

THE 11TH INTERNATIONAL FOOD & DRINK, HOTEL, RESTAURANT, BAKERY AND FOODSERVICE EQUIPMENT, SUPPLIES & SERVICES EXHIBITION



**REMAINING
RESILIENT**



**THROUGH
CHANGE**



 **07-09/12/2022**

 **HALL B, SECC, HCMC, VIETNAM**



FHV
12022

POST-SHOW REPORT 2022

ORGANISED BY:



SES Vietnam Exhibition
Services Company
Limited

SUSTAINABILITY
AWARDS



ecoact



EVENT OVERVIEW

Food & Hotel Vietnam 2022 (FHV) comes back in the context of resilient recovery in the global economy. According to the General Statistics Office, the revenue of the accommodation & food service industry in the first nine months of 2022 is estimated at 430,9 trillion VND, which increases 54,7% versus the same period last year. Regardless of many global challenges, Vietnam brings up a promising future for the food & hotel industry.

Aiming to catch the latest trends in the food & hotel industry, Food & Hotel Vietnam 2022 generates the platform for the businesses to connect with thousands of international & domestic clients. The enterprises will have the great opportunity to trade & gain industrial knowledge and lead to a sustainable future.

As Vietnam's top international food, drink & hospitality exhibition for the past 15 years, Food & Hotel Vietnam 2022 gathers hundreds of leading domestic and foreign enterprises in the exhibition area of over 10,000 m2. FHV is proud to have the presence of 21 international pavilion groups from EU, Germany, Italy, the UK, the US, Canada, Australia, Singapore, Japan, etc. Most of the trade visitors are the respected business management boards, the experts and the key decision-makers in the food, beverage and hospitality sectors.



Delivering multi-dimensional perspectives and diverse experiences for the exhibition, FHV 2022 co-hosts the Asia Food and Beverage Summit 2022 (AFBS), and prestigious competitions such as Vietnam Culinary Challenge 2022 (VNCC), Vietnam Barista Competition (VBC) and Vietnam Aromaster Championship (VAC). Furthermore, FHV also operates the dedicated Gelato Workshop with the professor from Gelato University, Italy.

With a large number of trade visitors coming within three days of the event, Food & Hotel Vietnam 2022 was positive evidence of the rapid economic recovery in Vietnam after the pandemic, especially for the hospitality industry.

The organizing team would like to express our sincere thanks to all business partners, associations, enterprises and individuals in the industry for continuously supporting and contributing to the success of Food & Hotel Vietnam.



REMARKABLE NUMBERS RECORDED AT FOOD & HOTEL VIETNAM 2022

18800+

TOTAL ATTENDANCE

255+

EXHIBITING COMPANIES

16500+

TRADE VISITORS

29+

COUNTRIES/ REGIONS

11500+

SQM GROSS SPANNING AREA

21+

INTERNATIONAL GROUP PAVILIONS

2250+

EXHIBITORS

CONCURRENT EVENTS

Bia Thủ công từ Vương quốc

Những phi... quan bia... đưới sự chia s...
chuyên... ủ bia



Đối tác Sự kiện và Truyền Thông Kỹ thuật

DISCUSSION

Yếu tố Tài chính để góp phần nâng cao hiệu suất trong lĩnh vực kinh doanh F&B

 Ông Lucas Trương Giám đốc vùng tại Coco Dining Concept	 Bà Thuận Đào Giám đốc điều hành tại Buki Teppanyaki	 Ông Mario Mendis Giám đốc điều hành tại Sofitel Saigon Plaza
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CONCURRENT EVENTS

Timing	Event	Organiser
DAY 1 07.12.2022		
08:30 - 11:30	OPENING PRESS CONFERENCE & MEDIA TOUR Venue: Seminar Room, Ground Floor, Hall A2	Informa Markets Vietnam
08:30 - 11:30	THE LAUNCHING CEREMONY OF FRIESLANDCAMPINA PROFESSIONAL Venue: Convention Room Hall A2, 2nd Floor	FrieslandCampina
07:00 - 16:30	VIETNAM CULINARY CHALLENGE Venue: Hall A2	Informa Markets Vietnam Song Hoa Corporation
09:00 - 17:30	VIETNAM BARISTA COMPETITION Venue: Hall B2	Informa Markets Vietnam And Barista School
11:00 - 14:00	BELGIAN CRAFT BEER LIVE TASTING Venue: BL4-01	Wallonia Export & Investment Agency / Embassy of Belgium
12:00 - 13:00	GELATO WORKSHOP Section: Specialty Coffee, Cake and Stick Venue: BD5-01	Carpigiani
14:30 - 15:30	GELATO WORKSHOP Section: Specialty Tea Venue: BD5-01	Carpigiani
14:00 - 15:30	CANADA BEEF SEMINAR Venue: Seminar Room, Hall A2	TTC
16:00 - 17:00	VIETNAM CULINARY CHALLENGE Section: Prize Giving Venue: Hall A2	Informa Markets Vietnam Song Hoa Corporation
DAY 2 08.12.2022		
08:30 - 16:30	ASIA FOOD & BEVERAGE SUMMIT ON PRO- DUCTIVITY 2022 Venue: Seminar Room, Ground Floor, Hall A2	Restaurant Association of Vietnam
07:00 - 16:30	VIETNAM CULINARY CHALLENGE Venue: Hall A2	Informa Markets Vietnam Song Hoa Corporation
09:00 - 17:30	VIETNAM BARISTA COMPETITION Venue: Hall B2	Informa Markets Vietnam Vietnam And Barista School
11:00 - 14:00	BELGIAN CRAFT BEER LIVE TASTING Venue: BL4-01	Wallonia Export & Investment Agency / Embassy of Belgium
12:00 - 13:00	GELATO WORKSHOP Section: Specialty Tea, Cake and Stick Venue: BD5-01	Carpigiani
14:30 - 15:30	GELATO WORKSHOP Section: Specialty Coffee Venue: BD5-01	Carpigiani
16:00 - 17:00	VIETNAM CULINARY CHALLENGE Section: Prize Giving Venue: Hall A2	Informa Markets Vietnam Song Hoa Corporation
DAY 3 09.12.2022		
08:00 - 16:00	VIETNAM CULINARY CHALLENGE Venue: Hall A2	Informa Markets Vietnam Song Hoa Corporation
09:00 - 15:00	VIETNAM AROMASTER CHAMPIONSHIP Venue: Hall B2	Informa Markets Vietnam Vietnam And Barista School
11:00 - 14:00	BELGIAN CRAFT BEER LIVE TASTING Venue: BL4-01	Wallonia Export & Investment Agency / Embassy of Belgium
16:00 - 17:00	VIETNAM CULINARY CHALLENGE Section: Prize Giving Venue: Hall A2	Informa Markets Vietnam Song Hoa Corporation

EXHIBIT PROFILES

- Bakery & Confectionery
- Coffee & Tea Equipment & Supplies
- Food & Drinks
- Foodservice - Front of House Equipment
- Foodservice - Back of House Equipment
- Hospitality, Technology, Design & Supplies
- Hotel/ Pool & Spa/ Fitness Equipment & Supplies
- Packaging Equipment & Materials
- General Services

EXHIBITORS' SATISFACTION



EXHIBITORS' STATEMENTS



This exhibition is a really great network destination to participate in when you are in the hospitality industry. It has been a glorious success year after year so we set our determination to join.

Mr. Didier Lachize, General Manager at New Viet Dairy Joint Stock Company

European Union agricultural food and beverages stand for authenticity, high quality, safety and sustainability. FHV 2022 offers us a fitting platform to showcase the rich potential of pairing European and Vietnamese food and create "The Perfect Match!"

Mr. Giorgio Aliberti, European Union Ambassador

Food Hotel Vietnam is the largest international food and hospitality show in Vietnam, a great space for discovery and networking, and for building on strong trading relationships.

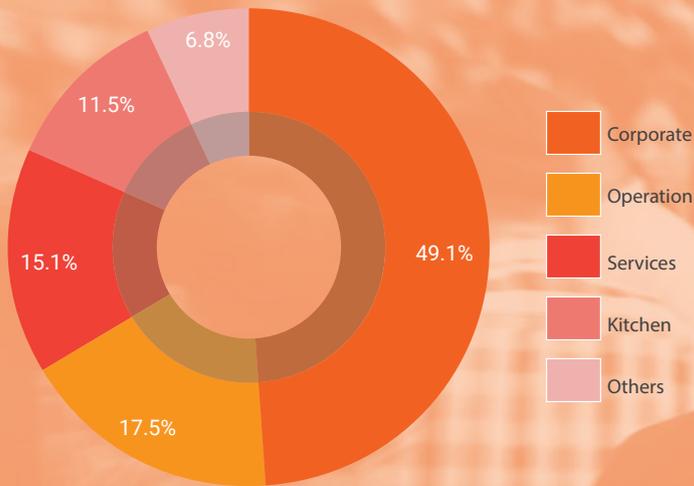
Mr. Behzad Babakhani - Consul General of Canada in Ho Chi Minh City

Food Hotel Vietnam has extremely high quality for hotel and resort businesses to find potential customers. I check this year's edition out as a specialized event that brings up many clients who have demands for our products.

Mr. Huynh Tan Loc - Business Development Representative at Comfort Bedding Co., Ltd



VISITOR JOB FUNCTION



CORPORATE	PERCENTAGE
Total	49.1%
Business Development	14.7
Corporate Management (Owner / Proprietor / President / CEO / MD / GM)	13.7
Sales / Marketing / Brand Management / Public Relations	10.9
Purchasing / Procurement	4.9
Finance / Administration / Human Resource	3.9
IS / IT	1.1

VISITOR PROFILES

- Airline/ Cruise Liners
- Bakery & Confectionery
- Bakery & Confectionery Equipment & Supplies
- Beverage & Drink
- Beverage & Drink Equipment & Supplies
- Catering – Government/ Military/ School/ Hospital
- Catering – Industrial/ Offshore
- Coffee & Tea
- Coffee & Tea Equipment
- Event/ Conference Organiser
- F&B/ Hospitality Consultancy & Management Service
- Fitness Centre/ Spa & Wellness
- Food
- Foodservice (i.e. Bistro, Restaurant, Café, Bar, Industrial Kitchen...)
- Foodservice Equipment
- Hospitality Equipment & Supplies
- Hotel/ Resort/ Casino/ Accommodation
- Property Development & Management
- Publication, Press & Media
- Retail (Butchery/ Deli/ Gourmet Store, Grocery Store/ Convenience Store)
- Serviced Apartment
- Supermarket/ Hypermarket
- Trade Association/ Government Agency/ Academia
- Travel Agent/ Tour Operator/ OTA

VISITORS' SATISFACTION

CSAT

8.3

Visitors were satisfied with the overall result of the show

CUSTOMER LOYALTY

8.2

At this score, most of visitors will be back in the next edition

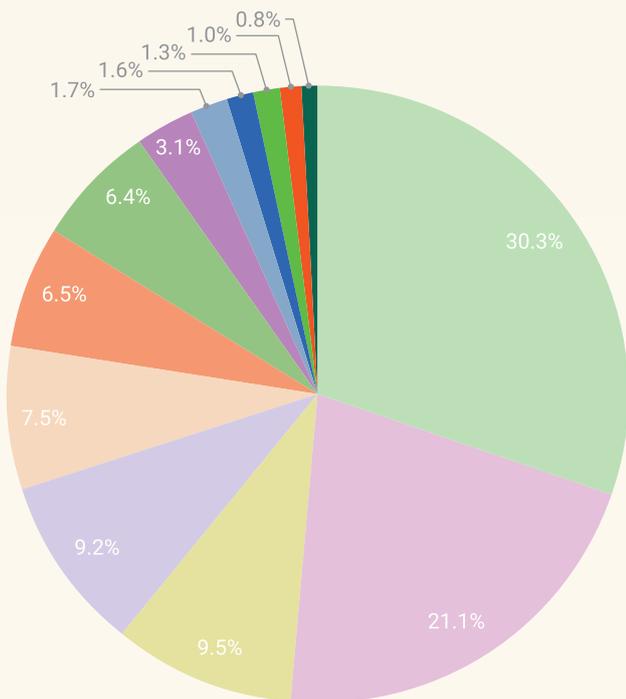
NPS - NET PROMOTER SCORE

41.8⁺

Visitors will be likely to very likely to recommend the show to their peers



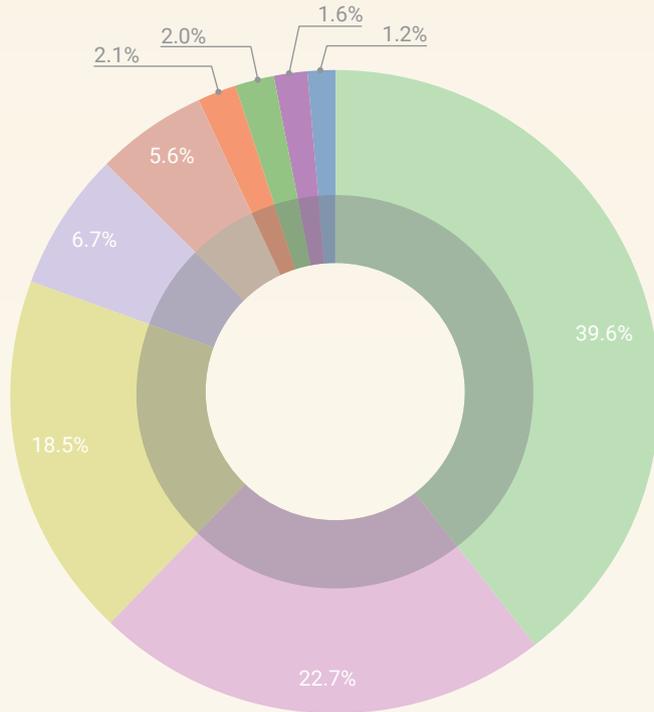
VISITOR ANALYSIS



- Food & Beverage
- Importer / Exporter / Distributor / Wholesaler
- Manufacturer
- Others
- Hospitality & Tourism
- Service Provider
- Retail / E-Retailer
- Related Industries
- ICT Industry
- Trade Association
- Building & Construction Industry
- Government Organization
- Oil & Gas / Maritime Industry

BUSINESS ACTIVITY BREAKDOWN

VISITOR ANALYSIS



- Food & Beverage
- Coffee / Tea
- Bakery, Pastry & Gelato
- Food Tech / Packaging / Disposables
- Foodservice & Hospitality Equipment
- Hospitality Design & Supplies
- Wines / Spirits / Alcoholic Drinks
- Industry Services
- Hospitality Technology

PRODUCTS/SERVICES OF INTEREST BREAKDOWN

OVER 100 KEY GROUP DELEGATIONS FROM 5 MEMBERS FROM MANY PROVINCES & NEIGHBORING COUNTRY



MARKETING ACTIVITIES

ONLINE

FACEBOOK | ZALO | GDN CAMPAIGN

Reached **2,980,000+ potential users** and **8,600,000+ impressions**. More than **10 promotion videos** with **108,000+ views** & many Facebook posts attracted **34,800+ link clicks**, **29,600+ clicks**, **205,100+ engagements** before and during the exhibition. Increase **9,6%** page followers

ONLINE NEWS

With more than **143 news/articles**, spread out on medium-high traffic TV channels and online newspapers, such as **VTV1, HTV9, HTV1, VNexpress, Tien Phong, Dan Tri, Tuoi Tre, Thanh Nien, CafeF**, and more

EMAIL CAMPAIGN

Send **22 Exhibitor Promotion** to **9,900+ data** and send **46 Visitor Promotion** to **520,000+ data**

SMS MARKETING

Delivered to **5,000 data**

ONLINE PRE-REGISTRATION

Recruited more than **5,000 visitors**

OFFLINE

TELEMARKETING

Reached more than **18,000 data**

PRINTING MATERIALS

With more than **20,000** copies with various types such as Standees, Banners, Show Directory, Visitor's Guide, Buyer's Guide, and more

GROUP DELEGATION PROGRAM

To attract **100 group delegations** from 5 persons visited the exhibition

MAILING

To approximately **5,000 data**

STREET BANNERS

With more than **200 banners** on **11 high-traffic streets**

BOOKING A PREMIUM LOCATION NOW AND SHOW YOUR BEST AT OUR UPCOMMING EDITIONS

FOOD & HOTEL HANOI 2023

Date: 21-23/11/2023

Venue: I.C.E Hanoi, Vietnam

FOOD & HOTEL VIETNAM 2024

Date: 19-21/03/2024

Venue: SECC HCMC, Vietnam

CONTACT US TODAY

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