



Food ingredients
Vietnam

Featuring



12-14 October, 2022

Saigon Exhibition & Convention Center (SECC)

Ho Chi Minh City, Vietnam

POST SHOW REPORT

Your Gateway to Vietnam's food and
beverages ingredients industry

Supported by:



Organised by:



www.fi-vietnam.com



3 days

of networking & learning



4,900 Attendees

31 Countries



Fi Vietnam 2022 was staging a strong come back.

The three show days was full of satisfaction and success of both visitors and exhibitors. This 5th edition attracted 4,900 of key F&B industry professionals from 31 countries.

Attendee statistics



Number of Attendee

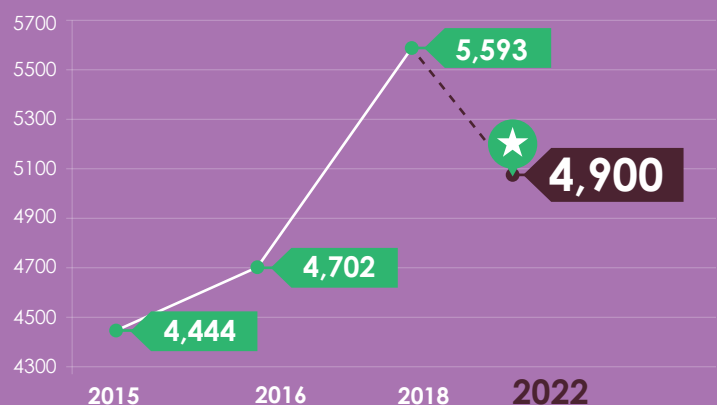
4,900

Number of Countries

31



Number of Attendees



On the recovering phase after the pandemic ★

Exhibitor Statistics



Number of Exhibitors

82



Number of Countries

15

Attendees Analysis

Top 10 visiting countries



Visitor Geographical



93%
Local



7%
International

Total number of countries: 31



Job position

Non-management	35.39%
• Manager with staff	20.24%
• Board Director	16.46%
• Manager without staff	9.60%
• CEO / COO / President / Chairman	8.79%
• Consultant	4.21%
• VP / Director	3.80%
• Managing Director / Sr. VP / EVP	1.52%



Area of responsibility

Manufacturer:	13.20%
Food / Beverage Finished Products	
• Consulting	12.56%
• Import/Export	8.82%
• Manufacturer: Ingredients & Additives	7.21%
• Contract manufacturing	5.89%
• Manufacturer: Finished Beverage Products	4.51%
• Equipment, packaging and processing supplier	3.60%
• Food Safety, Quality and Service	3.13%
• Retailer	2.93%
• Research / Scientific	2.63%
• Wholesaler	2.22%
• Training & Education	1.58%
• Manufacturer: Pet Food/Animal Nutrition	1.41%
• Press & Publishing	1.31%
• Government / Pavillion Organiser / Trade Association	0.47%

Top 20 Industry Topics of Interest



Top 5 main reasons to visit



Decision making power



According to 2022 exhibitor survey



According to 2022 visitor survey



What our exhibitors said



"We are very happy and proud to be part of Food ingredients show in Ho Chi Minh city. It's so nice to be able to be here in person to engage with all visitors after the COVID lock-down in recent years. We have been extremely busy so I'm very happy. And yes of course, we definitely will participate next edition of Fi Vietnam."

Mr. Christian Kuhl
General Director
Connell Bros. (Vietnam)

"We have met a lot of Vietnamese food manufacturers and they are very interested in our products. This is my first time here and it is beyond my expectation in term of number and attendance."

Ms. Novitasari
Asst. Corporate Sales Director
Intan Chemical



"Belgium companies were very happy with the quality of the visitors, there were a good traffic, many people and the most importance is the professional people. The exhibition is very focus and professional. A very success for our companies."

Mr. Jean-Pierre Muller
Trade & Investment Counsellor
Wallonia Export & Investment Agency
(AWEX)

"To join Fi expo is always the good opportunity for us in order to introduce ourselves to potential customers where we can face to face to introduce our products and get inquiry from potential customers."

Tran Huu Dat
General Director/Commercial Head
Thai Wah Vietnam



What our visitors said



"My experience in exhibition here was very nice. We can explore and look for suppliers who can help us for food development. Over all the people are nice, they are very welcoming."

Mr. Ingrid F.Amanda
Rebisco



"This exhibition is more international, so I get to meet a lot from Thailand, Vietnam companies who I did not meet in Philippines, so this has been a very nice experience. Learning new products, I also met many friends. I am very happy to back to HCMC."

Ms. Jenica Javier
Kalsangi Corporation

Highlight Activities

1

Press Conference “Opportunities & Challenges of Vietnam F&B”

Fi Vietnam 2022 Press Conference on the show opening day highlighted the many opportunities for Vietnam’s food and beverage (F&B) industry, as the market comes out of the challenges of COVID-19 to effectively ‘living with the virus.’



2

Ingredients for Innovations Conference (I.F.I.C)

The conference hosted by VAFoST to provide the knowledges about new opportunities of innovative local ingredients post-COVID, as well as the food safety management by using hi-tech food analytic equipment.



3

Vietnam Beverage Seminar

“How food & beverage ingredients industry development benefits F&B manufacturing” Hosted by Vietnam Beer Alcohol and Beverage Association (VA), the seminar discussed various important aspects related to the beverage industry – its opportunities and challenges



4 Technical Seminars

Leading F&B supplier specialists to present their latest ingredients, technologies, market development, issues and opportunities.



Beverage ingredients (Bi) Theater

Area to discover the latest beverage trends sweeping the ASEAN region and hear from beverage industry experts. 20+ products with various types of finished beverage and ready-to-drink concepts

5

6

The Annual VAFoST

The competition to encourage and reward young talents – to source, grow and nurture the future leaders of the F&B industries in Vietnam. The 10 most outstanding ideas of student groups were displayed their products at Fi Vietnam 2022

- ▶ **The winner:** Granola oil residue MOCAGO from International University (IU) – Vietnam National University Ho Chi Minh City (VNU-HCMC)
- ▶ **The 1st Runner Up:** Konjac Sprout Rice Vermicelli from HCMC University of Technology and Education (HCMUTE)
- ▶ **The 2nd Runner Up:** Fermented chili seasoning from Ho Chi Minh City University of Technology (HUTECH)



Highlight Activities

7 Spotlight Products Showcase

A popular area for visitors and press – a trendsetting spot for F&B industry. The most innovative products of exhibitors to be showcased with insightful information.



8 Exhibitor Finder

The interactive touch screen to help visitors finding existing business partners or meet relevant new suppliers. Visitors could search by company name, industry and discover the location of those exhibitors.



9 Business Matching Program

The effective and friendly-user matchmaking tool offered attendees the opportunity to select relevant parties to do business both pre-show and onsite.



10 Fi TV – Fi Studio

Highlighted activities and attendee interviews were broadcasted at 4 big Fi TV screens located around the exhibition hall. Fi Studio to provide the professional studio for attendees' interview & photo shooting.



11 Sustainability Square

Sustainability is of increasing importance to all industries. Fi Vietnam aims to make the event more sustainable and to encourage our visitors and exhibitors to improve their sustainability efforts in F&B industry. This highlight area to provide informative sustainability insights



12 Sustainability Booth Design Awards

With the aim towards to the sustainability, Sustainability Booth Design Awards to encourage the partners and exhibitors to put sustainability into the booth design and construction for "A Better Stand" campaign to reduce non disposal material. The awards recognised 8 outstanding stands in four categories

- ▶ **General Sustainability Category**
 - Kyowa Hakko Bio Singapore
 - Rudolf Lietz
- ▶ **Outstanding Category**
 - Intan Chemical
 - GreenLife STM
- ▶ **Creativity Category**
 - Matrix Flavours & Fragrances
 - Vedan Vietnam Enterprise
- ▶ **Informative Category**
 - R&B Food Supply Vietnam
 - Uni-President Vietnam

Promotion and Marketing Campaign

High effective promotion activities across all marketing channels to ensure the branding opportunity throughout the year and bring quality buyers to connect with exhibitors at Fi Vietnam.



Online Marketing

- Electronic Direct Mailing
- Facebook
- Web banner
- Online news



Newspaper Advertisement



Press Conference



TV Channel



Marketing Materials



SMS Campaign



Street Banner



Tele-Marketing

Special thanks to all our media partners

Food & Beverage
Business Review
Business magazine for food services & food-related professionals

Food Pacific
MANUFACTURING JOURNAL

Upcoming Exhibitions

Fi

Vietnam

Fi Vietnam 2024

9-11 October 2024

SECC, Ho Chi Minh City, Vietnam

Fi

Asia

Fi Asia Thailand 2023

20-22 September 2023

QSNCC, Bangkok, Thailand

Fi Asia Indonesia 2024

4-6 September 2024

JIEXPO, Jakarta, Indonesia

