



VIETNAM EXPO HCMC

SHOW REPORT

THE 20TH VIETNAM INTERNATIONAL TRADE FAIR IN HO CHI MINH CITY

01 – 03 December, 2022

Saigon Exhibition & Convention Center - SECC
799 Nguyen Van Linh Rd., Dist.7, Ho Chi Minh City, Viet Nam

Organizer



Vinehead[®]



INTRODUCTION

VIETNAM

EXPO

HCMC

2022

Exhibition name

The 20th Vietnam International Trade Fair In Ho Chi Minh City
Vietnam Expo 2022 in HCMC

Concurrent events

- HARDWARE & HAND TOOLS EXPO 2022
- GARDEN & LANDSCAPE 2022
- VIETNAM SUPPORTING INDUSTRY FAIR 2022
- VIETNAM ELEVATOR EXPO 2022

Sequence of event

Twice a year

Date

01 – 03 December, 2022
Business: 01 – 02 December, 2022
Public: 03 December, 2022

Working hours

09:00 am – 05:00 pm

Venue

Saigon Exhibition & Convention Center - SECC
799 Nguyen Van Linh Rd., Dist.7, Ho Chi Minh City, Viet Nam

Supporters

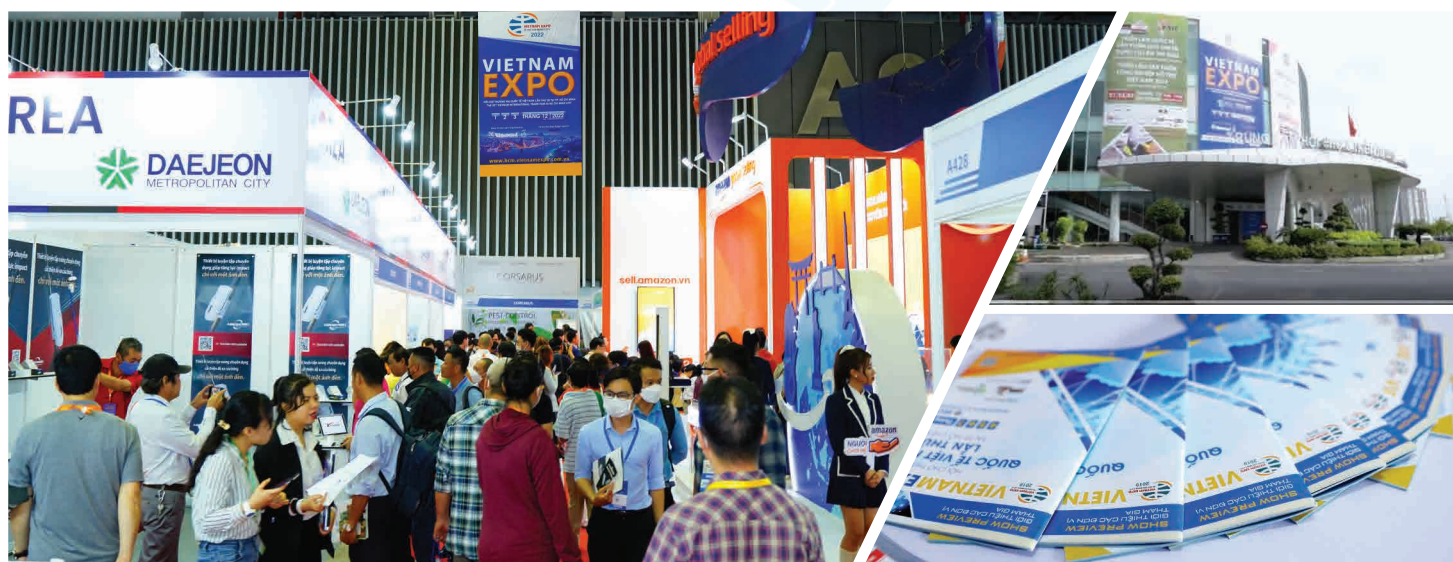
Ministry of Industry and Trade of Vietnam (MOIT)
Ministry of Planning and Investment of Vietnam (MPI)
People's Committee of Ho Chi Minh City

Organizer

VINEXAD National Trade Fair and Advertising JSC

Coordinators

Related Ministries, Departments, Associations of Vietnam
Vietnam and International trade promotion organizations



VIP GUESTS AT THE OPENING CEREMONY

VIETNAM:

Mrs. **Nguyen Van Nga** - Director General of Agency for Southern Affairs, Ministry of Industry and Trade

Mrs. **Nguyen Thi Kim Ngoc** - Deputy General Director of Ho Chi Minh City Department of Industry and Trade

Mrs. **Bui Hoang Yen** - Deputy Representative of Vietnam Trade Promotion Agency in Ho Chi Minh City

Mr. **Vuong Quoc Thang** - Delegate to the National Assembly, Member of National Assembly Committee on Science, Technology and Environment

Mr. **Ha Tat Thang** - Director General of Department of Work Safety, Ministry of Labor, War Invalids and Social Affairs

Mr. **Nguyen Chi Truong** - Director of the Department of Vocational Skills, Directorate of Vocational Education, Ministry of Labor, War Invalids and Social Affairs.

Mr. **Nguyen Hai Duc** - Chairman of Vietnam Elevator Association

Mr. **Nguyen Ba Tong** - Vice President of Vietnam Association of Supporting Industries (VASI) and Head of VASI Southern Executive Board

Mr. **Nguyen Phuong Dong** - General Director of Saigon Industry Corporation

Mr. **Dinh Hong Ky** - Vice President, General Secretary of Saigon Construction and Building Materials Association

Mrs. **Nguyen Thi Nhu Phuong** - Head of Representative Office, Member of Executive Committee of Vietnam Electronic Business Association

Mr. **Nguyen Duy Minh** - General Secretary of Vietnam Logistics Association

INTERNATIONAL:

H.E. Mrs. **Samina Mehtab** – Ambassador of Pakistan to Vietnam

Bà **Kishani Wickramasinghe** - Minister Counsellor (Commercial), Embassy of Sri Lanka in Việt Nam

Mr. **Kim Kwan Mook** - General Director of Korea Trade – Investment Promotion Agency (KOTRA) in Ho Chi Minh City

Ms. **Karen Yu** – Director of Taiwan External Trade Development Council (TAITRA) in Ho Chi Minh City

Mr. **Herbert Lun** – President of Hong Kong Electrical Appliance Industries Association

Mr. **Woon Gyo Back** – President of Daejeon

Mr. **Lee Choon Seop** - Vice President of INCHEON TECHNO PARK, General Director of Korea Small and Medium Enterprise Support Agency

Mr. **Yongpyo Lee** - General Director of Korea Elevator Safety Agency (KOELSA)

Mr. **Sun Jinhai** – Vice President of Tianjin Business External Development Promotion Association

Mr. **Datuk William Ng** – President of Small and Medium Enterprises Association (SAMENTA) Malaysia



NUMBER OF EXHIBITORS



550 booths



520 Enterprises and trade
and investment organizations



20 Countries and regions

International pavilion



Overall exhibition scale ~10,000m²



NUMBER OF VISITORS: 12.950

10.650

Trade Visitor



2.300

Public

12.950

EXHIBITS



MACHINERY ELECTRIC & ELECTRONICS



HARDWARE & HAND TOOLS



GARDENING TECHNOLOGY & LANDSCAPE DESIGN



FOOD & FOOD TECH



CONSUMER GOODS & HOUSEHOLD PRODUCTS



ELEVATORS & COMPONENTS

OUTSTANDING PAVILIONS



KOREA PAVILION



SRI LANKA PAVILION



CHINA PAVILION



TAIWAN PAVILION



PAKISTAN PAVILION



HONG KONG PAVILION



OUTSTANDING PAVILIONS

KOREA PAVILION

Size	No. of exhibitors	Exhibits
500sqm	61	<ul style="list-style-type: none">• Healthcare and Beauty• Consumer Goods and Household products• Digital tech & E-commerce

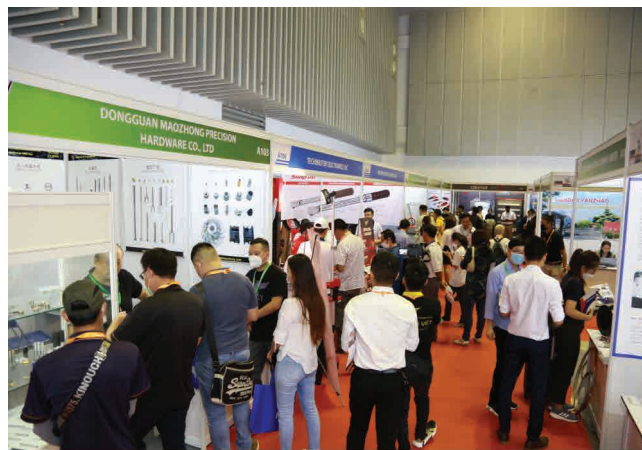
With the support of representatives from Gyeonggi-do Business & Science Accelerator (GBSA), Namyangju city, Business and Employment Agency of Daejeon, Incheon Technopark, the Korean pavilion is a combination of enterprises from key economic regions of Korea, thereby attracting the interest of many buyers as well as the public to experience the products.



OUTSTANDING PAVILIONS

CHINA PAVILION – ZHEJIANG HARDWARE

Size	No. of exhibitors	Exhibits
450sqm	44	<ul style="list-style-type: none">• Hand tools, electrical tools, garden tools• Abrasive equipment• Reinforcement equipment• Other equipment and tools



OUTSTANDING PAVILIONS

PAKISTAN PAVILION

Size	No. of exhibitors	Exhibits
54m ²	05	Processed foods, food ingredients – cereals, seafood, functional foods

Supporting unit: Trade Development Authority of Pakistan (TDAP)

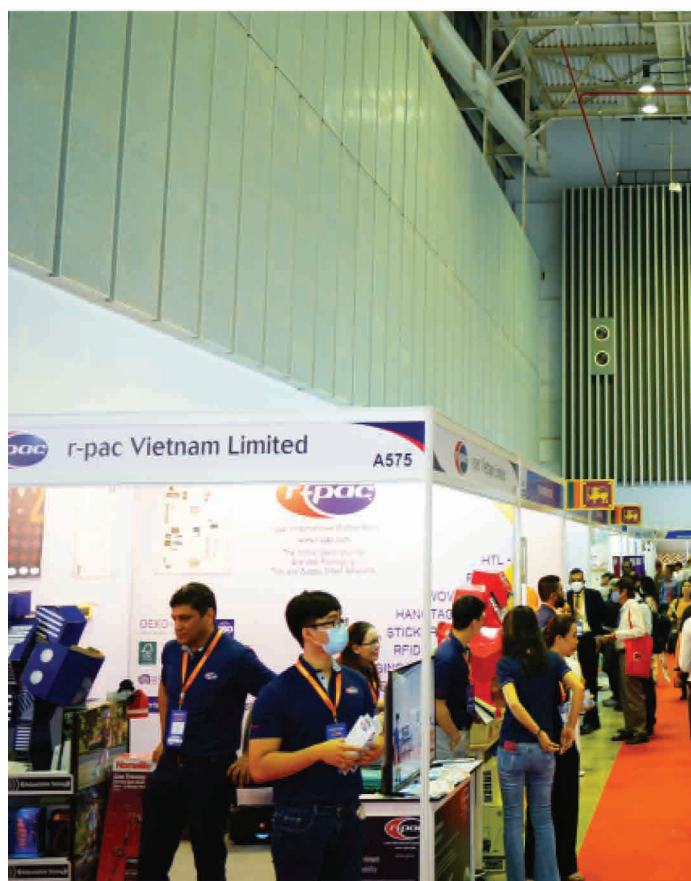


OUTSTANDING PAVILIONS

SRI LANKA PAVILION

Size	No. of exhibitors	Exhibits
45m ²	07	Food & beverage, Consumer goods Key industry

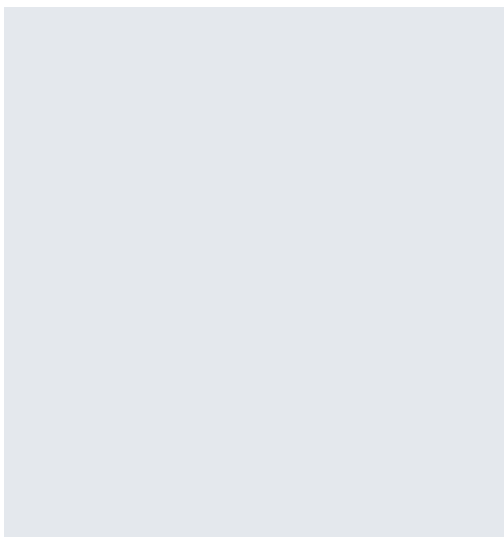
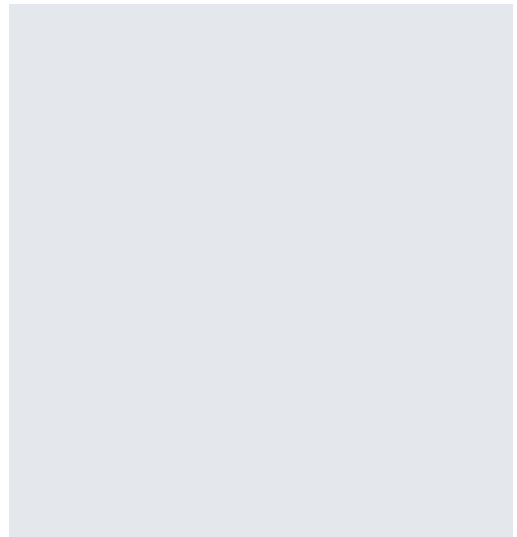
Supporting unit: Embassy of Sri Lanka and Export Development Board



OUTSTANDING PAVILIONS

TAIWAN PAVILION

Size	No. of exhibitors	Exhibits
108m2	12	Healthcare and Beauty Consumer Goods and Household products



OUTSTANDING PAVILIONS

HONG KONG PAVILION

Size

72m2

Exhibits

Electrical products: LED light, cable, kitchen products and other home appliance products

Supporting unit

Hong Kong Electrical Appliance Industries Association Limited



HIGHLIGHTS

1/12

14:00 - 16:00

Seminar: "Orientation for the development of Vietnam's elevator industry in the context of globalization"

2/12

10:00 - 11:30

Seminar: "Development of the supply chain of supporting industries for the Electronics Appliances industry".

2/12

9:00 - 12:00

Report: "Container transportations between Russia, Vietnam and countries of South-East Asia"

2/12

8:30 - 12:00

Seminar: "Smart parking technologies and their application in Vietnam"

3/12

10:00 - 11:30

"Supporting industry supply capacity - sharing and exchanging experiences for development in the supply chain"

SPECIALIZED SEMINARS

Workshop opened for exhibitors
ENJOY YOUR TIME - DIY TIME



ASSESSMENTS AND REMARKS OF EXHIBITORS

96% of the exhibitors were pleased with services of Organizing Board.

92% of the exhibitors were satisfied with results of participation at the Fair.

95% of the exhibitors are interested in participating in the next Vietnam Expo in HCMC 2023

MEDIA REPORT

VIETNAM EXPO' OFFICIAL MEDIA PAGES:



@VietnamExpoHCM



www.hcm.vietnamexpo.com.vn

NEWS AND ADVERTISEMENTS BEFORE, DURING AND AFTER THE SHOW

The event was well-covered by local media, with around **50** media coverage (including printed and online advertisement) before, during and after the show

BEFORE & AFTER THE SHOW



Articles on E-newspapers: Vietnam News, VietnamPlus, VNMedia, MarketTimes, VOV, Saigon Times, CafeF, Business Investment, Bnews, Vietnet24h, ZingNews, SGGP (Saigon Giai Phong Online), etc.



News on televisions and radio: VTV, VTC, HTV, VNEWS, ANTV, VITV. vv...



Banner Ads on E-newspapers and Associations' websites



Posts on popular Facebook community pages



Banners and advertising LED screens at central locations



More than 20,000 hard-copy invitations to organizations and businesses



Over 370,000 marketing emails to businesses and individuals

Articles for references:

1. <https://vietnamnews.vn/economy/1398233/vietnam-expo-2022-to-opens-in-hcm-city-next-month.html>
2. <https://baohinhphu.vn/doanh-nghep-ngoai-chuan-bi-do-bo-trien-lam-quoc-te-vietnam-expo-2022-102221123140412603.htm>
3. <https://en.vietnamplus.vn/vietnam-expo-2022-to-open-in-hcm-city-next-month/244332.vnp>
4. <https://vov.vn/kinh-te/hon-520-doanh-nghep-tham-gia-vietnam-expo-2022-tai-tphcm-post985871.vov>
5. <https://congthuong.vn/tu-ngay-1-3122022-hoi-cho-vietnam-expo-2022-dien-ra-tai-tp-ho-chi-minh-228180.html>
6. <https://vietnamnews.vn/economy/1400887/three-international-expos-open-in-hcm-city.html>

Công Thương

Việt Nam News

BNI NEWS

Diễn đàn DOANH NGHIỆP

Vietnam+

Tiếp thị

Laodong Pháp luật

THẾ GIỚI & VIỆT NAM

NGƯỜI LAO ĐỘNG

Vietnet

Kinh tế Việt Nam

Doanh Nhân Saigon Online

VNA Vietnam News Agency

CAFEF

VTV

VOV

HTV

DOANH NHÂN & TIÊU DÙNG

DOANH NHÂN & TIÊU DÙNG

MarketTimes

VNMedia.vn

SÀI GÒN MỚI

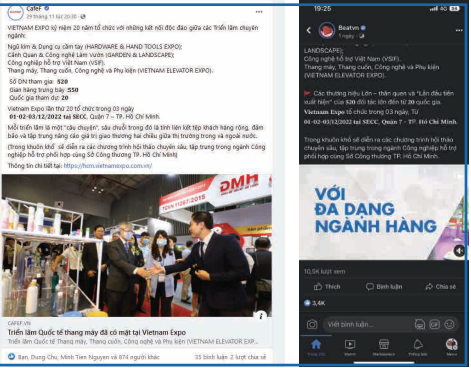
MEDIA REPORT



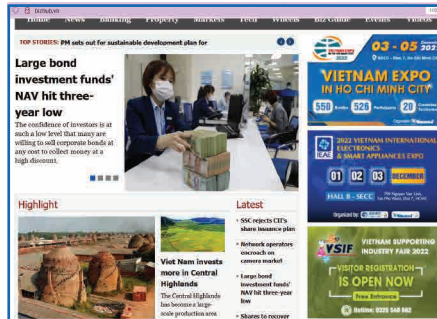
LED



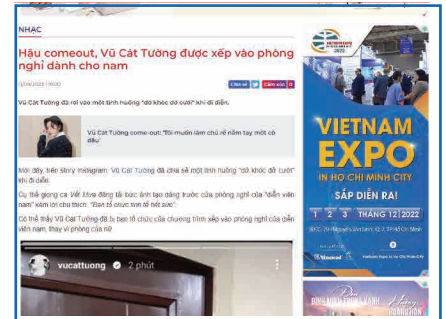
Facebook



Banner Dau Tu



Banner Bizhub



Banner 2sao



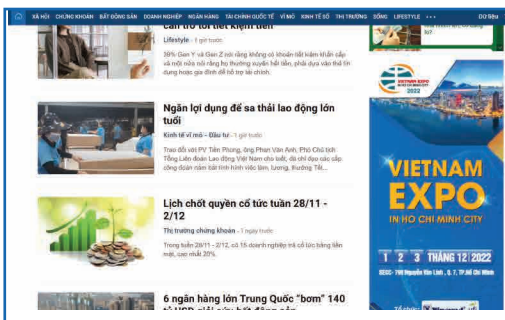
Post on The SaigonTimes Fanpage



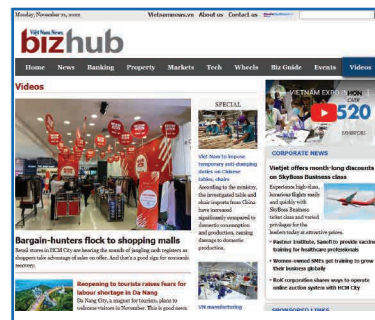
Vietjack



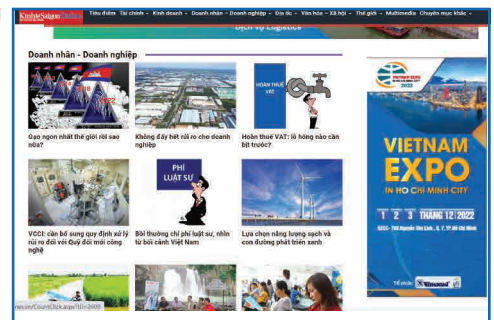
Cafexpo



Banner Cafef.vn



Video on Bizhub.vn



Banner Thesaigontimes.vn on Homesite



SEA YOU AGAIN

VIETNAM EXPO in Hanoi
05 - 08 April 2023

VIETNAM EXPO in Ho Chi Minh City
07 - 09 December 2023

