THE 7TH INTERNATIONAL ON TELECOMMUNICATION, IT & COMMUNICATION EXHIBITION & CONFERENCE



WELCOME BACK TO VIETNAM ICTCOMM 2022

A Success Story:

AS ONE OF THE LARGEST INTERNATIONAL EXHIBITIONS IN VIETNAM FOR THE IT, TELECOM, COM-MUNICATION AND TELECOMMUNICATION SERVICES INDUSTRY CURRENTLY, THIS YEAR, **THE 7TH EDITION OF VIETNAM ICTCOMM** CONTINUED ATTRACTING HUNDREDS OF INDUSTRY COMPANIES, INCLUDING INTERNATIONAL GROUP PAVILIONS COMING FROM TECHNOLOGY BRANDS SUCH AS **US, GERMANY, RUSSIA, INDIA, PHILIPPINES, MALAYSIA, INDONESIA, JAPAN, CHINA, SOUTH KOREA, TAIWAN AND HONG KONG.**

THROUGHOUT THE 3-DAY EVENT, **VIETNAM ICTCOMM 2022** ENDED SUCCESSFULLY WITH **6,248 TRADE VISITORS** AND **MORE THAN 230 GROUP DELEGATIONS** WITH MANY POSITIVE FEEDBACKS ABOUT THE SCALE, EXHIBIT QUALITY AND ORGANIZATIONAL EXCELLENCE.

2022 KEY FACT & FIGURES *BASED ON THE RESULT OF VIETNAM ICTCOMM 2022 REGISTRATION DATA



EXHIBITOR ANALYSIS

GEOGRAPHICAL BREAKDOWN



EXHIBITOR'S TESTIMONIALS

Mr. Trinh Quoc Tuan - Country Manager of Crestron Vietnam, said: "Crestron is very happy to be one of the exhibitors at ICTCOMM 2022 - the largest exhibition event of ICT. The Organizer has created opportunities for ICT companies to share, present, and introduce their products/solutions to potential partners and customers. We greatly appreciate this ICTCOMM exhibition and hope to continue joining Vietnam ICTCOMM in the next year. I find this to be a very good bridge for businesses to collaborate and promote the IT market in general".

Mr. Trinh Quoc Tuan Country Manager - Crestron Vietnam Co., Ltd

Mr. Cuong - Duali Vietnam Co., Ltd. said: "The first impression I felt this year's ICT exhibition was very professional and successful. There were a lot of companies, displaying their products at the exhibition and these were really excellent and useful for businesses as well as customers interested in the ICT industry. That's my special emotion." Mr. Nguyen Dinh Anh Cuong

General Director - Duali Vietnam Co., Ltd.

" I see the ICTCOMM exhibition this year was thoughtfully executed. A lot of new and influential units, booths, and companies in the technology industry are taking part in ICTCOMM 2022. And I hope that It will be a successful event!"

> Mr. Nguyen Van Duc - Dass Service & Solution Manager Bronze Sponsor



EVENT HIGHLIGHTS

Opening Ceremony

The Opening Ceremony and VIP Tour were attended by the VVIP guests from Vietnamese ministries and associations as well as representative of international group pavilions and ambassadors.

Local & International Conferences

An exciting lineup of over 25 speakers from various sectors presented at the Vietnam ICTCOMM 2022 conference. This year, our conference format was refreshed to include the newest industry trends and use cases surrounding three big themes: Smart Education, IoT technology including telecoms, data analytics, data security

Insightful Seminars

More than an exhibition, Vietnam ICTCOMM 2022 has brought a series of seminar with covered enjoyable topics on business digitalize solutions to maximize operation cost saving, software application in business management, cloud security, and digital transformation in Education 4.0

Marketing Highlight

The Vietnam ICTCOMM 2022 conference and exhibition took on an intergrated and extensive marketing campagin spanning close to 40 weeks! Being an organizer, we understand the importance of targeting the right clients, bringing and connecting the exhibitors get closer to the company, the customer needs. The promotion undertaken included a mix of difference channels such as digital marketing, third party media channels, social media and press relations. Here's how we had perfomred.

A total of **1,200 brochures** were downloaded online by targeted audience members as a result of email campaigns, social media campaigns and third party partnerships.

21,500 Is the total number of emails successfully sent to the potential customer data in each round.

92% Of visitors find the Show update / show materials useful and want to receive through their emails to follow up the upcoming shows.

We placed a total of **10 print and banner ads** about the event in IT related trade publications and websites to publicise the event.

The event was listed on over 15 carefully selected event and trade related portals.

A dedicated search re-marketing campaign was carried out via Google Display Networks, Youtube, Facebook and Linkedin.





Dee Jou **8 - 10 JUNE, 2023** *Matthew*

SAIGON EXHIBITION & CONVENTION CENTER (SECC) HO CHI MINH CITY, VIETNAM