

THE 27TH INTERNATIONAL EXHIBITION ON FOOD & BEVERAGE

THE 27TH INTERNATIONAL EXHIBITION ON FOOD PROCESSING,

PACKAGING TECHNOLOGY & EQUIPMENT

POST SHOW REPORT 2023





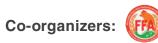














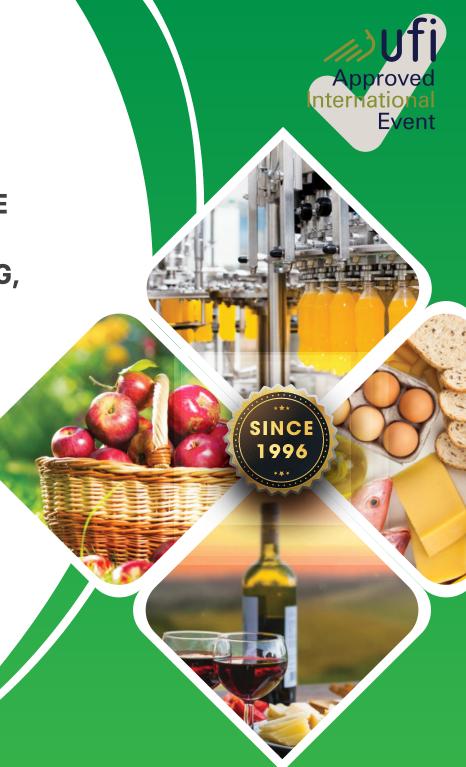












KEY FIGURES









e 27th International Exhibition on Food & Beverage **ETFOOD & BEVERAGE 2023**

e 27th International Exhibition on Food Processing, ckaging Technology in Ho Chi Minh City **PROPACK VIETNAM 2023**

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igon Exhibition & Convention Center (SECC) 9 Nguyen Van Linh Str., Dist. 7, Ho Chi Minh City

TU - 12/08/2023



Working Hours

9:00 am - 5:00 pm



Host

Ministry of Industry and Trade of Vietnam Ministry of Agriculture and Rural Development of Vietnam



Organizer

VINEXAD National Trade Fair & Advertising JSC 9 Dinh Le Str., Hoan Kiem Dist, Hanoi, Vietnam.



Co-Organizers:

Vietnam Beverage, Alcohol & Beer Association (VBA) Ho Chi Minh City 's Food & Foodstuff Association (FFA)









EXHIBITORS FACTS









800 **Booths**



Participants





Australia, Campuchia, Canada, China, France, Greece, India, Indonesia, Italy, Japan, Korea, Malaysia, Poland, Russia, Singapore, Srilanka, Thailand, Taiwan, USA, Vietnam



China, Greece, India, Indonesia, Poland, Taiwan, Korea, Russia, Singapore, Thailand























GENERAL ASSESSMENTS AND REMARKS OF EXHIBITORS

of the exhibitors were pleased with services of Organizing Board

of the exhibitors were satisfied with participation results

of the exhibitors are interested in participating in the next VIETFOOD & BEVERAGE - PROPACK VIETNAM 2024





EXHIBITORS FACTS







BREAKDOWN OF COUNTRIES/ TERRITORIES

Countries / Territories	Number of	
	Exhibitors	Booths
Australia	01	01
Campuchia	01	01
Canada	01	01
China	218	230
France	01	01
Greece	03	08
India	61	70
Indonesia	12	08
Italy	01	02
Japan	06	06

Countries / Territories	Number of	
	Exhibitors	Booths
Korea	64	70
Malaysia	05	06
Poland	12	08
Russia	35	50
Singapore	14	06
Srilanka	01	02
Thailand	12	20
Taiwan	16	28
USA	03	05
Vietnam	233	277
Total	700	800







EXHIBITORS FACTS







TESTIMONIALS



"It's not only our first day here, we have been beginning our business in Vietnam. So we are very interested in introducing our products here. And it is very interesting to compare consumers' taste differences between Russia and Vietnam. I have also got some feedback from consumers, and I believe this is a good base for product development in the future, and in Vietnam."

Ivakina Natalia - Maketing Manager **VIOLA, LLC**



"Nosafood is very pleased to participate in Vietfood & Beverage. The exhibition is a bridge between domestic and international markets. we are honoured to welcome many customers. Thanks to Vietfood & Beverage, Nosafood has gained more customers nationwide."

Nguyen Truong Ky - Team Leader / Marketing **Nosafood Joint Stock Company**



"This is the first day of the exhibition, we see a lot of potential buyers right here, so it is very exciting for us. We have a lot of tea, milk tea products, all ingredients for shops. We are looking for a successful business right here. We are very excited for the next 2 days of the exhibition."

Jose Hsu - Sales Consultant **Pei Chen Corporation**



"So many people come to the exhibition! We have many customers who love to experience and buy our products. There should be more special exhibitions like this so we can keep promoting our products to domestic and international markets."

Bui Duc Truong - Sales Manager Intermix



VISITORS FACTS







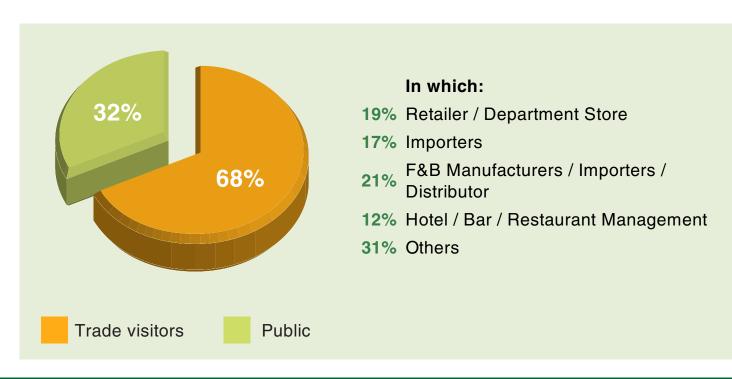






Coming from 18 countries and territories:

Australia, Campuchia, Canada, China, France, India, Indonesia, Italy, Japan, Korea, Malaysia, Poland, Russia, Singapore, Srilanka, Thailand, Taiwan, Vietnam













HIGHLIGHT ACTIVITIES







SEMINARS

- ◆ Workshop: "Supporting SMEs to connect with the world market through E-commerce"
- ◆ Workshop: "Marketing strategies for the Food and Beverage industry - Trends and solutions in a new context"





ACTIVITIES

- ◆ Long Hau Industrial Tour- Meetings with companies which are operating in Industrial Zone
- ◆ VIP Buyers Program
- ◆ Trade meetings held by exhibitor groups
- ◆ Business Matching at booths
- ◆ Earn free drink and special gifts when visiting hall A3-A4-A5
- ◆ Financial support for group visitors
- ◆ Check-in to win a gift





















EMAIL MARKETING



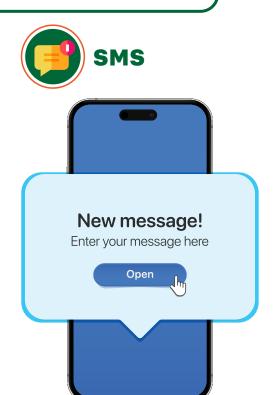












[QC]Trien lam THUC PHAM & DO UONG - BAO BI DONG GOI 2023 quy tu 800 gian hang den tu 20 quoc gia se dien ra tu 10-12/8 tai SECC - 799 Nguyen Van Linh, Q.7, HCM.Tu choi quang cao tu VINEXAD, soan TC VINEXAD gui 9241.









GOOGLE SEARCH



Triển lãm Quốc tế chuyên ngành thực phẩm - Vietfood & Beverage - Propack. Triển lãm tiêu biểu trong ngành Thực phẩm và Đồ uống tại Việt Nam.



Quảng cáo · www.foodexvietnam1.com/

Triển lãm quốc tế uy tín | Vietfood & Beverage - Propack

Triển lãm Quốc tế chuyên ngành Thực phẩm có tầm ảnh hưởng tại Việt Nam. Triển lãm tiêu biểu trong ngành Thực phẩm và Đồ uống tại Việt Nam.

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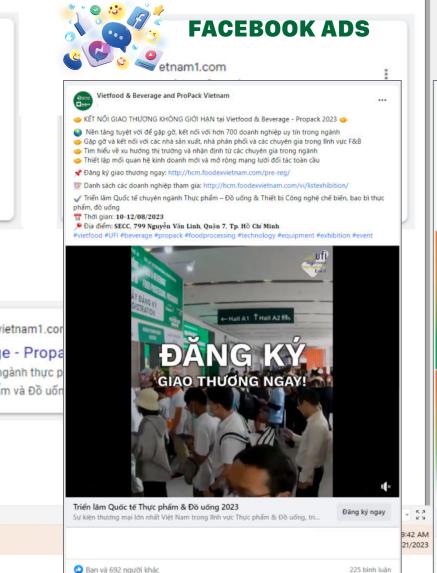
Vietfood & Beverage - Propack | Đăng ký tham gia triển lãm

Triển lãm Quốc tế chuyên ngành thực phẩm - Vietfood & Beverage - Propack. Triển lãm tiêu biểu trong ngành Thực phẩm và Đồ uống tại Việt Nam.























E-ADVERTISING (More than 30,000 banner impressions)



































NEWS (More than 100 articles about the exhibition)



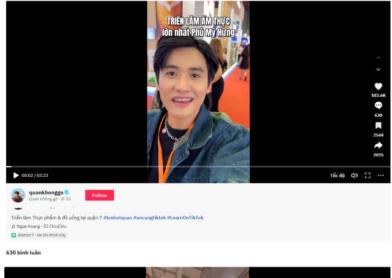








INFLUENCER MARKETING











COMMUNICATION THROUGH ASSOCIATIONS

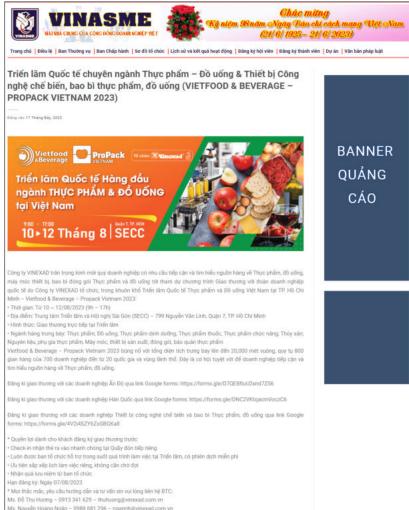














SEE YOU AGAIN

SAVE

THE

In Hanoi: Nov 08th - 11th, 2023

Nov 06th - 09th, 2024

DATE In HCMC: Aug 08th - 10th, 2024



