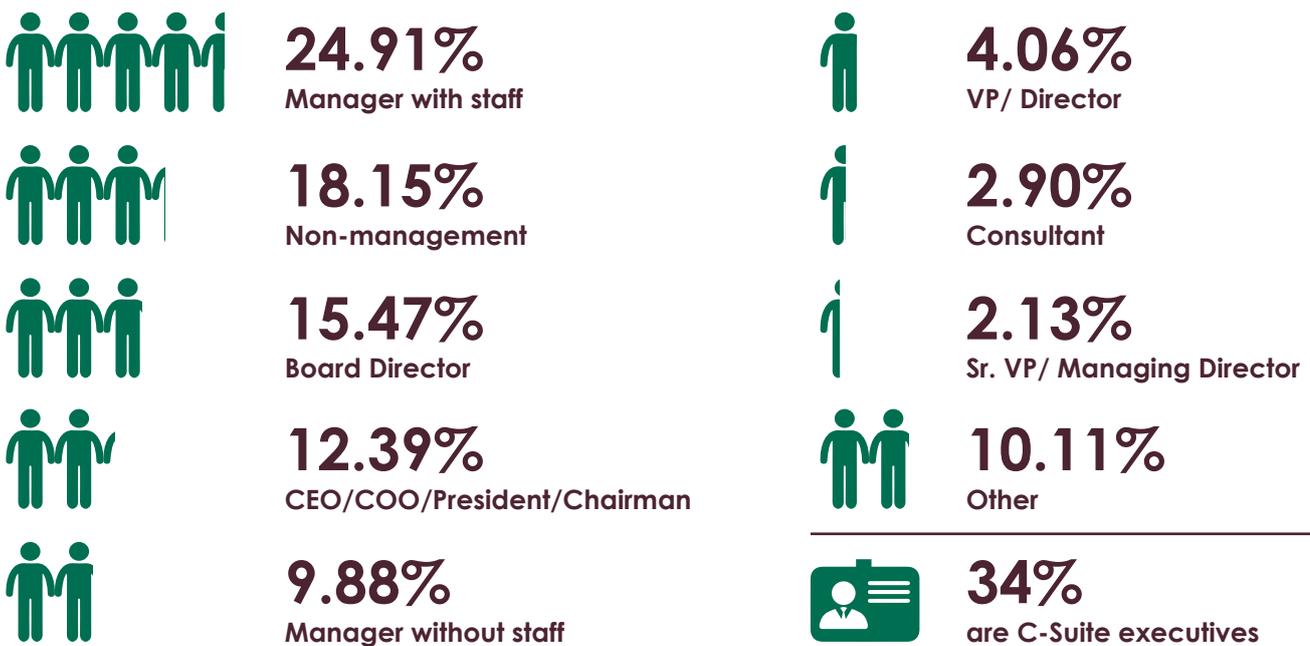
## COMPANY BUSINESS TYPE



Fi Vietnam had the expertise of having so many kinds of existing and new ingredients that we can use and develop to make new products.

**Mr. Wiwat Pathomyothin**  
 Researcher, Thailand Institute of Scientific and Technological Research

## JOB POSITION





## TOP 20 INDUSTRY TOPICS OF INTEREST



1. Beverages



2. Bakery products



3. Flavourings



4. Food supplements



5. Dairy foods



6. Functional & Health foods



7. Confectionary



8. Sauces & Seasonings



9. Convenience foods & Ready meals



10. Cereals



11. Meat & Poultry products



12. Organic foods



13. Fruit & vegetable products



14. Snack foods



15. Fish products



16. Ice cream



17. Baby Foods & infant formula



18. Desserts



19. Fats & Spreads



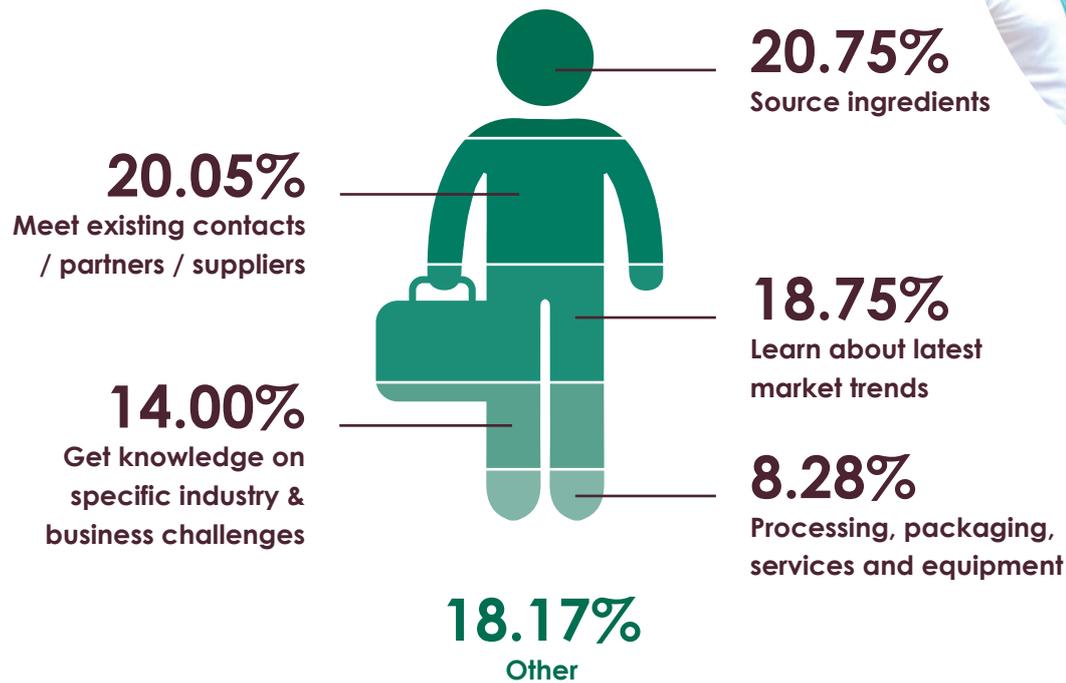
20. Pharmaceuticals



The exhibitors were quite complete. Everything we were looking for is here and I can say that this was a very successful event.

**Mr. Julian Chong Zhe Bin**  
Senior Procurement Lead,  
Lee Kum Kee Sdn. Bhd.

## TOP 5 MAIN REASONS TO VISIT



## WHAT EXHIBITORS SAY



*We attended Fi Vietnam this year because we want to expand our products into Vietnam. Our products are supplements, functional ingredients and active ingredients but these kinds of products are not developed yet in Vietnam, so we think this exhibition is a good opportunity for us to introduce our products.*

**Ms. Mayu Aizawa**

*Manager Overseas Sales Dept.  
Tsuno Foods Industrial Co., Ltd.*



*It is our 3rd time to exhibit at Fi Vietnam. This year, the show is more crowded and we have met new players.*

**Ms. Chau Thi Thien Kim**

*Managing Director,  
Behn Meyer*



**Food ingredients  
Vietnam**



**Beverage  
ingredients**

