

# VIBS | Vietnam International Bakery Show

DECEMBER 11-14, 2024

Saigon Exhibition & Convention Center  
Ho Chi Minh City, Vietnam

## SHOW REPORT

Organizers



Co-organizers





## | Show Profile

### Vietnam International Bakery Show 2024

- Date: December 11–14, 2024 Time: 09:00 - 17:00 (Last day closes at 15:00)
- Venue: Hall B2, Saigon Exhibition & Convention Center (SECC)  
799 Nguyen Van Linh, Tan Phu ward, District 7, HCMC, VN
- Organizers: Taipei Bakery Association  
Chan Chao International Co., LTD
- Co-organizers: Vietnam Bakery Associations (V.N.B.A)  
Asia Bakery – Confectionery Joint Stock Company
- Supporters: Food and Foodstuff Association of Ho Chi Minh City (FFA)  
Vietnam Dairy Association (VDA)



**4,500** sqm  
Gross Space



**5**  
Pavilions



**154**  
Booths



**9**  
Countries & Regions







## | Show Figures

# Exhibition Scale

**The ONE & ONLY Bakery Show in Vietnam**  
**5 Pavilions 154 Booths**

The grand come back since 2019, VIBS 2024 marked a new high by attracting more than **19,000 visitors** attended the show. With **154 booths** from exhibitors of **9 countries and regions**, it makes VIBS become a best platform for bakery and confectionery industry to connect globally.



## Show Figures

**19,010**

TOTAL VISITS IN 4 DAYS

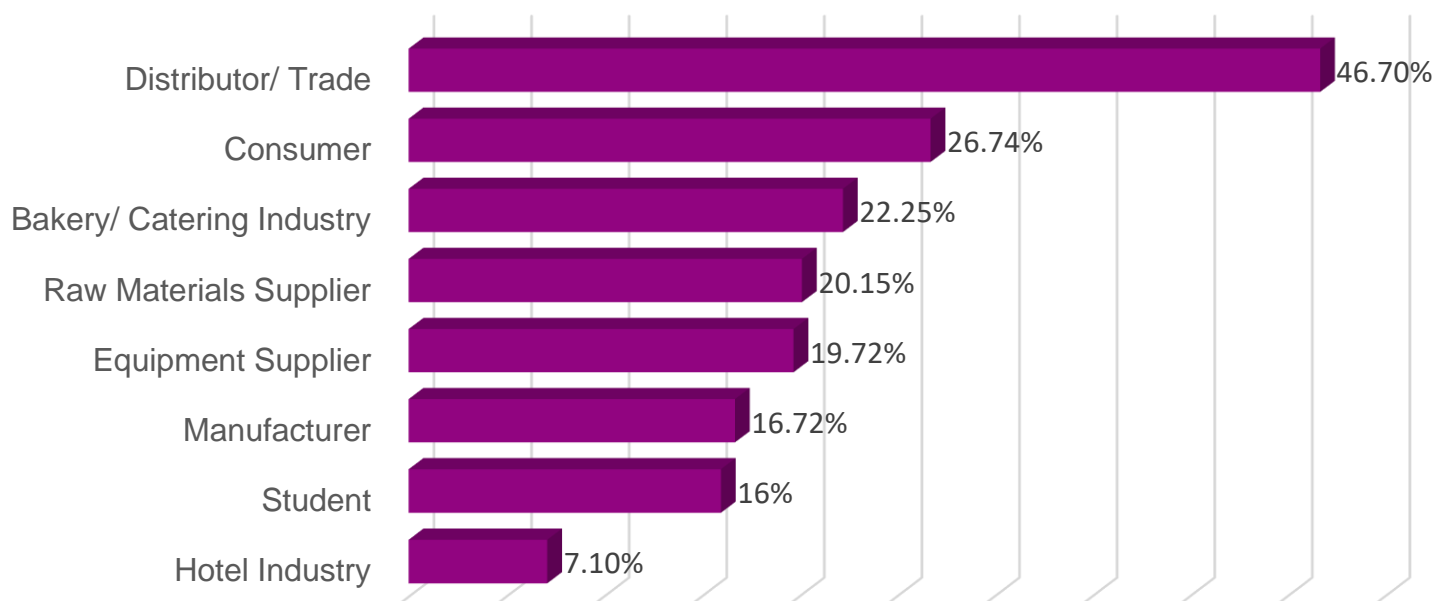


**90%**

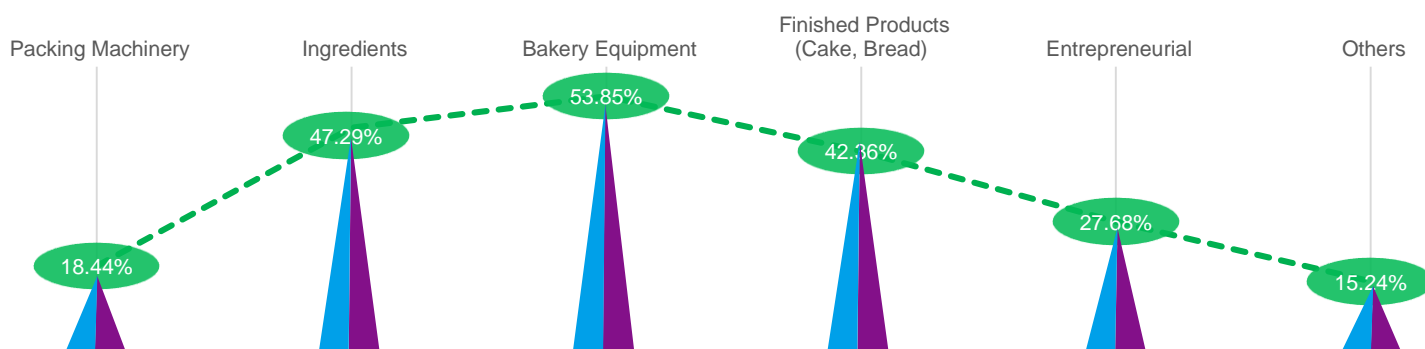
of visitors satisfied with the visit

	Dec. 11	Dec. 12	Dec. 13	Dec. 14
Visits	3,282	5,050	5,992	4,686

## MAIN VISITOR PROFILE



## MAIN VISITING PURPOSES





## Group Visiting





## | The Second Vietnam Bakery Cup 2024





## Keynote Speech

*Meet Wu Tzu Ching UIBC World Baker of the Year 2023*





## Taiwan's Finest Bakery Tasting Sessions





## International Pavilion





## VIBS Toasteria







## Marketing Effectiveness

### Opening Ceremony

The **Vietnam International Bakery Show** Opening Ceremony took place on December 11, 2024. The event featured welcome remarks from **Mr. Chou Cheng Hsun**, Chairman of the Taipei Bakery Association, **Mr. Kao Sieu Luc**, President of the Vietnam Bakery Association, and **Mrs. Thin Thin Kyaw**, President of the IFCBCA. **Over 140 distinguished guests**, including representatives from government sectors and global associations, attended the ceremony.







## Marketing Effectiveness

## Media Exposure

### Extensive Newspaper Coverage



### Broadly Covered on Various TVs







## Marketing Effectiveness

## Media Exposure

### Online News

#### Vietnam.net HCM City hosts International bakery equipment show

The second Vietnam International Bakery Equipment Show (VIBS 2024) opened on December 11 at the Saigon Exhibition and Convention Centre in District 7 of Ho Chi Minh City.



Delicious cakes are introduced at the VIBS 2024 (Photo: Dinh Dang/thanhnien.vn)

The event was held jointly by the Taipei Bakery Association (TBA) and Chan Chao International and attracted the participation of more than 120 domestic and international businesses who came together in order to showcase a wide range of baking and packaging machinery, associated materials, and a wide assortment of pastries in 200 booths.

#### VIR Vietnam Investment Review A SPECIAL EDITION OF BÁO ĐẦU TƯ

##### VIBS 2024 to showcase Vietnam's bakery industry

18:33 | 11/12/2024 [Print Article](#)

Over 120 exhibitors representing both domestic and international brands will gather at the Vietnam International Bakery Show (VIBS) in Ho Chi Minh City from December 11 to 14.



This year's exhibition marks a grand return after its inaugural event in 2019. Featuring nearly 200 booths, the exhibition promises to provide opportunities for trade and business promotion among bakery enterprises both locally and abroad.

#### VOV BÁO ĐIỆN TỬ VOV

Economy

##### HCM City hosts International bakery equipment show

Wednesday, 18:47, 11/12/2024

VOV.VN - The second Vietnam International Bakery Equipment Show (VIBS 2024) opened on December 11 at the Saigon Exhibition and Convention Centre in District 7 of Ho Chi Minh City.



Delicious cakes are introduced at the VIBS 2024 (Photo: Dinh Dang/thanhnien.vn)

### Social Medias

**VIBS Vietnam International Bakery Show**  
Sponsored ·

VIBS - Triển lãm Quốc tế ngành Bánh tại Việt Nam 11-14/12/2024  
Đăng ký tham quan ngay [...See more](#)

**VIBS** | Triển Lãm Quốc Tế  
Ngành Bánh Tại Việt Nam  
Vietnam International Bakery Show

**11-14 THÁNG 12 2024**  
Trung tâm Hội chợ & Triển lãm Sài Gòn (SECC) Thành phố Hồ Chí Minh, Việt Nam

Triển lãm duy nhất về ngành bánh tại  
**THỊ TRƯỜNG ĐÀNG TIỀM NĂNG!**

chanchao.com.tw  
**VIBS 11-14 Tháng 12 2024**  
Triển lãm bánh ngọt tại SECC [Sign up](#)

2.1K 484 comments 570 shares

Like Comment Share

**Vietnam Pastry Alliance with Vietnam International Bakery Show.**  
Sponsored ·

Đăng ký tham quan triển lãm VIBS ngay hôm nay để không bỏ lỡ Cuộc Thi Đầu Bếp Bánh Việt Nam Tài Năng [...See more](#)

**CUỘC THI ĐẦU BẾP BÁNH TẠI NGANG VIỆT NAM LẦN II**

**VIBS** Vietnam International Bakery Show  
11 - 14 DECEMBER, 2024  
HALL B SECC HO CHI MINH CITY

BƯỚC 1: TRUY CẬP LINK BÊN DƯỚI  
BƯỚC 2: ĐIỀN THÔNG TIN VÀ BẢNG CÂU HỎI  
BƯỚC 3: NHẬN MÃ QR  
BƯỚC 4: QUÉT MÃ TẠI CÔNG VÀ THAM QUAN

chanchao.com.tw  
**VIBS 11-14 Tháng 12 2024**  
Triển lãm bánh ngọt tại SECC [Sign up](#)

91 5 comments 7 shares

Like Comment Share







## | Show Gallery

Check the official website for more photos and videos







Vietnam International  
**Bakery Show**



# The ONE and ONLY bakery show in Vietnam

**PLACE YOUR BOOTH NOW!**

**10-13 Dec. 2025**  
**SECC | Ho Chi Minh City**



## Profile Of Exhibits

- Bakery Machinery & Whole Plant Equipment
- Bakery Tools & Processing Machinery
- Baking Ovens and Accessories
- Bakery Ingredient Suppliers
- Furnishings and Equipment for Shops, Cafés, and Patisseries
- Refrigeration, Fermenting, and Air Conditioning Technology
- Baking Agents
- Coffee Equipment Appliances
- Food Related
- Semi-Finished and Finished Products
- Cleaning and Hygiene products & tools
- Laboratory and Measuring Equipment
- Packing Machinery, Bags, Gift Boxes, and Packaging Labeling and Printing Services
- Dessert Presentation Tools
- Bakery Equipment Maintenance and Repair Services
- Computer Hardware and Software

## Liên hệ/ Contact

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