



Telefilm

10TH

THE 10TH INT'L
EXHIBITION ON

FILM & TELEVISION

IN VIETNAM

Cooperation Event



Virtual show:

09- 30 June

Physical show:

09 - 11 June

SECC - Ho Chi Minh City



TELEFILM VIETNAM 2022

THE POST SHOW REPORT

Hosts & Sponsors:



MINISTRY OF INFORMATION
& COMMUNICATION



MINISTRY OF INDUSTRY
& TRADE



MINISTRY OF SCIENCE
& TECHNOLOGY

Organizers:



ADPEX JOINT STOCK COMPANY



VIETNAM DIGITAL COMMUNICATION
ASSOCIATION

Great Success for TELEFILM VIETNAM 2022

Dear valued Exhibitors,

First of all, we would like to extend our sincere thanks to you for your great support with precious time, energy and finance to join and contribute to the great success of **TELEFILM VIETNAM 2022 - Vietnam's Leading International Exhibition on FILM & TELEVISION, which is organized annually and the most professional and the biggest Content - Entertainment show in Vietnam.**

With the expectation of being the only exhibition on contents and entertainments in Vietnam and making a mark to become the leading intersection of Southeast Asian markets with international markets, **TELEFILM VIETNAM** has become a must-attend venue for businesses, television stations, film directors, and television associations..... all over the world integrate and develop.



We hope that through the exhibition, you have been able to promote and expand your business in Vietnam as well as to be networking with potential partners and clients from other countries among over 200 exhibitors and more than 4,000 buyers of the show.

We highly respect and appreciate all of feedbacks and comments from Exhibitors for **TELEFILM VIETNAM 2022** which will help us to improve constantly to provide you more and more professional and effective Exhibition in the future.

Once again, we sincerely thank you for your cooperation and look forward to continuing to receive your companionship and support at **TELEFILM VIETNAM 2023 taking place from 8-10 JUNE 2023 at the Saigon Exhibition & Convention Center (SECC).**



Thank you and see you again in 2023.

Sincerely Yours,
ORGANIZATION COMMITTEE

EXHIBITOR PROFILE



54 Physical Booths
238 Virtual Booths

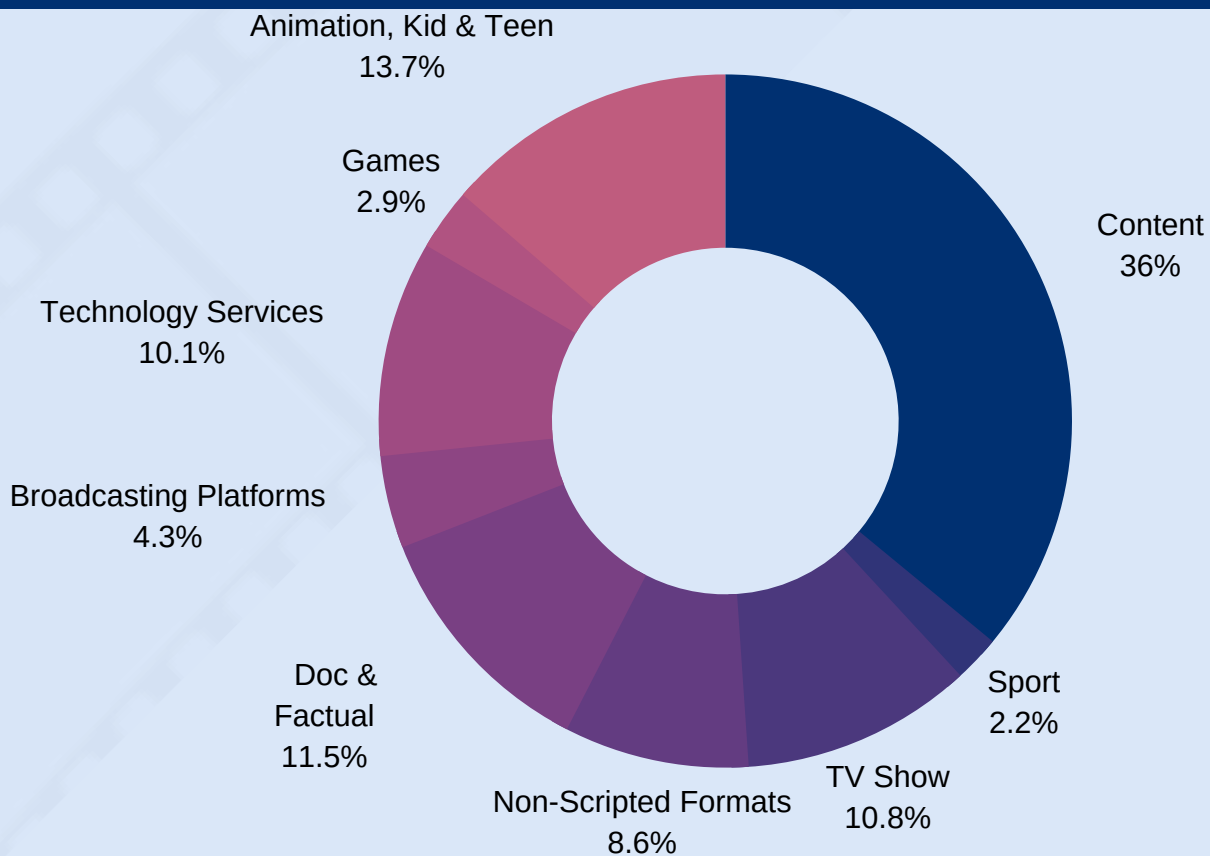


86 Physical Exhibitors
266 Virtual Exhibitors



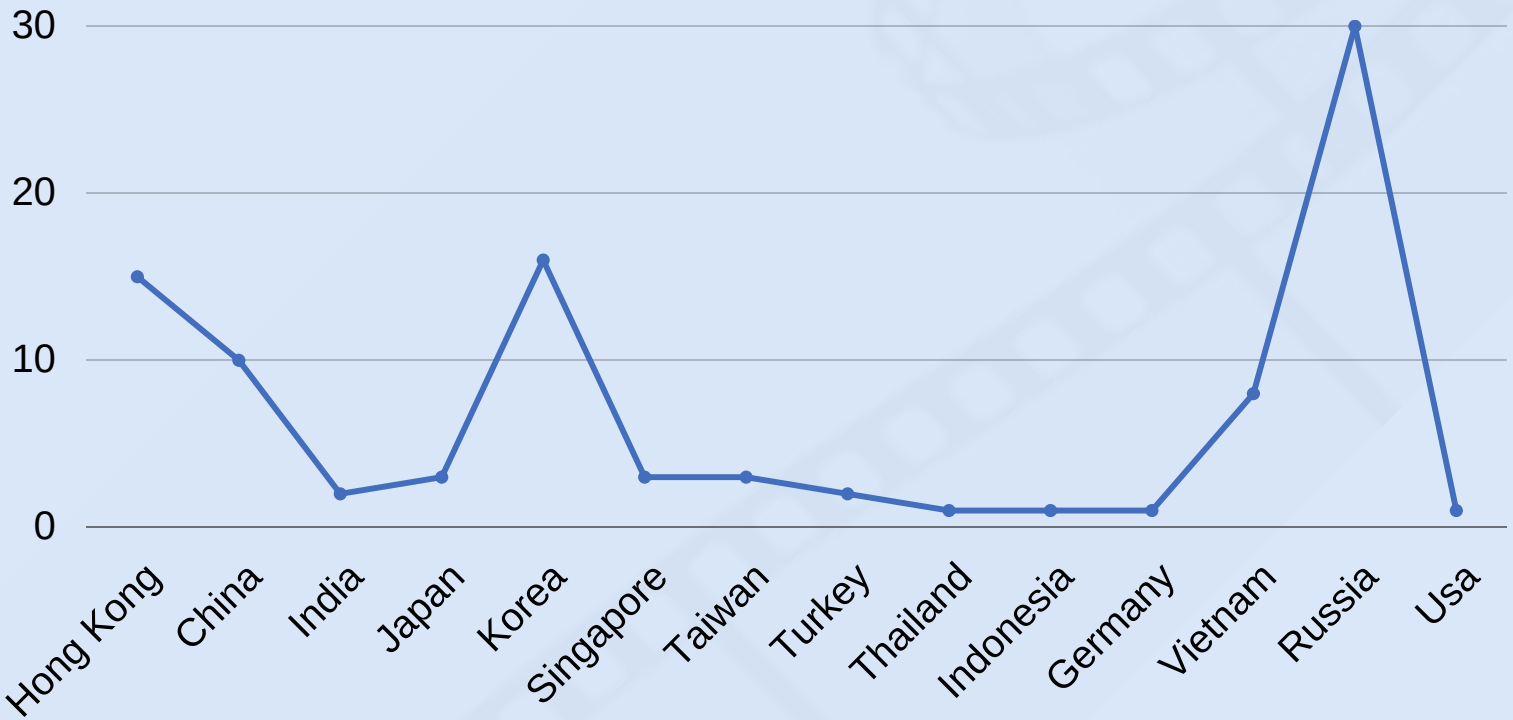
18 Countries & Territories

Exhibitor breakdown by product sector



EXHIBITOR PROFILE

Exhibitor breakdown by countries and territories



Top 5 reason for attending



90%

To search for new buyers

72%

To seek new contacts for future business

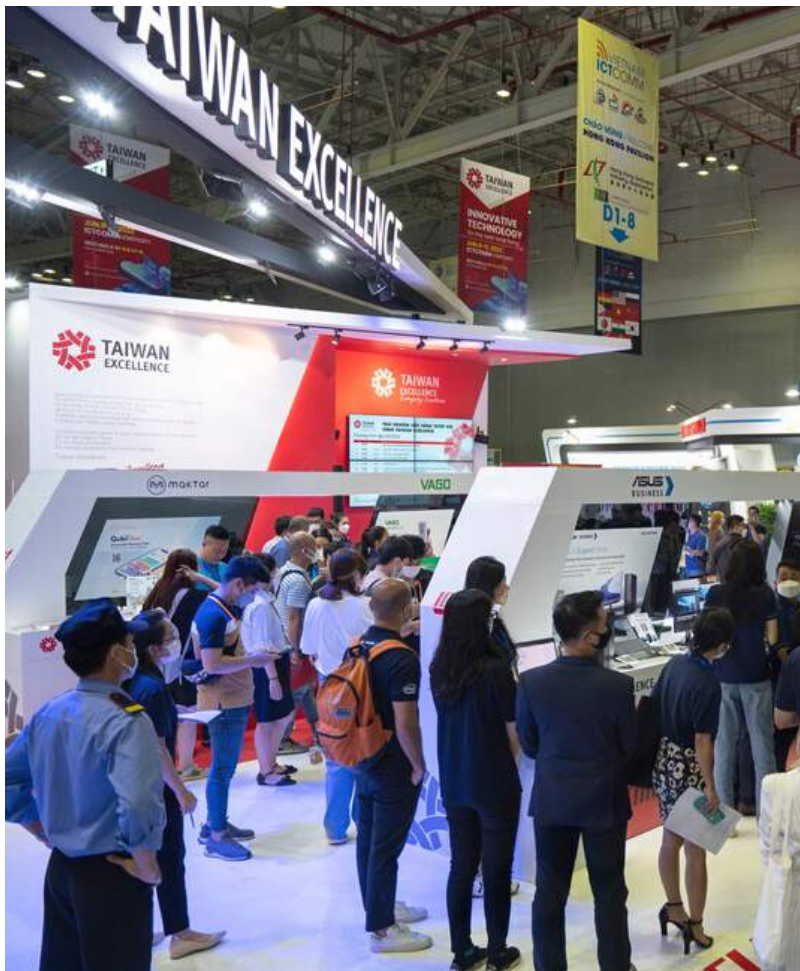
84%

Company promotion and to improve company image

55%

To strengthen their relationship with local clients and partners

VISITOR OVERVIEW



> 5,689

joined Telefilm 2022 from physical local and foreign regions



15

Nations & Territories

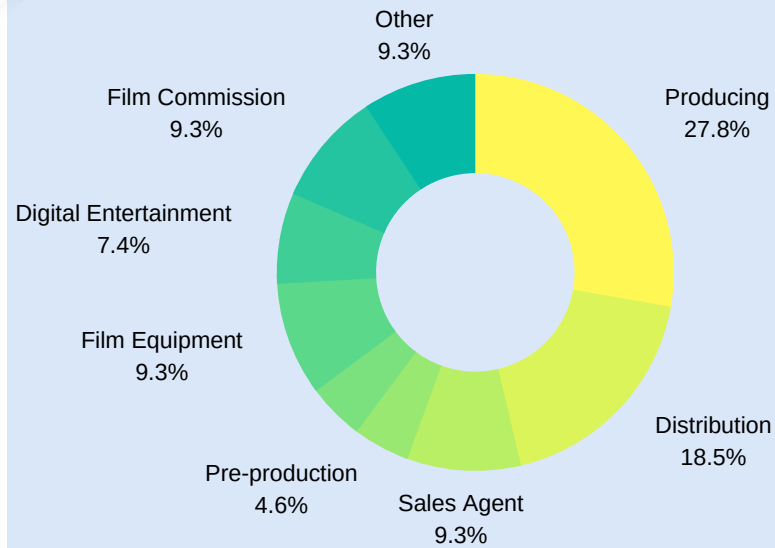
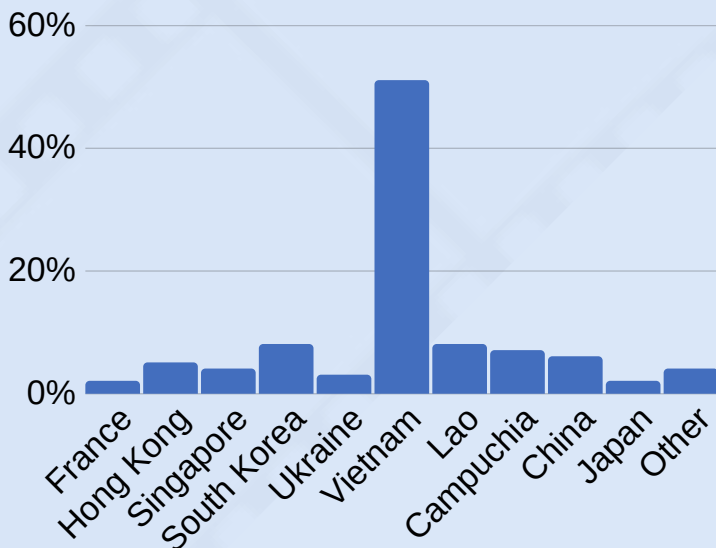


> 8,336

virtual buyer & visitor join Virtual 2022 Exhibition

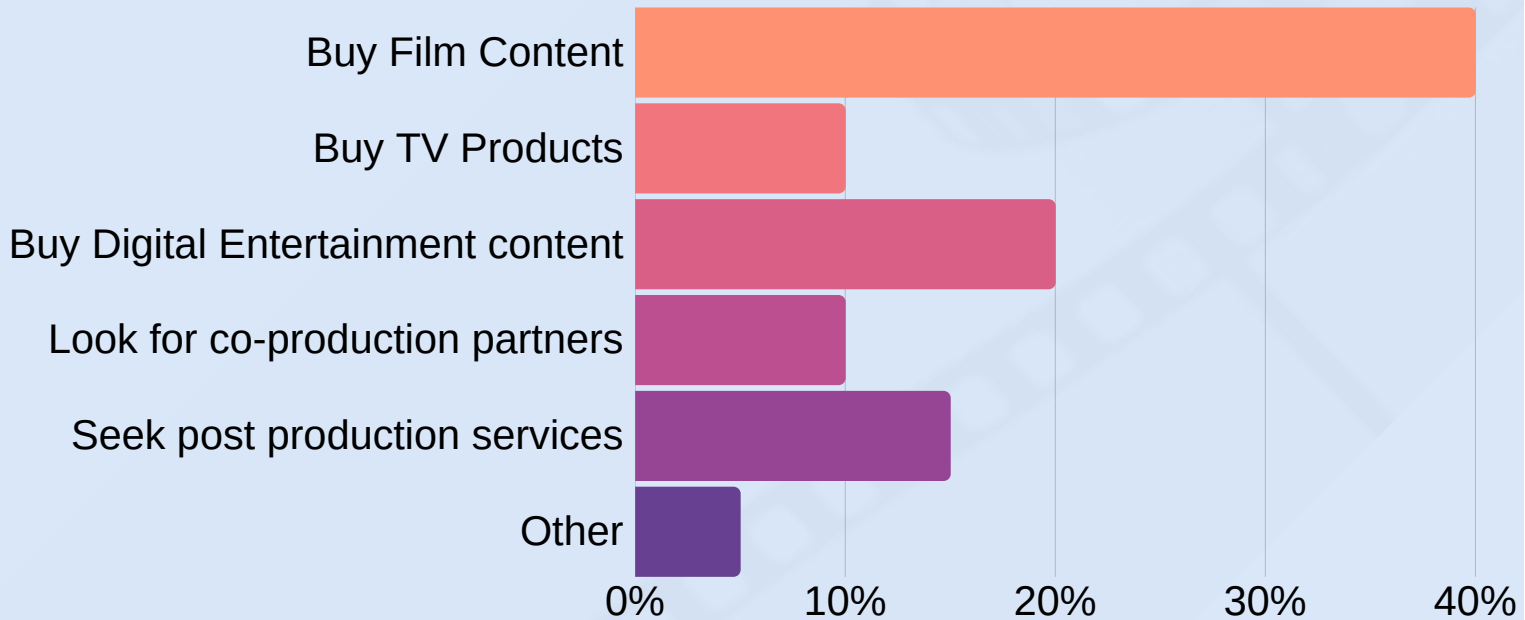
Breakdown by region

Breakdown by responsibility

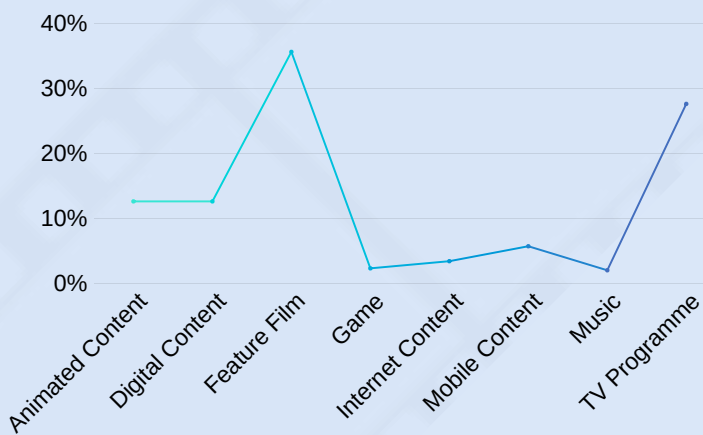


VISITOR OVERVIEW

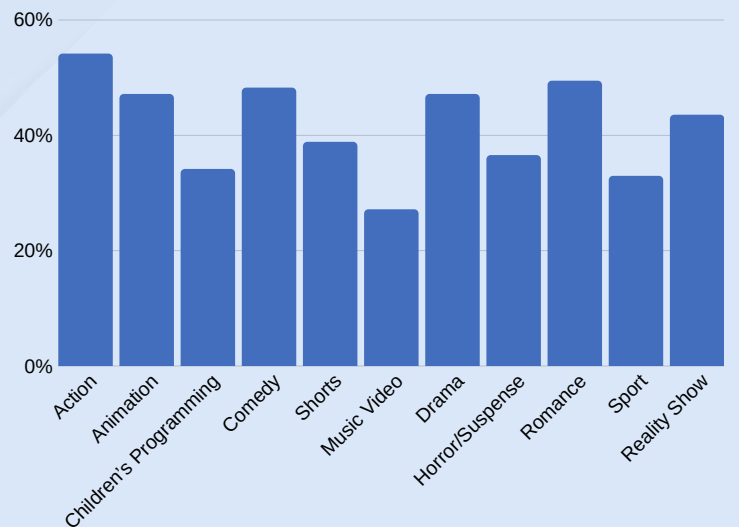
Breakdown by objective



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 2023

B2B Statistics

384

has been made

Meetings

720

Success fully

Agreements

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

~ **1,120**

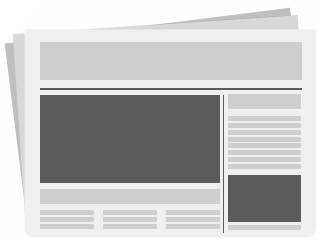
MEDIA CAMPAIGN

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

100+ TIN, BÀI, QUẢNG CÁO TRÊN CÁC BÁO ĐÀI
NEWS CLIPPING & ADVERTISEMENT



CHIẾN DỊCH PR
PROMOTION CAMPAIGN



QUẢNG CÁO TRONG NHÀ & NGOÀI TRỜI
INDOOR & OUTDOOR ADVERTISING



LISTING TRÊN CÁC TRANG CHUYÊN TRANG THÔNG TIN SỰ KIỆN UY TÍN TRONG NƯỚC VÀ QUỐC TẾ
EXHIBITION ENLISTING



CAFEF Diễn đàn SAIGON VOV THANH MIEN DUBAIS DANTRI Vietnam+ VOH VN EXPRESS VNM.dia.vn VTV bizhub

15000+
MANG XÃ HỘI
SOCIAL MEDIA



50000+ BẢN TIN ĐIỆN TỬ
PRINTED & E-NEWS



10000+
EMAIL CALL CENTER



11TH



Telefilm

08 - 10 Jun.2023

SECC - 799 NGUYEN VAN LINH
DIST. 7, HO CHI MINH CITY

**THE INT'L EXHIBITION ON
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Thank you & see you again !

 www.telefilm.vn  [@telefilmVN](https://www.facebook.com/telefilmVN)

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