

Global Sourcing Fair VIETNAM



Post Show Report GLOBAL SOURCING FAIR VIETNAM 2024

24–26 April 2024
Saigon Exhibition & Convention Center

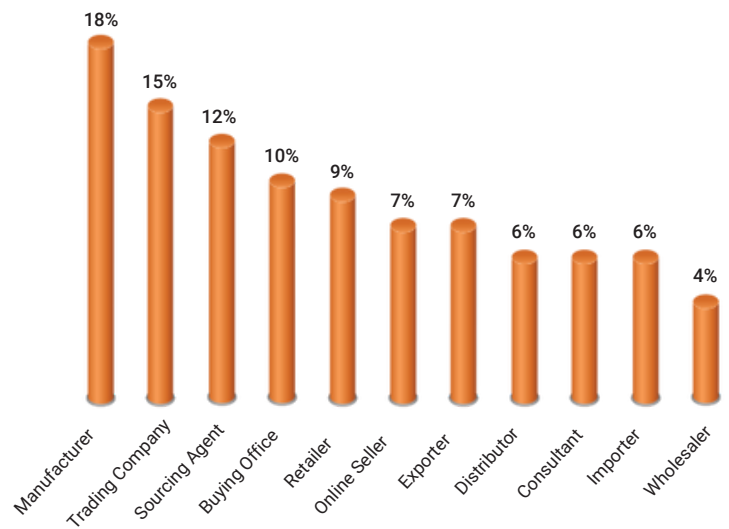
Vietnam's Top-Choice Expo Dedicated to International Sourcing

The 2024 Global Sourcing Fair Vietnam was attended by more than **5,227 high-quality trade buyers** from **64 countries & regions** with **33% growth of international buyers** (Asia & Asean & Oceania increased by 12.4%, US, EU, UK increased by 32%, Africa & ROW increased by 75%)

Top 10 countries & regions:

- United States
- Canada
- United Kingdom
- Western Europe
- Eastern Europe
- Latin America
- Australia
- Japan
- South Korea
- ASEAN

An exclusive B2B trade show that caters to both direct buyers and middlemen



Of which, **Manufacturer & Sourcing Agent** mostly come from Vietnam, accounting for **30%**

Retailer, Online Seller, Importer and Wholesaler mostly come from ROW, accounting for **38%**

VIP buyers who visited the show by vertical segment

HOME & FURNITURE



GIFTS & HANDICRAFTS



FASHION & TEXTILES



BUYER SURVEY

High demand products in HOME & GIFTS



High demand products in FASHION & TEXTILES



- The average score of overall satisfaction: **7.7**
- The average score of likelihood to join future Vietnam show: **7.7**

Top 3 reasons to attend the show

To acquire new partners/ suppliers **33%**

To source/ compare new products **30%**

To get an overview of the market **22%**

- **83%** buyers are interested in sourcing from Vietnam.
- **71%** buyers are open to sourcing products from any country of origin with top countries & regions being Mainland China/Hong Kong/Taiwan, South Korea, ASEAN and India.

What did buyers say about the show?

DIVERSE **GOOD SOURCING**
PROFESSIONAL DYNAMIC
GOOD PRICING COMPREHENSIVE
UNBELIEVABLE **VERY NICE AND HELPFUL**

BUYER TESTIMONIALS



Company: Mirabgs
Buyer Name: Ruben Miranda – Germany

I find here a lot of different suppliers and I can make good business. The good thing is everybody in the same place, so I don't have to make a lots of trips.



Company: New Celestial Clothing Incorporated
Buyer Name: Deodato Tan – Philippines

I think the best part is the seminars. They give us a very helpful way to understand Vietnam in terms of production and quality control. The Business Matching is really great. Although it's kind of tight schedule, I think Global Sources did a great job in doing Business Matching for us.



Company: N & R Industries LLC.
Buyer Name: Harry Bhalla – United States

So I think this is a good place to source new items so we can definitely look forward doing businesses with Vietnam because I think Vietnam is coming up right now and lots of factories from China they are putting factories in Vietnam.



Company: lbg Group
Buyer Name: Fanny Le Lannou – Mainland China

In this fair, bags are the things that catch my attention the most. And I see that it's very easy to communicate with exhibitors here as they are quite nice and friendly.



Company: Hobby Products
Buyer Name: David Huss – United States

I like how Global Sources has set up a trade show and product for Vietnam. I think Vietnam is a growing market and it's good to be able to see all suppliers in one place.



Company: Headwind Group Limited
Buyer Name: Eva Yueh – Hong Kong

Through the conversation with exhibitors, I realize a lot of things I explore which I didn't expect in the show that I can get such information. So their service is good, take time to explain to me and let me understand more about their production, lead time and their capacity & capability they can do. So it's all good.



EXHIBITORS & BRANDS

The show was successfully held with the participation of **157** exhibitors, total of **352** booths from **11** countries & regions: **Vietnam, Mainland China, Hong Kong, Taiwan, India, Bangladesh, South Korea, Singapore, Cambodia, Malaysia, Thailand.**

Home & Furniture



Gifts & Handicrafts



Fashion & Textiles



SHOW PARTNERS

- Investment & Trade Promotion Centre of Ho Chi Minh City (ITPC)
- Ho Chi Minh City Tourism Promotion Center
- Vietnam Textile and Apparel Association (VITAS)
- Binh Duong Furniture Association (BIFA)
- Shoes & Leather Association Ho Chi Minh City (SLA)
- Vietnam Coconut Association (VCA)
- Quang Nam Bamboo & Rattan Industry Association
- Quang Nam Handicraft Association
- Dong Nai Wood & Handicrafts Association (DOWA)
- Taiwan Furniture Manufacturer's Association Vietnam Branch (TFMA)
- Hong Kong Business Association Vietnam (HKBAV)
- Taiwan Toy & Children's Article Manufacturers Association
- The Federation of Hong Kong Footwear Ltd (FFHK)
- Malaysia Knitting Manufacturers Association (MKMA)
- Taiwanese Chambers of Commerce in Vietnam (CTCVN)
- Spanish Chamber of Commerce in Vietnam (SCCV)
- Canada Chamber of Commerce in Vietnam (CANCHAM)
- Italy Chamber of Commerce in Vietnam (ICHAM)
- Chungbuk National University, South Korea



MEDIA PARTNERS

VIETNAM
MANUFACTURERS

TEXTILE
VALUE CHAIN

MOT

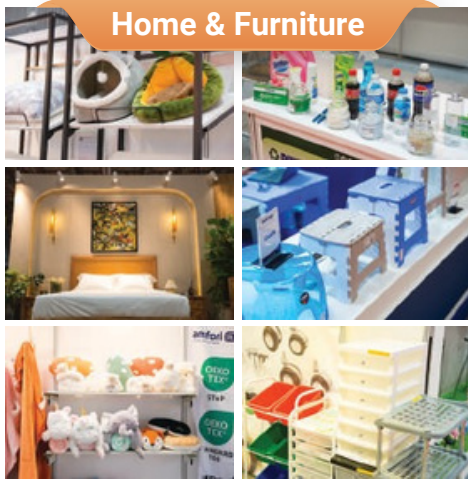
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PRODUCT PAVILIONS



EXHIBITOR SURVEY

- **74%** of exhibitors are satisfied with the show.
- **73%** of exhibitors are likely to return to the show next year.



EXHIBITOR TESTIMONIALS



Company: Dong Minh Trading Producing Co., Ltd
Name: Khru Lê Trần (Jane Chiu) – Vietnam

Title:
CEO

This Global Sourcing Fair 2024 has a lot of potential customers and Fashion Parades gives us the opportunity to introduce designs to the international market. I will definitely recommend friends in the same industry to participate in this Global Sources exhibition, and I see it will develop more international potential customers.



Company: R-Pac Vietnam Limited
Name: Nirajan Aluwihare – Vietnam

Title:
Managing Director

Well, this is the first time we join this event and so far we have had, within a short time, a pretty good response and we feel optimistic that this maybe a good opportunity for us to showcase our capability.



Company: Indarsen Shamlal PVT.
LTD Name: Abhishek Agarwal – India

Title:
Director

This is our first show and it was quite good, better than OK I would say. We have met buyers from many countries, especially from Vietnam and neighbor countries like the US and the Europe. I think we got to meet people from different areas.



Company: BSP (Taiwan) Co., LTD
Name: Daluse Lin – Taiwan

Title:
Sales Representative

I think it's a great opportunity during the exhibition because Vietnam is a potential market. We expand the business not only in Vietnam but also the Asia, Malaysia, Cambodia, Laos, Indonesia and some more other countries in Asia. So I think the market here is unbelievable.



Company: Min Heng Apparel LTD
Name: Alex Chan – Hong Kong

Title:
General Manager

This is the first time I come here. I feel everything in this fair is fine. Up to now, we have some good buyers who are really interested in our stuffs, especially from Europe, Japan and France.



Company: Duy Tan Plastic
Name: David Cuong Nguyen – Vietnam

Title:
Sales Manager

We met a lots of potential buyers and especially the new buyers – they are coming to Vietnam and it's their first time to see us, to see our products. The show is totally different from other sourcing events as Global Sources focuses directly to the buyers and the buying offices both in Vietnam and other areas of the world. So this is the right place to display your products where we can approach the customers.

SHOW ACTIVITIES HIGHLIGHTS

Virtual Show has been launched successfully saw **remarkable engagement** with a total of **69,919** unique visitors from **101** countries & regions joining broadcast during the show.

42 broadcasted exhibitors received total of **402** Business card, RFI, Chat and Follow with an increasing of 42% YoY

Above figures based on data recorded from April 24 to May 10.



Eye-catching **Fashion Parades** from 5 collections of 19 exhibitors and 3 talented designers attracted **1200** audiences.

11 Industry Seminars from industry experts welcomed **300** participants.



1015 Customized 1:1 meeting at **Business Matching Lounge** facilitated thousand trade opportunities between suppliers and buyers.

150 participants during **Happy Hours & Networking Sessions**.



A group of **21 overseas buyers** from 10 countries & regions joined **Factory Tour**.

Product Showcase highlighted the newest and hottest products from **16** exhibitors in **Home, Gift and Fashion**.



MARKETING COVERAGE

The Global Sourcing Fair Vietnam effectively reached worldwide buyers through diverse marketing channels, promoting our exhibitors, their products, and brands to targeted markets and individuals.

1. Global Sourcing Fair Website & Social Channels

The Global Sourcing Fair Vietnam website received **118,743** page views.

The event's social media channels achieved a combined total of **445,832** impressions, reach, and engagements.



2. International & Local PR

The event spread across **1,414** media outlets and captivated an audience of 17,566,756 million viewers globally. This coverage spanned over 14 top countries.

Locally, the event was featured in **42** PR articles and TV reports from leading online news and TV channels in Vietnam.



3. Global Sources Active Buyers

The Global Sources website reached **38,425** page views during the promotional period.

Global Sources social media channels recorded **440,604** impressions, reach, and engagements. Additionally, there were **8,481,673** EDM sends to buyer community exceeding **300,000** data, specifically targeting the Home, Gift, and Fashion sectors.



4. Paid Digital Marketing

The paid digital marketing campaign was highly effective, generating

1,815,791 impressions and **247,634** clicks through various channels, including Facebook, Google SEM, Pmax, and Discovery advertising.



5. Banner & Billboard Advertising

Banners and LED advertisements were displayed at strategic locations, including the airport, city center, and around the show venue from April 19–26.



See you next year

Global Sourcing Fair VIETNAM ➤ Home & Gifts
➤ Fashion & Accessories

Co-located with Global Sources Electronics Vietnam

24 – 26 April 2025

Saigon Exhibition & Convention Center

700 booths

500 exhibitors

16,800 sqm

8,000 buyers



Scan to visit our website

For further information, please contact organizer at gsvvietnam@globalsources.com