



SHOW REPORT 2024



Vietnam International Coffee, Tea and Pastry 2024

COFFEE EXPO VIETNAM 2024

📅 31.10 - 02.11.2024

📍 SECC, 799 Nguyen Van Linh, Tan Phu Ward, D7, HCMC

Organizer **coex**

OVERVIEW

COFFEE EXPO VIETNAM 2024

Vietnam International Coffee, Tea and Pastry (**COFFEE EXPO VIETNAM**) is the premier trade event for Vietnam's coffee, tea, pastry, and food ingredient industries, brought together hundreds of leading local and international businesses.



Organized by Coex and supported by the esteemed organizations like the Vietnam Coffee Cocoa Association (VICOFA), the Buon Ma Thuot Coffee Association, and the gold sponsor DMCC, the 8th Coffee Expo Vietnam showcased significant improvements and delivered outstanding results.

This year's event set new milestones with record-breaking visitor and participation from renowned global and local brands, signaling Vietnam's dynamic growth in the F&B, coffee, tea and bakery industries.

Organizer

coex

Supporter



Gold Sponsor

DMCC
COFFEE CENTRE

Media Partner



Transportation Partner

be

THE 8TH COFFEE EXPO VIETNAM

240
Brands



400
Booths



16
Countries

Vietnam, South Korea, China, Malaysia, Hong Kong, Taiwan, U.S.A, UAE, Turkey, Netherlands, Spain, Japan, Belgium, Indonesia, Singapore, Italy)



19,210
Visitors



4,400
Sqm



COFFEE EXPO VIETNAM 2024 HIGHLIGHTS



GRAND COFFEE CHALLENGE



CAFÉ WORKSHOP



ROASTERY EXPERIENCE



CVE 2024 AWARDS



NEW PRODUCTS SHOWCASE

CAFÉ WORKSHOP & ROASTERY EXPERIENCE



Evolving from the annual Training Workshop, the 2024 **Café Workshop** in the **Roastery Experience** area featured enhanced facilities, diversified themes, and elevated program quality.

Throughout the 3 days of Coffee Expo Vietnam 2024, the workshop captivated attendees with engaging sessions on gelato crafting, innovative beverage recipes, mastering ingredient combinations, coffee tasting and expert insights. Its compelling content drew significant attention, solidifying its status as a highlight of the event.



CVE 2024 AWARDS

For the first time ever, the **CEV 2024 Awards** recognizes excellence across three exciting categories: **New Rookie**, **Most Favorite Exhibitor**, and **Best Marketing Activities**.

New Rookie:

VINACAFE

COCOBREW instant coffee coconut flavor is a new product of VINACAFE (Vietnam National Coffee Corporation)



Most Favorite Exhibitor:

COBI

COBI participated in the exhibition with 8 booths, hosting a variety of engaging activities to attract visitors.



Best Marketing Activities:

IDOCEAN

IDOCEAN has made a strong effort to enhance their presence at Coffee Expo Vietnam 2024 through social media promotions and interactive offline activities at their booths.



NEW PRODUCT SHOWCASE



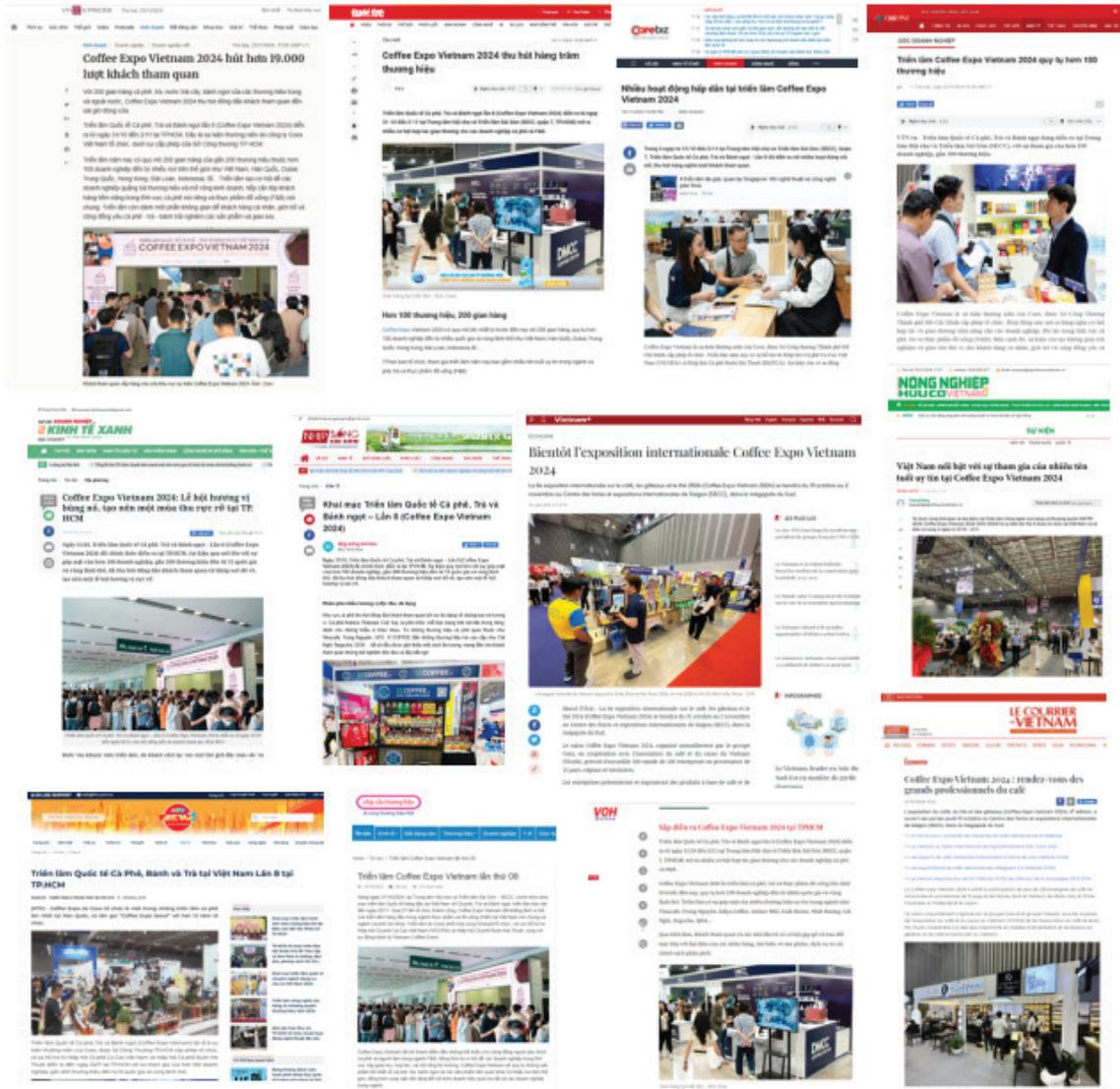
The New Product Showcase at Coffee Expo Vietnam 2024 highlighted standout products and innovations from participating businesses, offering exceptional promotional opportunities. With a refreshed design, this year's edition drew significant attention from media, industry partners, and visitors alike.



PROMOTION ACTIVITIES

PR Articles

Spread show information on many online newspapers, focusing on content related to news, business, agriculture,...



Television

HTV is a Vietnamese television network owned by the People's Committee of Ho Chi Minh City.



TRIỂN LÃM QUỐC TẾ CÀ PHÊ, TRÀ VÀ BÁNH NGỌT - COFFEE EXPO VIETNAM 2024
179 views - 3 weeks ago
HTV Tin Tức

Triển lãm Quốc tế Cà phê, Trà và Bánh ngọt (Coffee Expo Vietnam) lần 8 là sự kiện thường niên của Coex, được Sở Công...

PROMOTION ACTIVITIES

LED Advertising



Leaflet Marketing



OUR EXHIBITORS

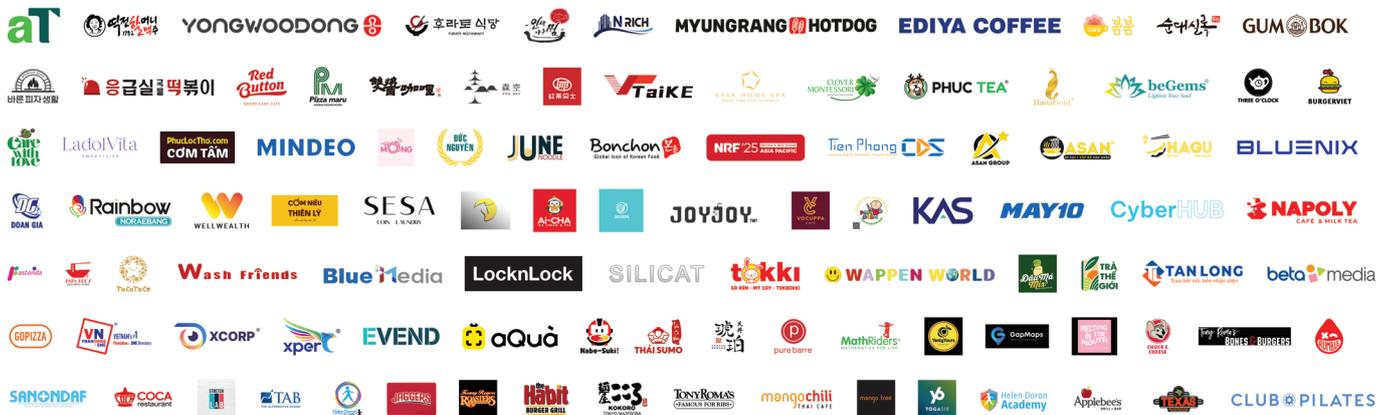
Organizer **coex**

Supporter 

Gold Sponsor **DMCC COFFEE CENTRE**



Concurrent exhibition: VIETRF - Vietnam Int'l RetailTech & Franchise Show



Organizer Co-organizer



Silver Sponsor



Exclusive Sponsor



Gold Sponsor

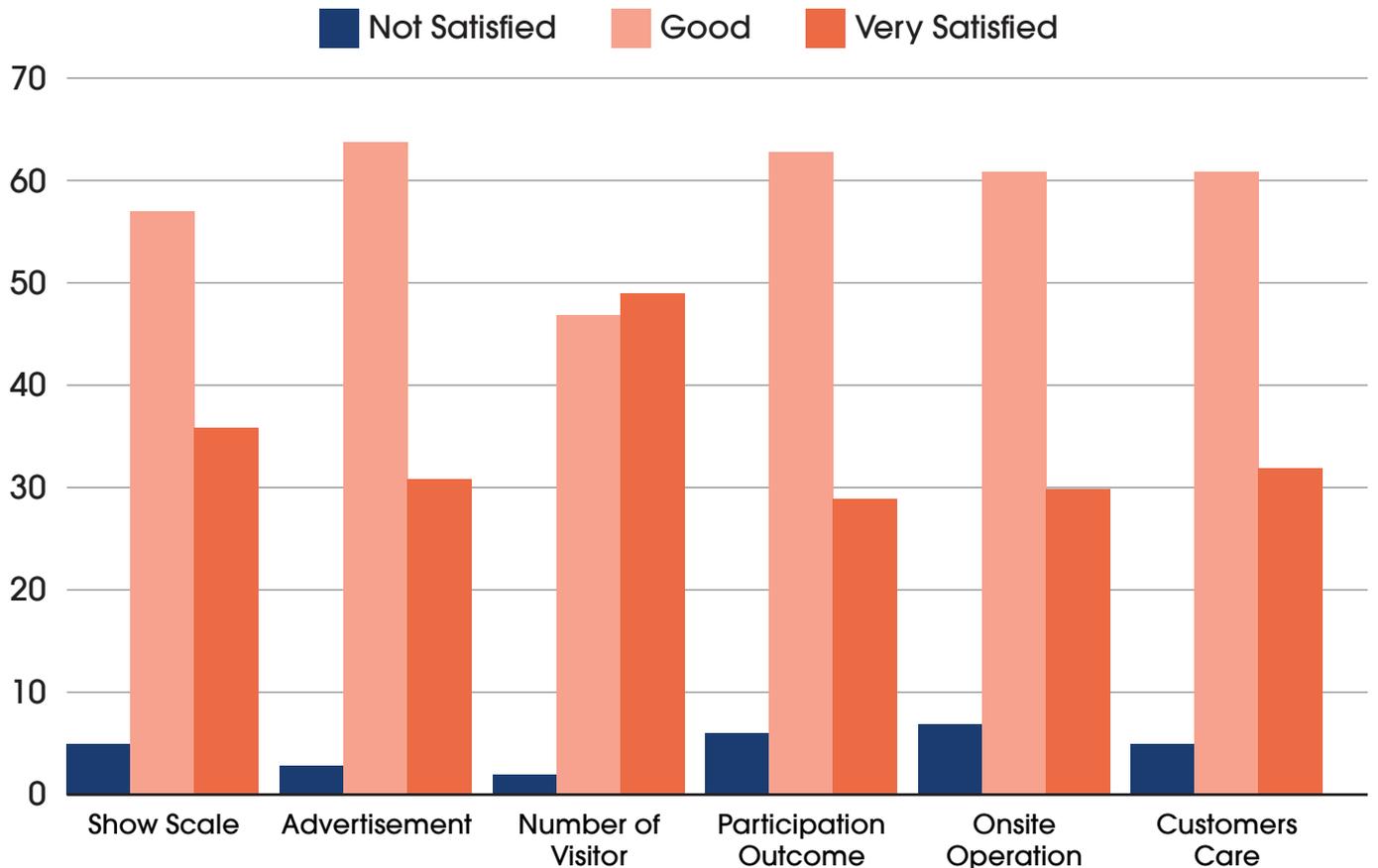


Supporting Partner

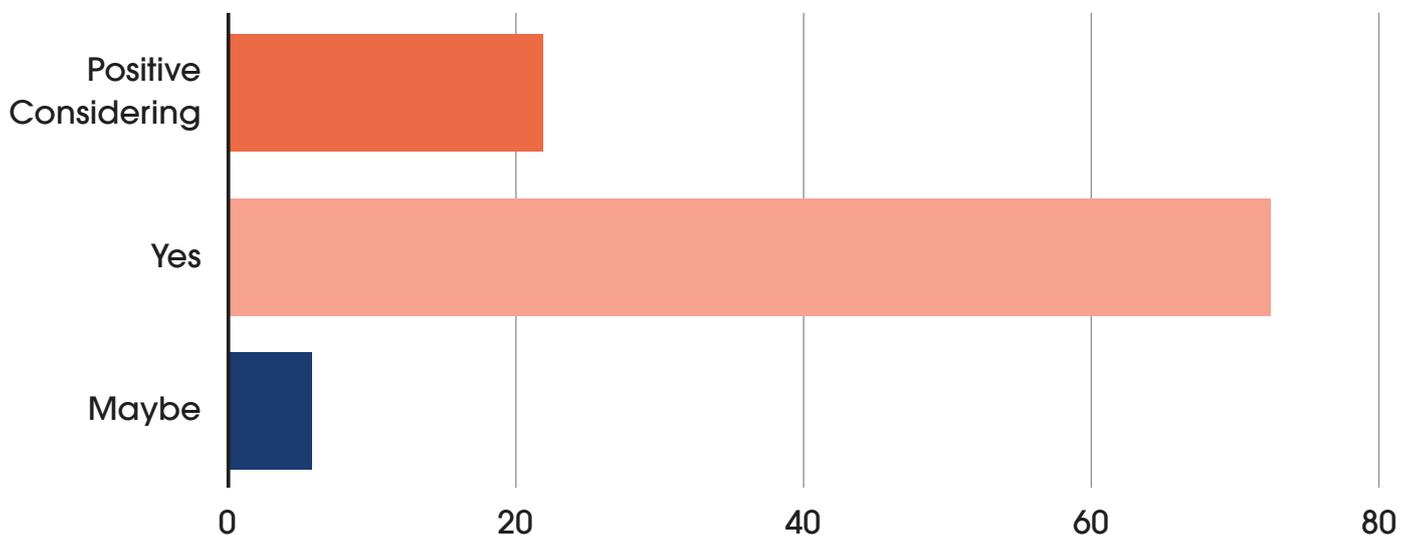


EXHIBITOR ANALYSIS

Exhibitor Satisfaction Level



Next Year Participation Rate



EXHIBITOR ANALYSIS

Mr. Mike Butler
DMCC - Head of Coffee



We are delighting to be here at the Coffee Expo Vietnam. So far we have been thrilled with the results of the show, we have met many companies of interest to us. We're delighting to be a gold sponsor this year and to welcome Vietnamese companies to the Coffee Centre.

We hope to see you all again next year.



Mr. Viet
Vietnam National Coffee Corporation - CCO



This's the first time Vietnam Coffee brand participates in the Coffee Expo. We feel that this is a high-quality exhibition, with the presence of many renowned companies and brands. We are very pleased that throughout the 3 days of participation, we received a lot of interest from both domestic and international customers from countries like France, the United States, China, etc..

EXHIBITOR ANALYSIS

Mr. Xuan Vu
Tim Corp - CEO



Tim Corp's purpose in participating in this Coffee Expo Vietnam is to bring new products and experiences to customers in Vietnam's F&B sector. This exhibition is an ideal platform for Vietnamese businesses to showcase new items and solutions to customers. We see this as an event that the company should participate in annually to connect with customers and add more value to Vietnam's F&B industry.



Ms. Thuy An
LAMVITA - Sales Admin Manager



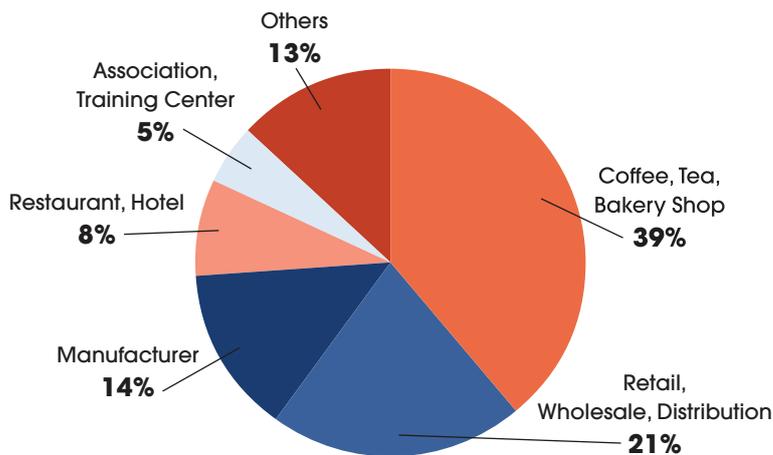
"This year marks the 4th time Lamvita has participated in Coffee Expo Vietnam. For Lamvita, this year's Coffee Expo demonstrates a higher level of professionalism with the presence of numerous well-known brands. By participating in the Coffee Expo, Lamvita has achieved its goal of bringing the brand closer to the coffee community in Vietnam and beyond."

VISITOR ANALYSIS

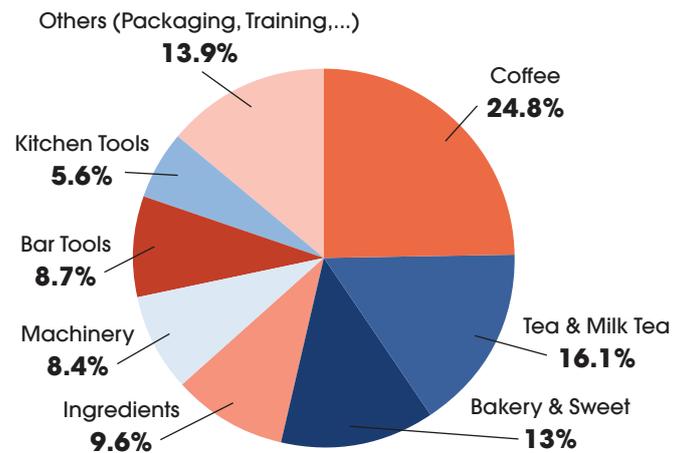
19,210

Over the course of three days, Coffee Expo Vietnam 2024 was honored to welcome 19,210 attendances including individual visitors and buyers.

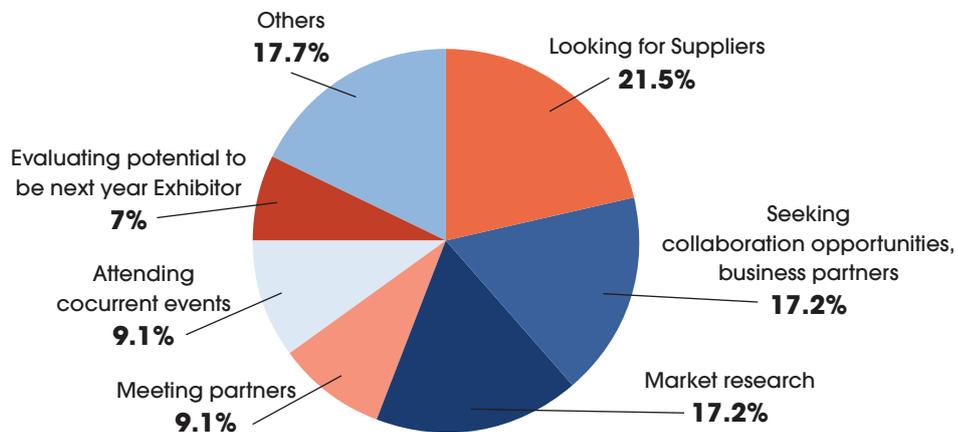
In addition to showcasing a diverse range of brands and products, the expo also featured engaging activities and exciting gifts for visitors.



Business Field



Interest Field



Purpose of Visit

THANK YOU! SEE YOU NEXT YEAR!



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FOR MORE INFORMATION:

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