

## THE POST SHOW REPORT

### TRIỂN LÃM

## KẾT NỐI CHUỐI CUNG ỨNG HÀNG HÓA QUỐC TẾ

#### VIET NAM INTERNATIONAL SOURCING EXPO

HALL B - SECC - 799 NGUYỄN VĂN LINH, QUẬN 7, TP. HỒ CHÍ MINH

13 -15/09/2023



CHỈ ĐẠO: BỘ CÔNG THƯƠNG VỤ THỊ TRƯỜNG CHÂU ÂU - CHÂU MỸ HOST: MINISTRY OF INDUSTRY AND THE EUROPEAN - AMERICAN MARKET DEPARTMENT



ĐƠN VỊ TỔ CHỨC: CÔNG TY CỔ PHẨN ADPEX ORGANIZER:

Đơn vị đồng hành / Partner

Vietcombank



Đơn vị tài trợ/Sponsors









# Strategic Destination Of The Global Chains

VIETNAM SOURCING EXPO 2023 has proved to be the premier sourcing fair in Viet Nam, a reputable event that draws leading firms in various fields, including food, garment and textile, footwear, handbag, sportswear, home appliances, furniture, and supporting industries. bringing together the leading manufacturers and exporters in the country.

With 300 booths showcasing over 5,000 export-qualified products, visitors had explored a range of categories and had the chance to meet the leading global distributors and retailers such as Aeon, Walmart, Carrefour, Costco, Decathlon, Coppel, Amazon, Boeing, Google, Uniqlo, AES, Central Group, IKEA, and LuLu. Hundreds of purchasers from 25 countries and territories are also involved.





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13-15 September SECC, HO CHI MINH CITY, VIET NAM



#### **EXHIBITOR BREAKDOWN**

QUANTITY: 300 Exhibitors



**25 Countries** & Territories

**Exhibition Scale** 8,000 sqms



#### Top 4 Reasons For Attending



#### 96%

To search for new buyers

#### 88%

Company promotion & to improve company image

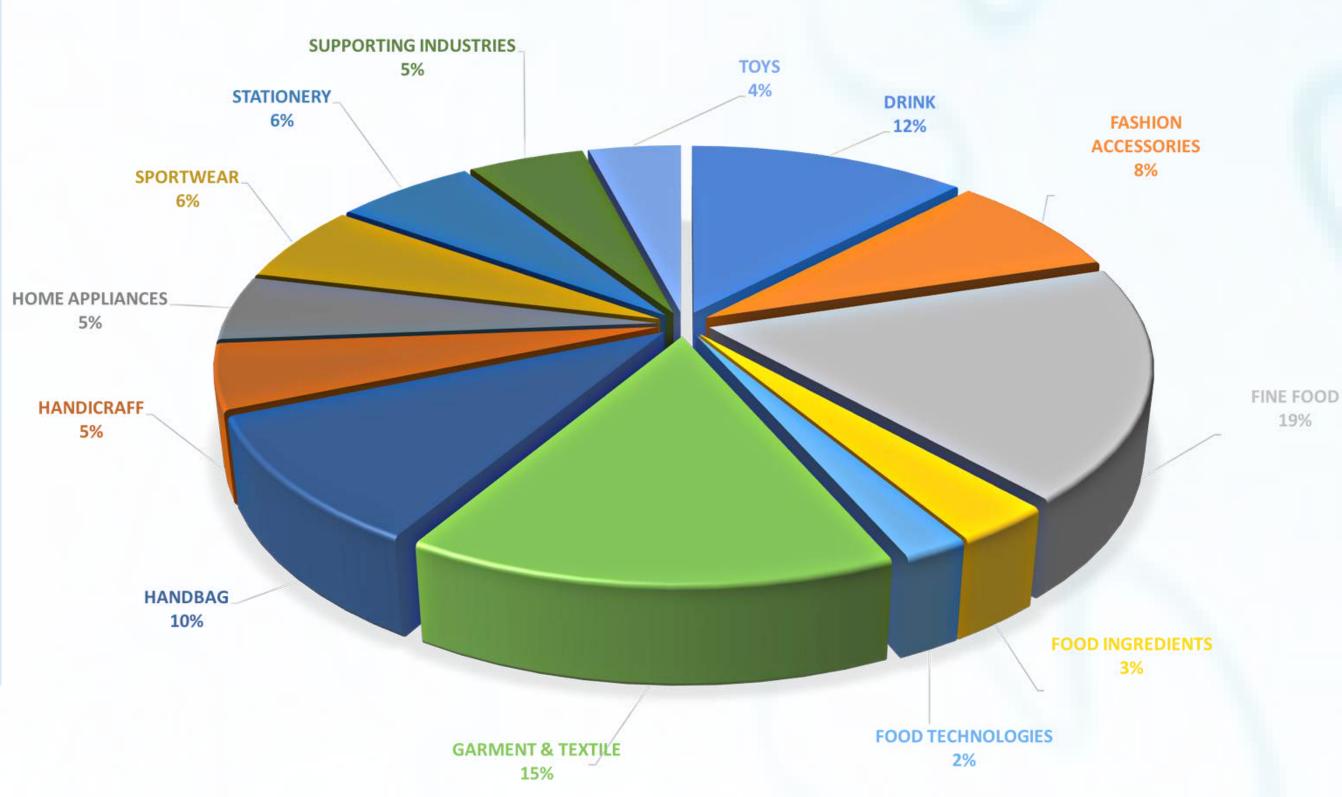
#### 72%

To seek new contacts for future business

#### 55%

To strengthen their relationship with local clients and partners

#### **Exhibitor breakdown by product sector**











Rated the quality of exhibitor from good to excellent



Attend the show every year



Will be visiting again next year



Rated Viet Nam Sourcing Expo as an important platform for their business



Sourced new suppliers

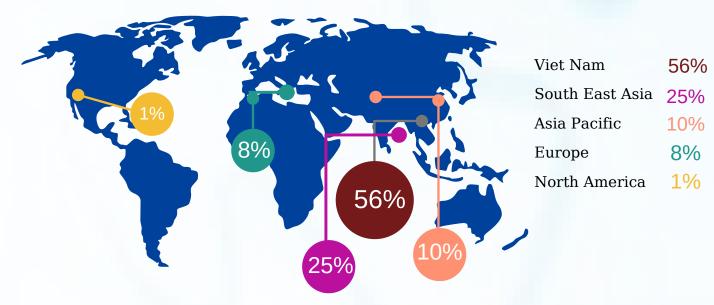
#### **Seniority**



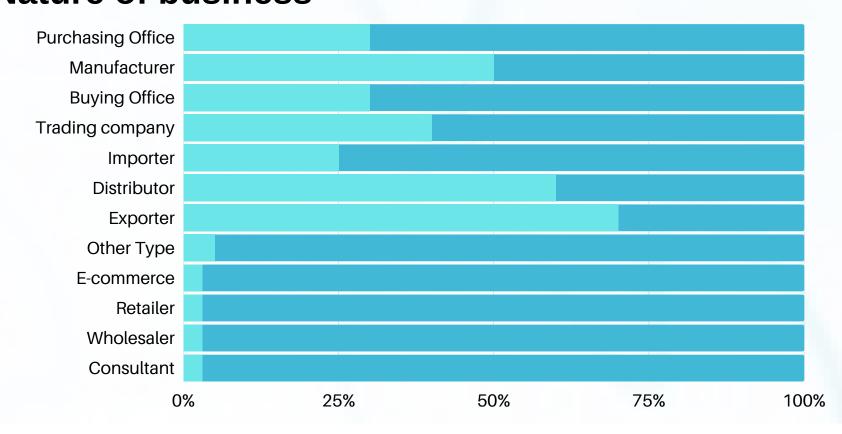
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#### Breakdown by region



#### **Nature of business**





VIET NAM SOURCING EXPO 2023 13-15 September SECC, HO CHI MINH CITY, VIET NAM



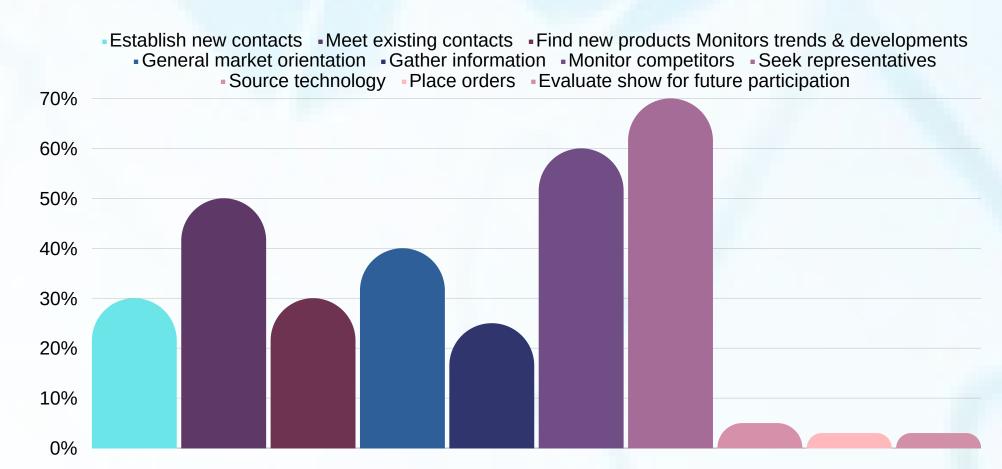
#### **VISITOR BREAKDOWN**







#### **Breakdown by Objectives**



#### **Breakdown by Interests**







#### **POST SHOW REPORT**

VIET NAM SOURCING EXPO 2023 13-15 September SECC, HO CHI MINH CITY, VIET NAM



3.000+
HOSTED DOMESTIC BUYERS

1.000+ HOSTED INT'L BUYERS

from the US, EU, Africa, India, Canada, Japan, South Korea, Hong Kong, Singapore, Philippines, etc...



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VIET NAM SOURCING EXPO 2023 13-15 September SECC, HO CHI MINH CITY, VIET NAM





#### EXHIBITION SEMINARS/ WORKSHOPS/ PRODUCT INTRODUCING PROGRAMS



20+

**Speakers** 



10+

Sessions



10+

**Professional** 



1,000+

**Delegates** 











"CONNECTING INTERNATIONAL COMMODITY SUPPLY CHAINS"

























# AEON TOPVALU VIETNAM ANNOUNCEMENT

15/SEP/2023 (FRI)
AEON TOPVALU VIETNAM COMPANY LIMITED
YUICHIRO SHIOTANI



# SEMINAR ON "CONNECTING VIETNAMESE PRODUCERS AND EXPORTERS TO THE SUPPLY CHAIN OF AEON GROUP"









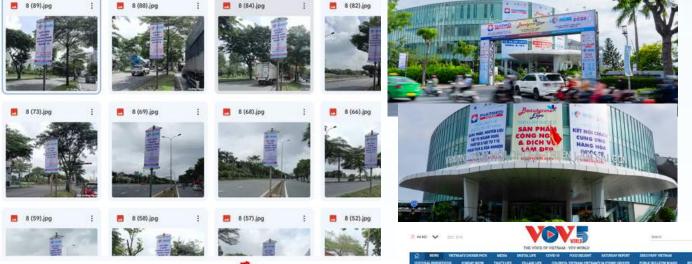
#### **POST SHOW REPORT**

**VIET NAM SOURCING EXPO 2023** 13-15 September SECC, HO CHI MINH CITY, VIET NAM



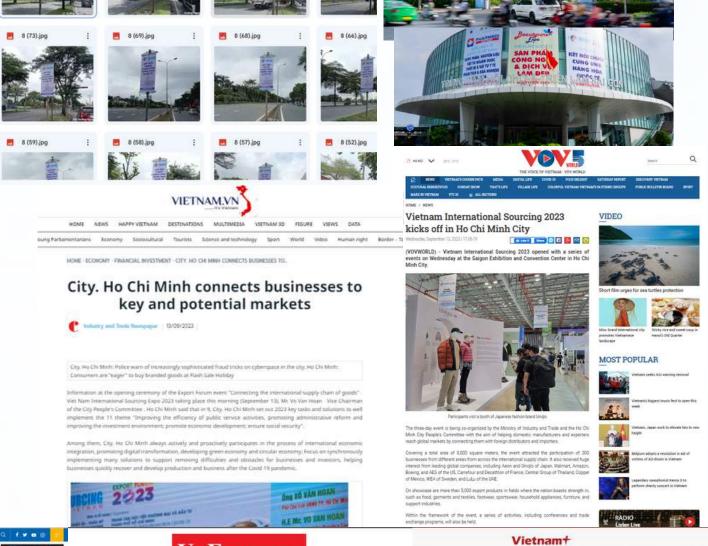
#### **EXHIBITION MEDIA CAMPAIGNS**

1.000+ **STREET BANNERS** 



15,000+

**NEWS CLIPPING & ADVERTISEMENT &** 





## 100.000 +

300 doanh nghiệp dự triển lẫm kết nối

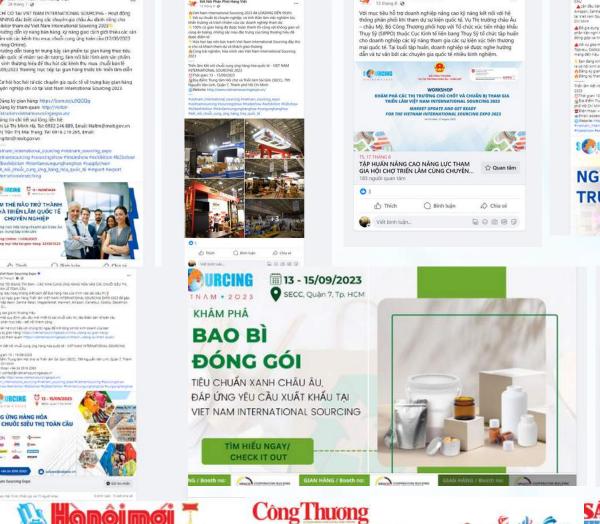
nhấn manh: Diễn đàn xuất khẩu, cũng các diễn đàn, hội tháo, hoạt động kết nổi giao thương và Triển lầm Viet Nam International Sourcing Expo nhằm hỗ trợ hiệu quá cho doanh nghiệp trong nỗ lực tham gia sâu hơn vào chuỗi sản xuất và cung ứng toàn cầu, thích ứng với xu thế hởi nhập kinh tế quốc tế ngày càng sâu rồng,

nước ngoài với các doanh nghiệp sắn xuất, xuất khấu trong nước.

rấn Hoan khẳng định, đây là hoạt động xúc tiến thương mại có ý nghĩa thiết thực để hỗ trợ cộng đồng doanh nghiệp Việt Nam có cơ hồi tham gia sâu rộng hơn vào chuỗi cung ứng hàng hoá quốc tế,

chuỗi cung ứng hàng hóa quốc tế

#### **ONLINE POST+PRINTED & ENEWS**





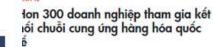


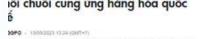


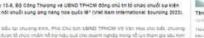
















Khai mac chuỗi sư kiến Viet Nam International

Sourcing 2023

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SAVE THE DATES FOR 2024 06-08 JUNE 2024

**CONTACT US TO BOOK YOUR STAND** 

CONTACT@VIETNAMSOURCINGEXPO.VN

WWW.VIETNAMSOURCINGEXPO.VN

