



VIETNAM  
Foodexpo

better  
food,  
better  
life

# POST SHOW REPORT 2022

16-19 November 2022

Saigon Exhibition &  
Convention Center

**SECC**

[www.foodexpo.vn](http://www.foodexpo.vn)





# An impressive comeback



**401**

exhibitors

**505**

stands

**20**

countries/  
territories

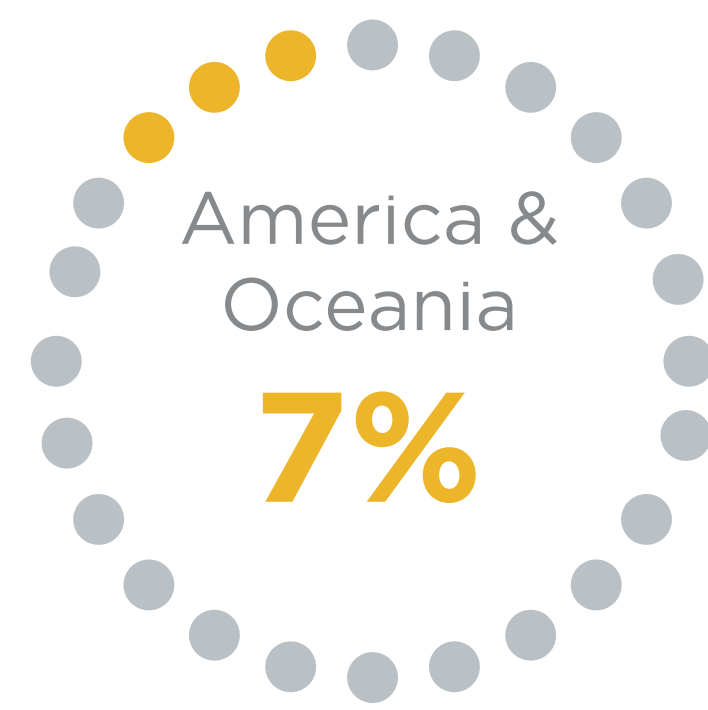
**11k** sqm

exhibiting  
space



**Exhibitor  
Profile**

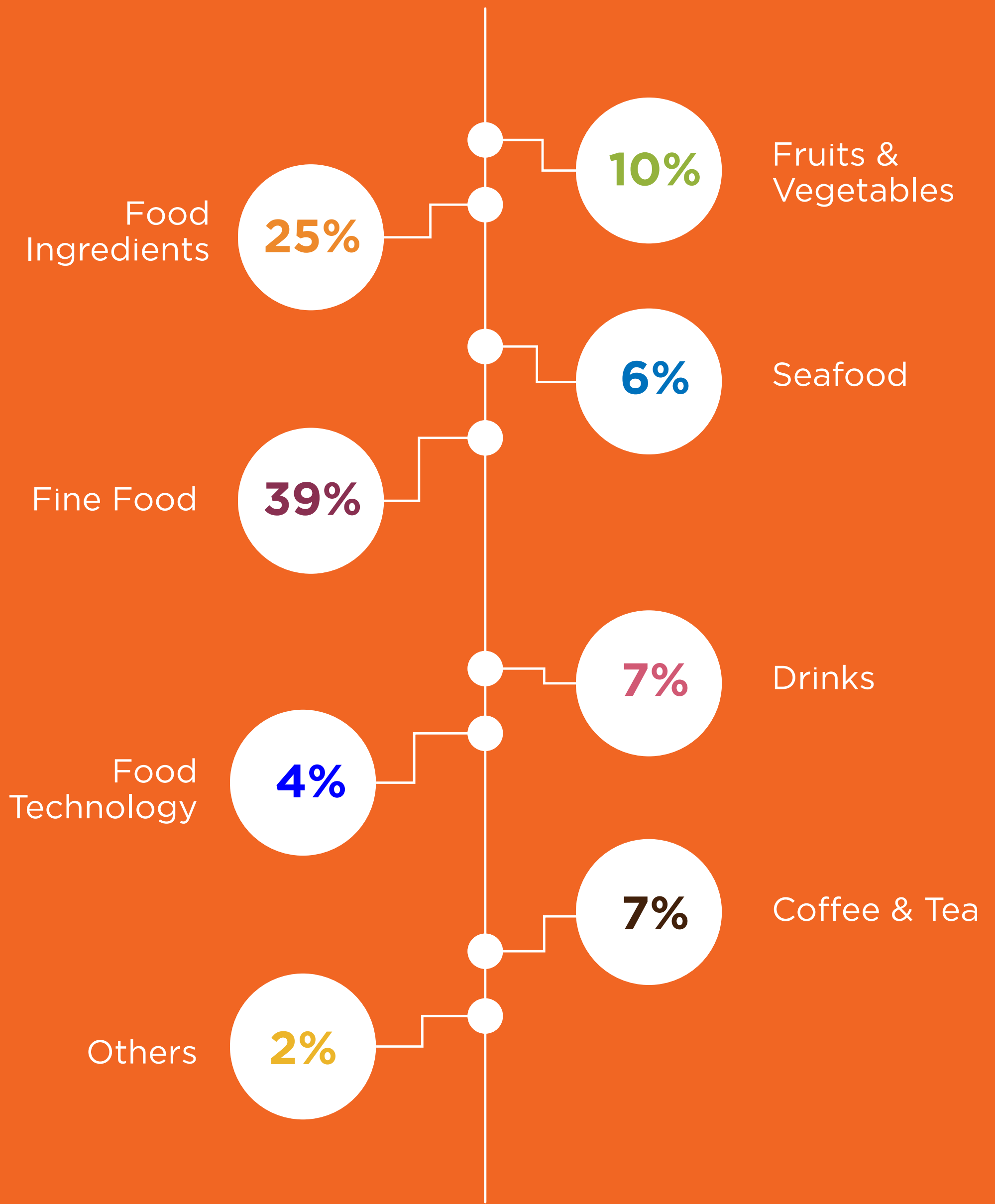




**Exhibitor break-down by origin**





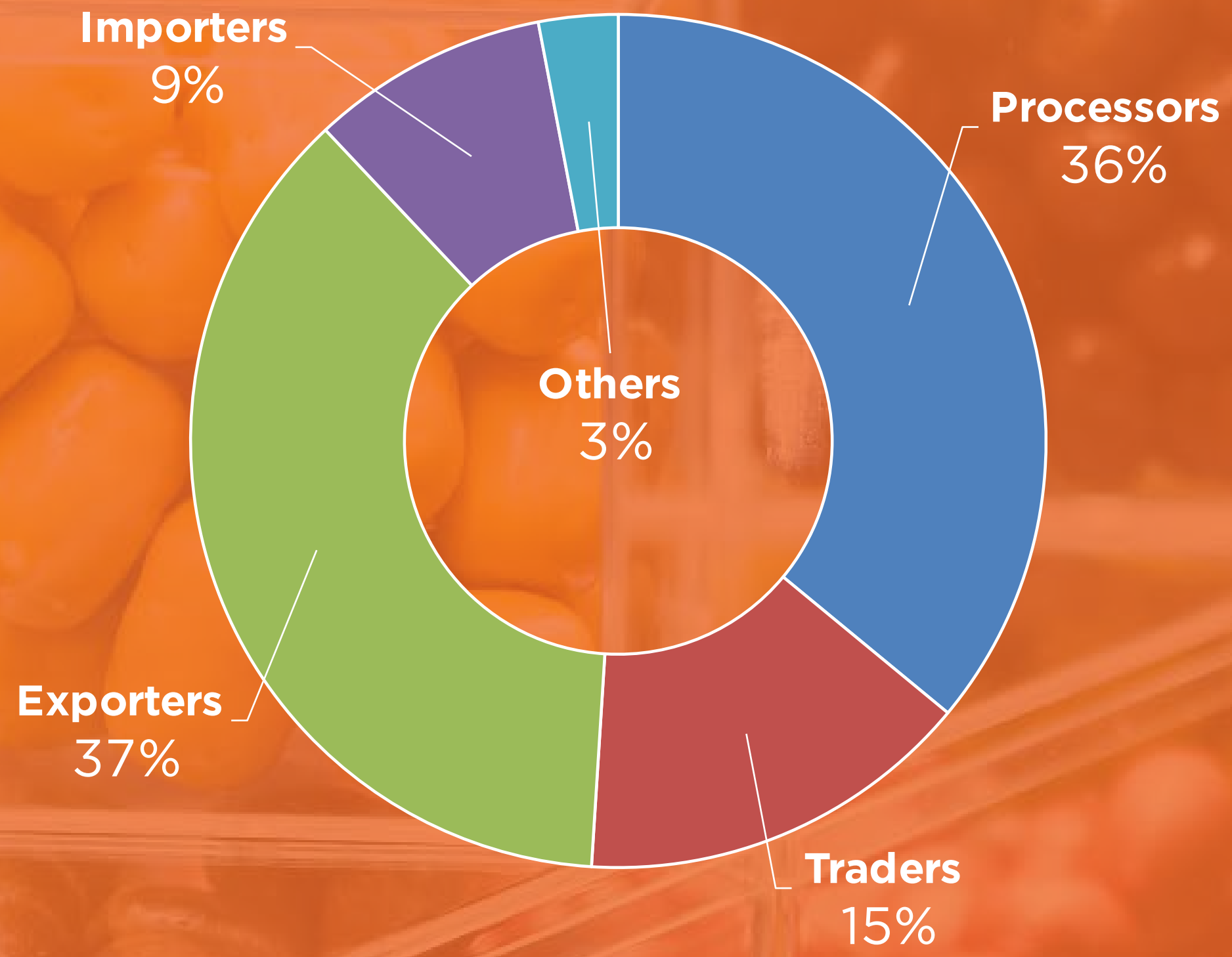


**Exhibitor break-down by products**





# Exhibitor breakdown by business nature







# Visitor Profile

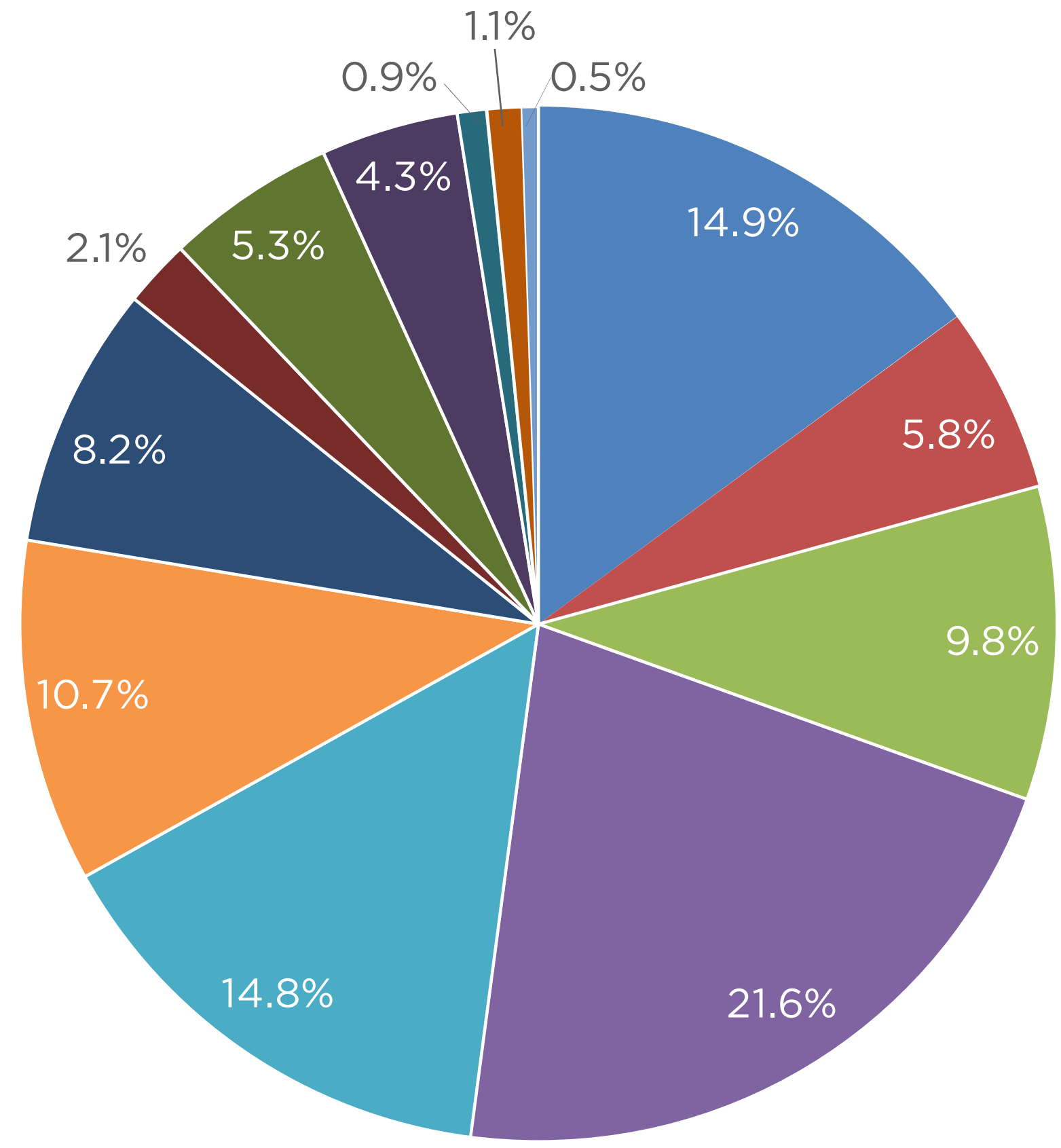
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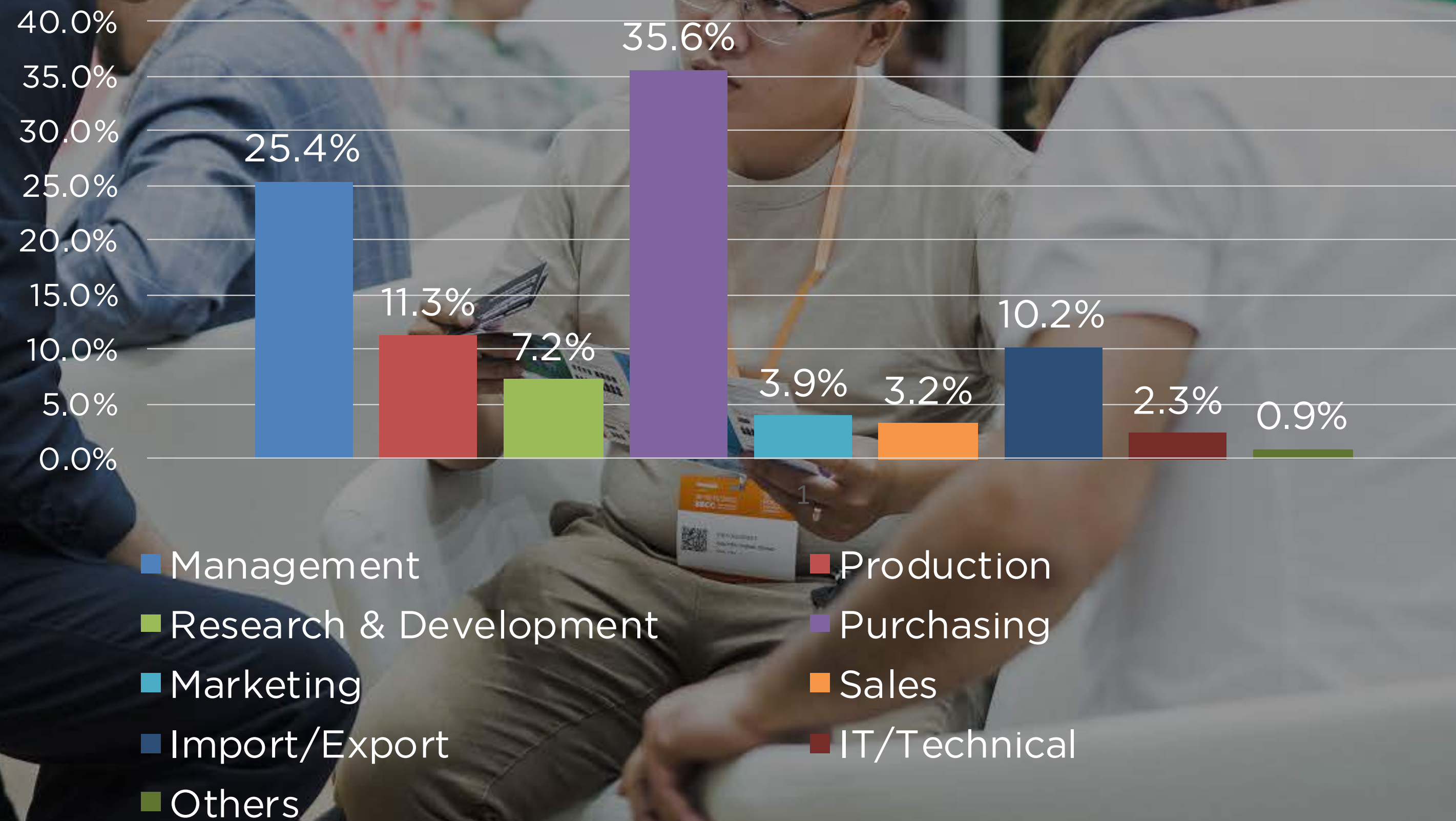
**Visitor breakdown  
by business nature**



- Importer
- Retailer
- Restaurant/Hotel
- Exporter
- Wholesaler
- Food Processing Machineries
- Processor
- Broker/Trader
- Trade Promotion
- Food Service/Catering
- Research/Technology
- Governmental Agencies/Public sector



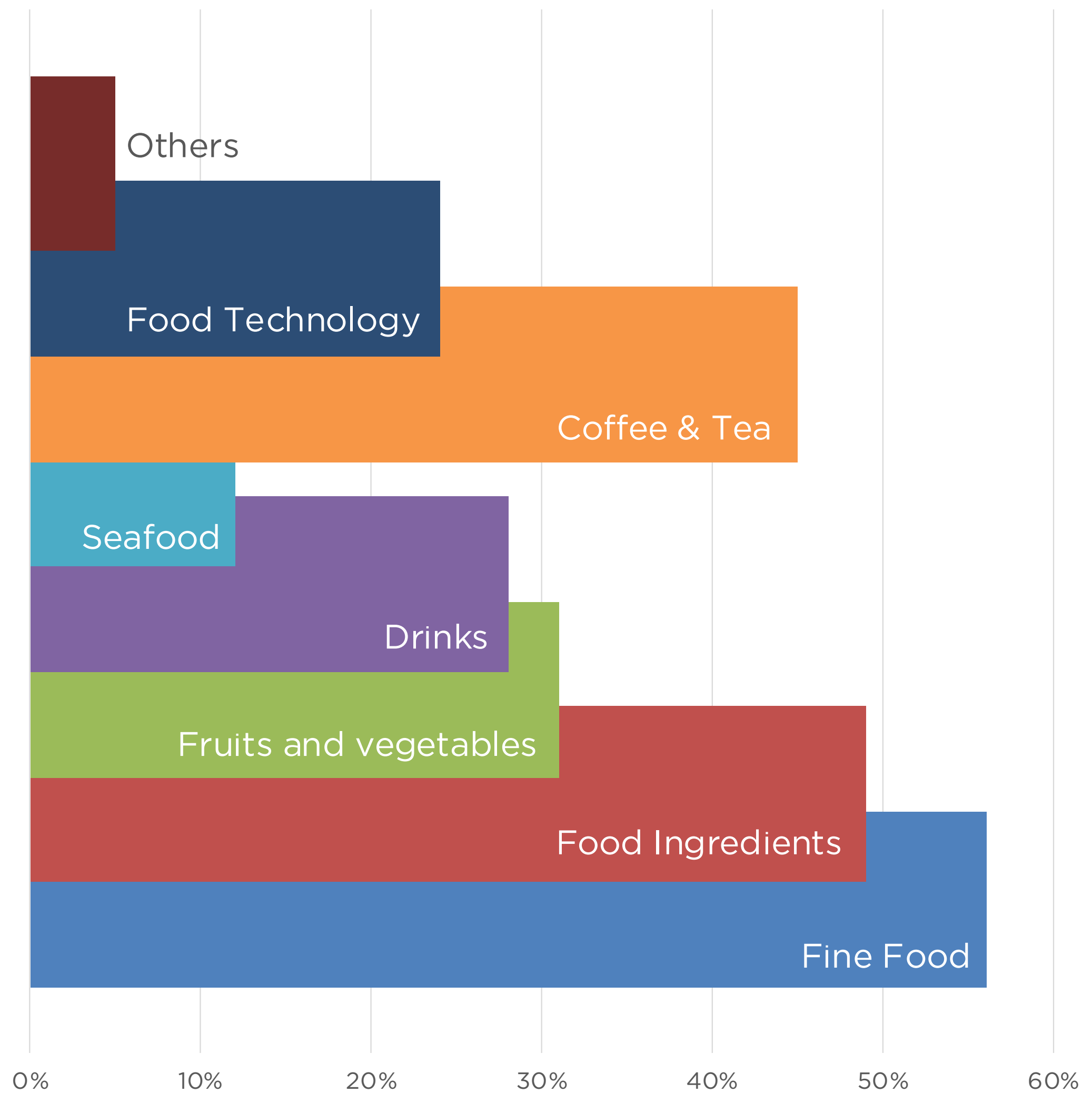
## Visitor breakdown by key responsibility area







**Visitor breakdown  
by product interest**





42.6  
%

Establish  
contacts

25.4  
%

Identify new  
market trends

25.1  
%

Visit  
suppliers

11.5  
%

Source  
technology

19.2  
%

Look for  
new products

16.7  
%

Seek  
representatives

32.5  
%

Find new  
suppliers

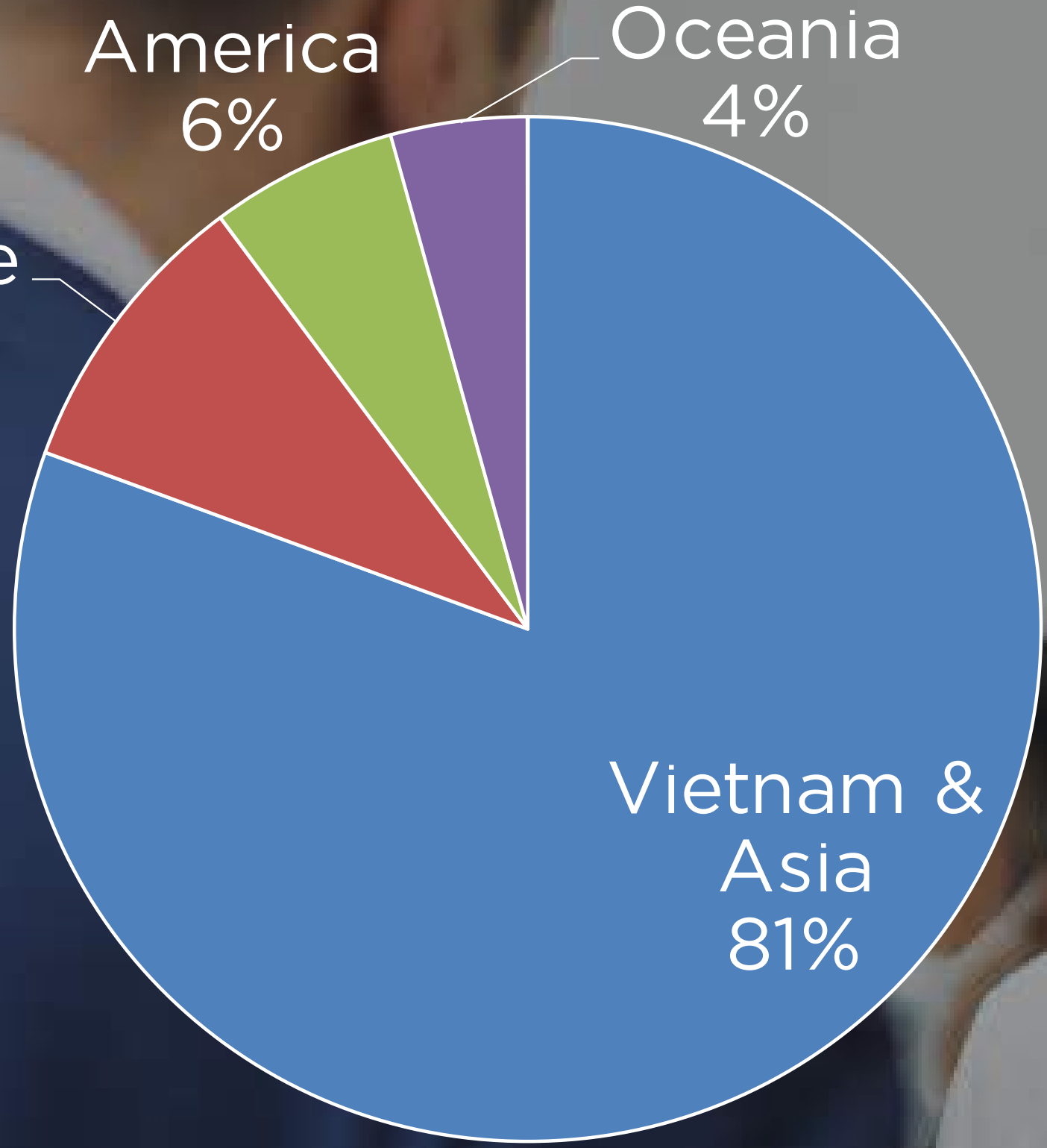
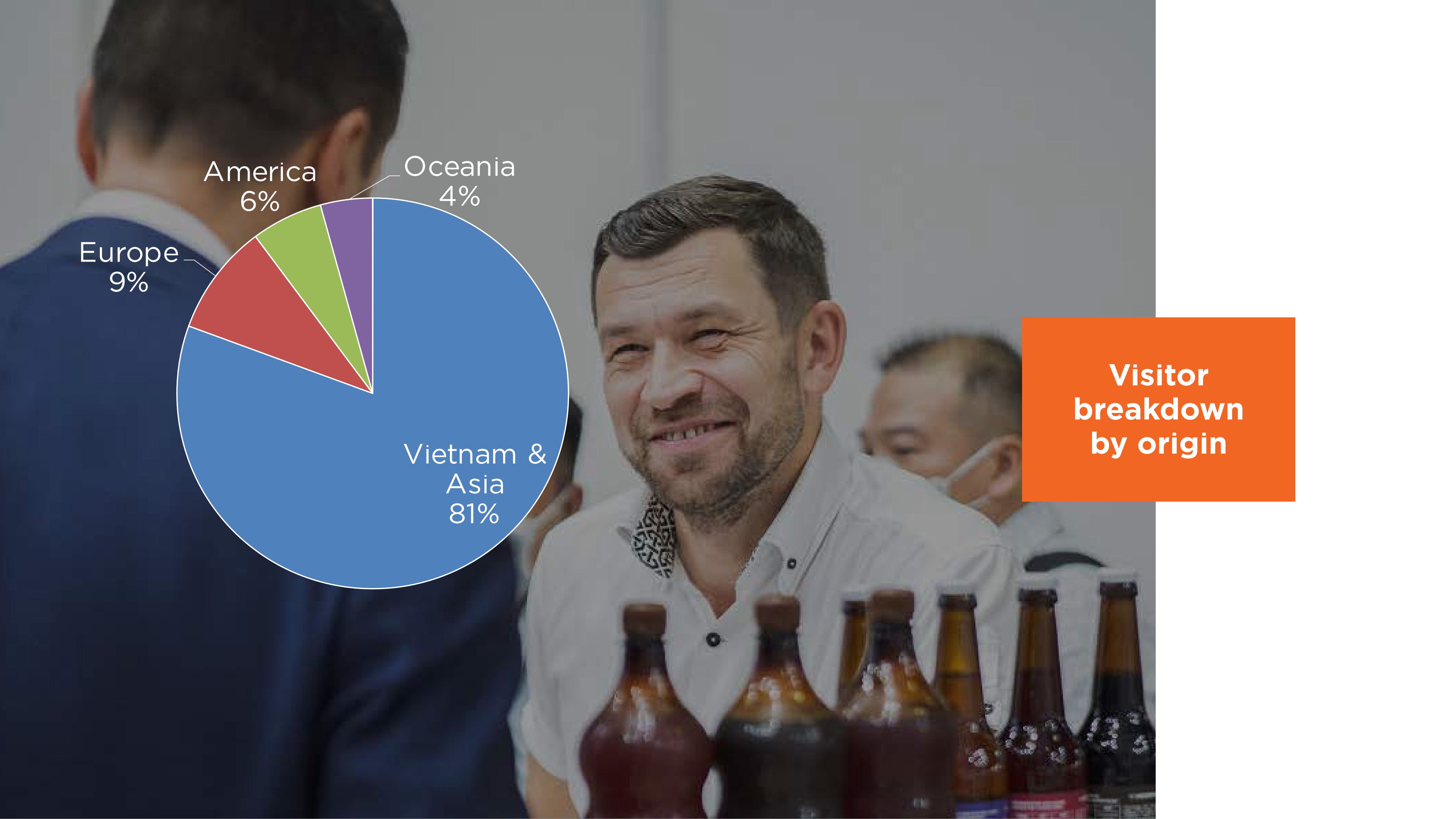
19.3  
%

Place  
orders

**Visitor  
breakdown  
by purpose**







**Visitor  
breakdown  
by origin**





**BUSINESS MATCHING  
SERVICE**



**60+**  
matching tables  
were set up

**1,000+**  
transactions  
were made

**150+**  
exhibitors/suppliers  
were connected



**3,200+**

DOMESTIC  
BUYERS

**450+**

INTERNATIONAL  
BUYERS



**HOSTED BUYER  
DELEGATION**



**168%**

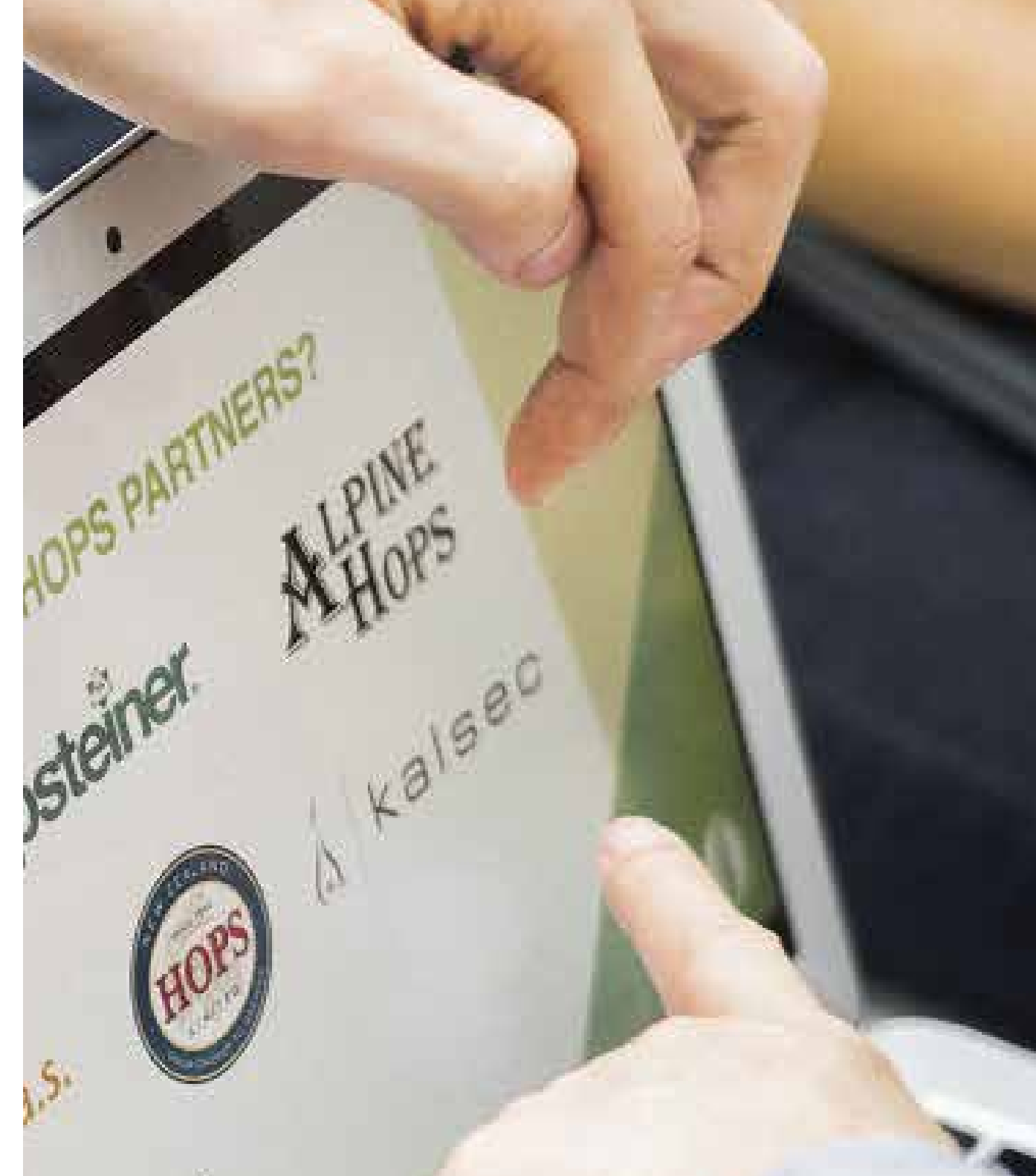
satisfied with the  
QUANTITY of visitors

**173%**

satisfied with the  
QUALITY of visitors

**182%**

satisfied with the  
OVERALL result of the Exhibition



**EXHIBITORS'  
FEEDBACK**







“This is truly the biggest B-2-B food exhibition in Vietnam. We have got many inquiries from both local and international buyers here.”

**Nguyen Khang - Foodo Company**

“The first day at Vietnam Foodexpo 2022 went very well. I personally got over 10 inquiries for rice, black pepper, cashew nuts from the Phillipines, Israel, Malaysia and India. Great start, 3 more days to to!”

**Daniel Le - Sunrise Ins**

**EXHIBITORS' FEEDBACK**





SEE YOU AGAIN AT  
**VIETNAM FOOD EXPO 2023**  
22-25/11/2023