



VIETRF

RETAILTECH FRANCHISE

VIETNAM INTERNATIONAL
RETAILTECH & FRANCHISE SHOW 2022
TRIỂN LÃM CÔNG NGHỆ CỬA HÀNG
& NHƯỢNG QUYỀN THƯƠNG HIỆU 2022

SHOW REPORT

03-05.11.2022

SECC Q7 TPHCM

ORGANIZERS:

coex

RETAIL & FRANCHISE
ASIA

Vinacard®

SHOW OVERVIEW

Tên chương trình: Triển lãm Quốc tế Công nghệ Cửa hàng &
Nhượng quyền Thương hiệu 2022 lần thứ 13

Title: 13th Vietnam Int'l Retailtech & Franchise show 2022

Thời gian//Time: 03-05/11/2022 | 10:00 - 17:00

Địa điểm//Venue: SECC, 799 Nguyễn Văn Linh, Q.7, TP.HCM

Đơn vị tổ chức//Organizer:   

Đơn vị truyền thông// Media Partner:



EXHIBIT ITEMS

VIETNAM RETAIL

-  Retail Trade Item
-  Retail Store
-  Retail Technology
-  Retail Products
-  Fixture & Interior

VIETNAM FRANCHISE

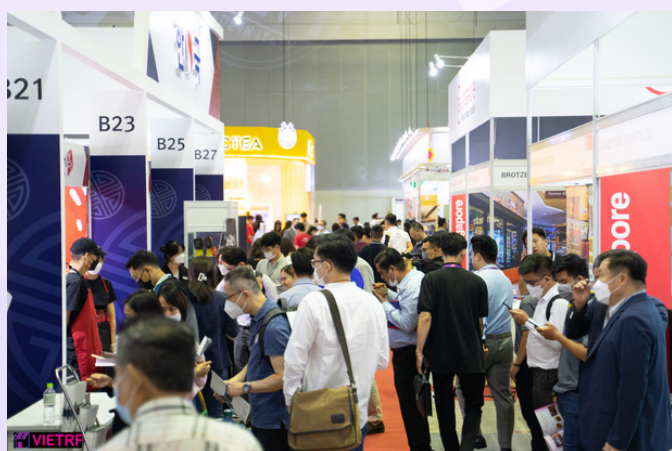
-  Food & Beverage
-  Beauty & Health
-  Fashion
-  Retail & Wholesale
-  Education & Training
-  Consulting Services
-  Other Specialized Retails



360
BRANDS



250
BOOTHS



B23

B25

B27

STEIA

14,152
VISITORS

BIZ-MATCHING



892
BUYERS





SEMINAR (03-05 NOV)

PHÁT TRIỂN DOANH NGHIỆP NHƯỢNG QUYỀN SME VIỆT NAM THEO CÁCH CỦA STARTUP X100 - SCALING FRANCHISE THE STARTUP WAY

SPEAKER: NGUYỄN PHI VÂN - CHỦ TỊCH HH ĐẦU TƯ THIÊN THẦN ĐÔNG NAM Á, FOUNDER - GO GLOBAL GROUP



Ms Nguyễn Phi Vân
Chủ tịch HH đầu tư thiên thần
Đông Nam Á,
Founder - Go Global Group



Mr Nguyễn Tuấn Quỳnh
Co-founder,
Go Global Holdings



Mr Albert Kong
Founder/Chairman,
Asiawide Franchise Consultants



Mr Sean Ngo
CEO, Co-Founder,
VF FRANCHISE CONSULTING



Mr Trần Tiến Công
Founder VCI -
Vietnam Coaching Institute
Tổ Giám Đốc LDI
- Viện Phát triển Lãnh đạo.



Mr Trần Quốc Kỳ
CEO & Co-Founder,
Gigan JSC



Mr Huân Trần
CTO,
Son Kim Group



Mr Thắng Huỳnh
Founder,
Innobab Asia



Mr Trung Trần
Partner, People & Culture,
Go Global Holdings



Mr Vũ Quyết Thắng
Partner, Digitalization & Tech,
Go Global Holdings



Mr Tăng Thường Phát
Partner Partner - Sales & Marketing
Growth, Go Global Holdings



Mr Đặng Viên Khang
CEO,
Mon Amie



Mr Trần Nhật Vũ
Chairman,
Phúc Tea



Mr Dương Hoàng Phương
Business Development Director,
Beta Cinemas



Ms Hồ Kim Ngân
CEO,
Star Home Spa



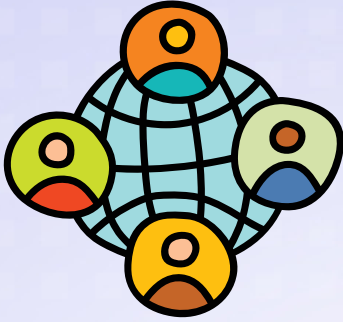
Ms. Trần Thảo Vĩ
Đồng sáng lập & Giám đốc vận hành
Hệ thống SPA cho mẹ và bé
CARE WITH LOVE

16 SPEAKERS

16 SESSIONS

150 ATTENDEES/
DAY

MARKETING



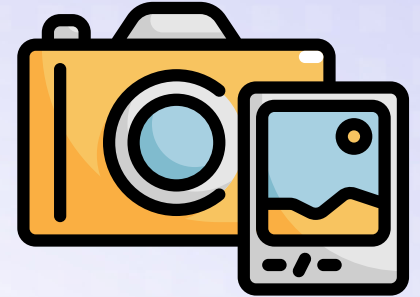
ONLINE

WEBSITE
FACEBOOK
YOUTUBE
GDN
ONLINE BANNERS
NATIVE ADS
PR-ARTICLES
TV NEWS
E-NEWSLETTERS



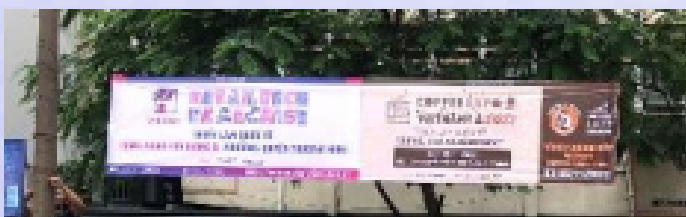
OFFLINE

INVITATION
SMS
CALL CENTER
STREET BANNER



ON-SITE

DAILY
PHOTO/VIDEO



MEDIA COVERAGE



GẶP GỠ CÁC CHUYÊN GIA NHƯỢNG QUYỀN NỔI TIẾNG TẠI TRIỂN LÃM QUỐC TẾ CÔNG NGHỆ CỬA HÀNG VÀ NHƯỢNG QUYỀN...

15:45 01/11/2022

Triển lãm VIETRF là sự kiện lớn nhất và duy nhất về Công nghệ Cửa hàng và Nhượng quyền Thương hiệu tại Việt Nam. Năm nay sẽ diễn ...

Kinh tế thị trường: <https://kinhtethitruong.vn/gap-go-cac-chuyen-gia-nhuong-quyen-noi-tieng-tai-trien-lam-quoc-te-cong-nghe-cua-hang-va-nhuong-quyen-thuong-hieu-vietrf-2022-a141482.html>



HỌC PHA CHẾ VÀ LÀM BÁNH MIỀN PHÍ TẠI TRIỂN LÃM QUỐC TẾ CÀ PHÊ, TRÀ VÀ BÁNH NGỌT - COFFEE EXPO 2022

15:51 01/11/2022

Triển lãm Quốc tế Cà phê, Trà và Bánh ngọt 2022 hay Coffee Expo lần thứ 6 sẽ diễn ra từ 3-5/11 tại SECC 799 Nguyễn Văn Linh, Quận 7, ...

Nhịp sống đô thị: <https://nhipsongdothi.vn/hoc-pha-che-va-lam-banh-mien-phi-tai-trien-lam-quoc-te-ca-phe-tra-va-banh-ngot-coffee-expo-2022-175961.html>



Topfranchise:

<https://topfranchise.com/news/vietrf-2022-unlock-the-opportunities-for-investors-in-franchise-business/>



VF Franchise:

<https://vffranchiseconsulting.com/event/vietrf-2022-unlock-the-opportunities-for-investors-in-franchise-business/>



Triển lãm VIETRF 2022

VIETRF là triển lãm lớn nhất về nhượng quyền tại Việt Nam; triển lãm được Coex Vietnam phối hợp Retail...

Nhịp cầu thương hiệu:

<https://nhipcauthuonghieu.vn/2022/11/05/trien-lam-vietrf-2022/>



dautuhoinhap 05/11/2022

Triển lãm VIETRF 2022

VIETRF là triển lãm lớn nhất về nhượng quyền tại Việt Nam; triển lãm được Coex Vietnam phối hợp Retail...

Đầu tư hội nhập:

<http://dautuhoinhap.net/2022/11/05/trien-lam-vietrf-2022/>



Thức giấc cùng Coffee Expo 2022

Sáng nay - 03/11/2022; tại SECC đã khai mạc triển lãm Coffee Expo 2022 Coffee Expo 2022, với hơn...

Nhịp cầu thương hiệu:

<https://nhipcauthuonghieu.vn/2022/11/03/thuc-giac-cung-coffee-expo-2022/>



Mở cửa triển lãm quốc tế công nghệ cửa hàng và nhượng quyền thương hiệu

(Chinhphu.vn) - Đây là triển lãm nhượng quyền và bán lẻ lớn nhất và duy nhất tại Việt Nam, do các đơn vị vốn liên kết thương mại và nguồn tư tưởng nhượng...

Báo Điện tử Chính phủ:

<https://tphcm.chinhphu.vn/mo-cua-trien-lam-quoc-te-cong-nghe-cua-hang-va-nhuong-quyen-thuong-hieu-101221104084558306.htm>

GALLERY





Thank you

CONTACT US



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0934511953 (Ms Nhan Lieu)



Website

www.vietrf.com



Email

nhann.coex@gmail.com

SHOW REPORT

COFFEE EXPO 2022



TABLE OF CONTENTS

Show Overview	1
Exhibit Items	2
Training Class	3
Highlight Moments	4
Data Analysis	5
Vietnam Coffee Challenge	9
Contact Information	10

SHOW OVERVIEW



Coffee Expo Vietnam 2022 is the most prominent commercial event in coffee, tea & bakery; A place to showcase high-class coffee & tea technologies, products and services, including ingredients, machines & utensils, desserts and other related products from well-known domestic and international brands.

Coffee Expo is organized by Coex Vina in collaboration with Vinexad, supported by the Vietnam Coffee Cocoa Association (VICOFA) and Buon Ma Thuot Coffee Association, with diamond sponsor DMCC and silver sponsor Funding Societies.



Coming to Coffee Expo 2022, businesses, retailers, importers and distributors can meet 1:1 through the biz-matching program. Visitors can easily learn about new and carefully selected products at the "New & hot products showcase" area.



CON-CURRENT EVENTS

The final round of Vietnam Coffee Challenge was held at COFFEE EXPO VIETNAM. There are 3 rounds of competition: Brew Challenge, Roast Challenge and Pour Challenge. With the participation of 36 top constestant from all over Vietnam. This event brings many value to the industry, as well as create a playground for all coffee lover.

EXHIBIT ITEMS



1/ PREMIUM COFFEE & TEA

Green Beans, Roasted Beans,
Capsule coffee, Instant
coffee, Tea, Beverage



2/ INGREDIENTS

Syrup, Sauce, Powder,
Smoothie, Puree



3/ COFFEE & TEA RELATED PRODUCTS

Home Café products, Tea
ware, Small Appl iance,
Interior tools



4/ MACHINERY & FACILITIES

Coffee Machine, Related
Machinery, Facilities



5/ DESSERTS

Bakery, Ice-cream,
Chocolate, Cheese



6/ EDUCATION & CONSULTING

Related media, Education
Center, Consulting

Training Class



LỊCH TRAINING CLASS TRAINING CLASS SCHEDULE

03.11.2022

ORGANIZED BY	ACTIVITIES
11:20 - 12:15 VIETNAM BARISTA SCHOOL	SENSORY - CHẠM CÀ PHÊ TỪ MỌI GÓC QUAN
13:35 - 14:15 KAFFA VIET NAM	CÁC MÓN SÁNG TẠO TRÊN NỀN CÀ PHÊ VỚI MÁY PHA CÀ PHÊ CIME
14:15 - 15:15 HƯƠNG NGHIỆP Á ẬU	GIỚI THIỆU CẨM NHÃN HƯƠNG VỊ VÀ THƯỜNG THỨC CÀ PHÊ PHA CHẾ THỦ CÔNG
15:15 - 16:00 BUTTERY	BUTTERY IN TOWN

04.11.2022

ORGANIZED BY	ACTIVITIES
10:30 - 11:15 VIETNAM COFFEE CHALLENGE - LY GIA VIEN	ITALIAN COFFEE MENU IN FULL
11:20 - 12:15 CAPHESACH.ORG	BETTER PLAN TO START A COFFEE SHOP
13:35 - 14:15 PROFILEPRINT	DRIVING THE FUTURE OF COFFEE WITH ARTIFICIAL INTELLIGENCE/MACHINE LEARNING
14:15 - 15:15 HƯƠNG NGHIỆP Á ẬU	NGHỆ THUẬT TRANG TRÍ HIỆN ĐẠI THEO HÌNH THỨC PLATED DESSERT

05.11.2022

ORGANIZED BY	ACTIVITIES
10:30 - 11:15 VIETNAM BARISTA SCHOOL	SENSORY - CHẠM CÀ PHÊ TỪ MỌI GÓC QUAN
11:20 - 12:15 CAPHESACH.ORG	BETTER PLAN TO START A COFFEE SHOP
13:35 - 14:15 VIETNAM COFFEE CHALLENGE - LY GIA VIEN	BREWING FOR BEGINNERS
14:15 - 15:15 HƯƠNG NGHIỆP Á ẬU	HƯỚNG DẪN KỸ THUẬT TRANG TRÍ DÒNG BÁNH MOUSSE

At Coffee Expo 2022, the barista community and coffee lovers, as well as businesses in coffee, tea and bakery field can participate in our free seminar. In which we provide free classes about coffee and baking. Organized by professional training institution such as Vietnam Barista School, Eurasian Vocational Training, etc.

Experts and Professionals share their knowledges and demonstrate their skill. Visitors can participate in our training class with the help from teachers.



1800
REGISTRATIONS



721
ATTENDEES

Highlights Moments



Exhibitor Satisfaction

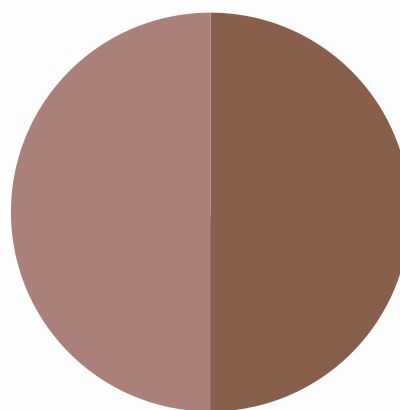
Not Satisfied Good Very Satisfied



Exhibitor Opinions

NEXT YEAR SHOW PARTICIPATION RATE

Positive Considering
50%



Yes
50%



Mr. Al Suwaidi Saeed / Director / DMCC Coffee Centre

Vietnam is the 2nd largest coffee production country in the world, therefore Vietnam is a very important market to us. This is the first time we join Vietnam Coffee Expo, and it has been very successful so far. We will join the show next year because it's very important to us to be part of the coffee community especially in Vietnam.

Mr. Richard Khoo / Global Head Sales & Marketing / Asia Dragon Group

This is the first time we join a coffee exhibition in Vietnam, but this won't be the last. This is a very good start, and I'm impressed. And I expect it would be even bigger and better. The show has been very relevant to our brands. We want to go global. Vietnam is the 2nd biggest coffee export country in the world. Coffee Expo is a good coffee show for everyone to participate.



Mr Lê Giang / Roaster / Phương Vy

This is our 3rd times joining Coffee Expo. Our expectation is to find customers from export, import field, as well as coffee lover to share the love of coffee to everyone. When we join Coffee Expo, we feel very excited with the large number of visitors and a wide variety of costumers. We will definitely join next year exhibition.



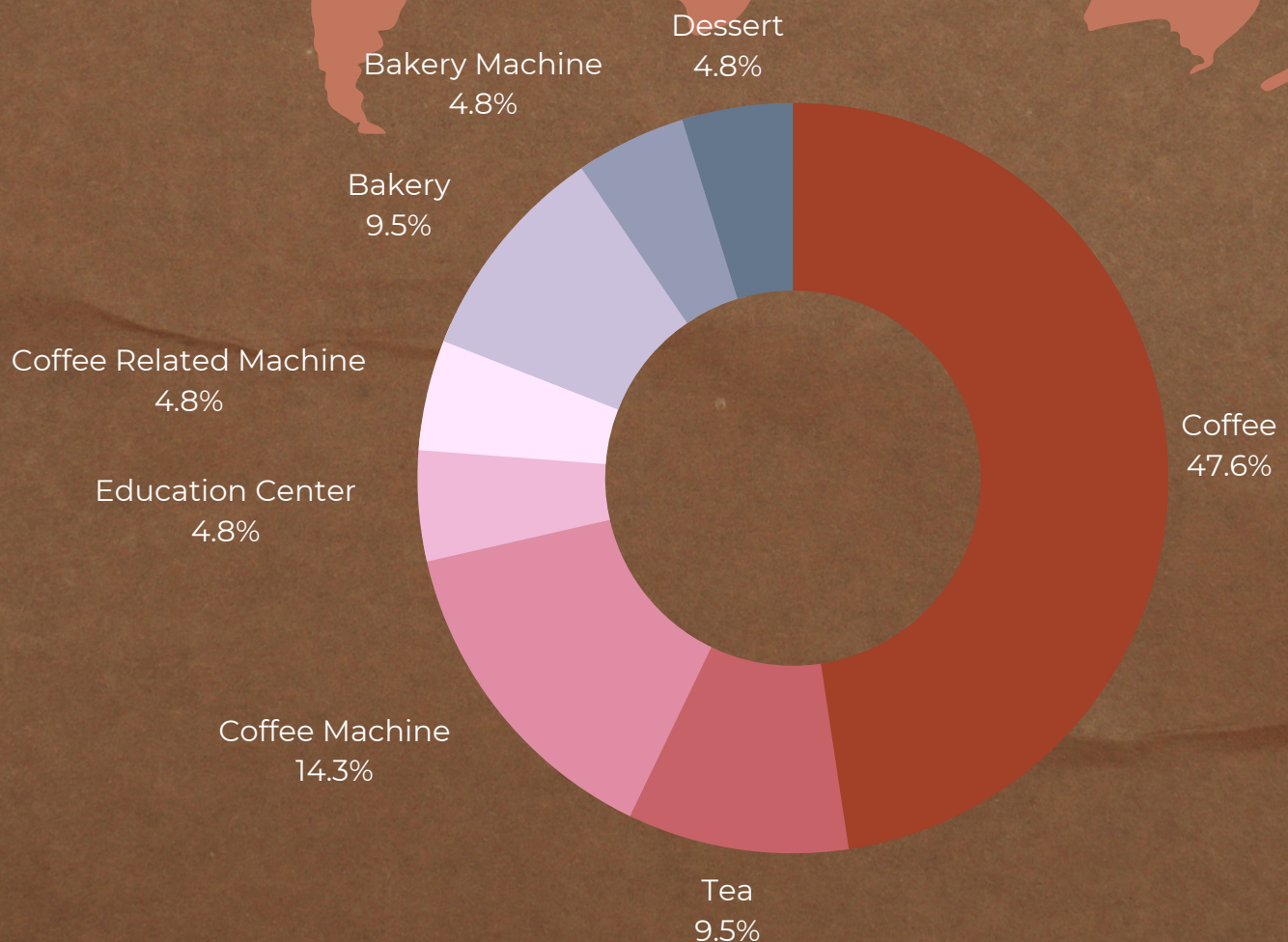
VISITOR CLASSIFICATION

VISITORS FROM 18 COUNTRIES

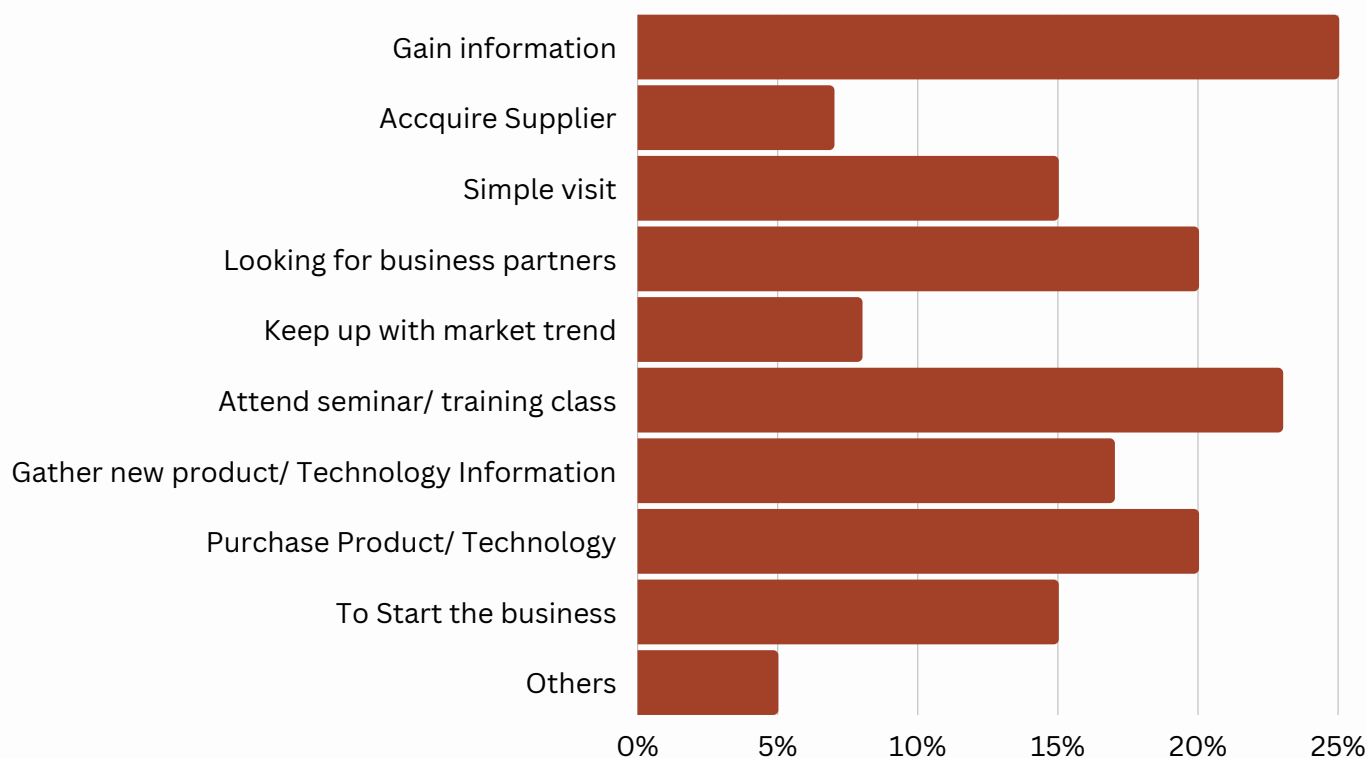
Korea
Taiwan
Australia
Britain
Cambodia
Canada

France
Hong Kong
India
Indonesia
Japan
Italy

Dubai
Malaysia
Thailand
Philippine
U.S.A
Germany

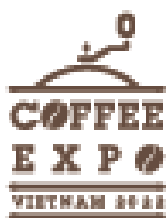


VISITING PURPOSE



VIETNAM COFFEE CHALLENGE

The competition gathers the top 36 contestants from Hanoi, Da Nang and Ho Chi Minh City. The final round was held 3 days from 03-05/11 at Coffee Expo Vietnam. The total prize value is up to 150 million in cash and many valuable gifts from sponsors.



BREW CHALLENGE WINNER



POUR CHALLENGE WINNER



ROAST CHALLENGE WINNER

Thank You



Contact Us

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Website: www.vietcoffeeair.com

Facebook: <https://www.facebook.com/vietcoffeeair>