



THE 17TH INTERNATIONAL EXHIBITION ON ELECTRICAL TECHNOLOGY & EQUIPMENT - **VIETNAM ETE 2024** AND PRODUCTS OF ENERGY SAVING & GREEN POWER - **ENERTEC EXPO 2024**

July 17th - 19th, 2024

Saigon Exhibition & Convention Center (SECC)
Ho Chi Minh City, Vietnam

Build **STRENGTHS**

Bring **SUCCESS**



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POST SHOW REPORT

Supporting Organizations:

Ministry of Industry and Trade
Ho Chi Minh City People's Committee

Hosting Organization:

Ho Chi Minh City Department of Industry and Trade

Domestic Co-organizer:

Ho Chi Minh City Power Corporation (EVN HCMC)

Media Partners:



Organizers:

C.I.S VietNam Advertising & Exhibition JSC
Ho Chi Minh City Center of Supporting Industries Development

International Co-organizers:

Fujian Zhenglian International Exhibition Business Co., Ltd
China Chamber of Commerce for Import and Export of Machinery and Electronic Products (CCCME)
Guangxi Boyue Exhibition Co., Ltd.



Main Sponsor:



EVN HCMC



OVERVIEW

Exhibition space

10,000+
sqm

Exhibitors

300+

Booths

450+

12,806

Visitors

25

Countries and regions

95%

Exhibitors' satisfaction

94%

Visitors' satisfaction

The 17th International Exhibition on Electrical Technology & Equipment – Vietnam ETE 2024 and Products of Energy Saving & Green Power – Enertec Expo 2024, supported by Ministry of Industry and Trade, under the direction of Ho Chi Minh City People's Committee, hosted by Ho Chi Minh City Department of Industry and Trade, co-organized by C.I.S Vietnam Advertising & Exhibition JSC and Ho Chi Minh City Center of Supporting Industries Development from July 17th to 19th, 2024, at Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City, was a great success.

Vietnam ETE & Enertec Expo 2024 once again cemented its position as the leading exhibition for the Electrical Equipment and Green Power industries in Vietnam. The exhibition attracted about 12,806 visitors, more than 70% of whom came to seek new products and technologies for the Electricity and Energy industries. The Organizing Board believes that this impressive figure reflects a strong level of interest in the Electricity and Energy industries, and it is sure that in the future, the Electrical Equipment and Green Power industries will continue to develop rapidly in Vietnam.



EXHIBITION ACTIVITIES

OPENING CEREMONY



Mr. Le Hoang Tai

Deputy Director General of Vietnam Trade Promotion Agency - Ministry of Industry & Trade



Ms. Nguyen Thi Kim Ngoc

Deputy Director of Ho Chi Minh City Department of Industry and Trade



Ms. Bui Hoang Yen

In charge of Southern Vietnam Trade Promotion Agency, Ministry of Industry & Trade



Mr. Dao Minh Chanh

Deputy Director of Investment and Trade Promotion Centre of Ho Chi Minh City (ITPC)



Mr. Bui Trung Kien

Deputy General Director of Ho Chi Minh City Power Corporation – EVN HCMC



Mr. Pham Hong Hai

Sales Director
Gelex Electricity Joint Stock Company



Mr. Pham Xuan Tien

Project Director - Truong An Import Export Commercial Joint Stock Company



Mr. Nguyen Tien Dat

Managing Director of Saigon Exhibition & Convention Joint Venture Company Ltd



Mr. Lin Wenquan

General Director - Fujian Zhenglian International Exhibition Business Co., Ltd



Mr. Liang Yi

General Director - Guangxi Win-Win Exhibition Co., Ltd



Mr. Li Bin

Deputy General Manager - Guangxi Boyue Exhibition Co.,Ltd



SPECIALIZED CONFERENCE

Time: 09:00 on July 18, 2024

Venue: Hall A2 - SECC, HCMC

Topic: **"DEMANDS AND OPPORTUNITIES FOR THE DEVELOPMENT OF THE ELECTRICAL EQUIPMENT INDUSTRY IN HO CHI MINH CITY AND VIETNAM"**

Organized by Small and Medium Enterprises Development Support Centre 2 (SMEDEC 2) under the Vietnam Directorate for Standards, Metrology and Quality - Ministry of Science and Technology, in cooperation with relevant parties.

CONTENT

SPEAKER

01

A look back on 1 year of implementing Power Plan VIII - The irreversible trend of renewable energy

Dr. Le Hai Hung, Director of the Institute of Research and Application of Technology (IRAT) - Member of the Executive Committee of Vietnam Lighting Association

02

Potential and challenges for the development of the electricity and renewable energy industries in Vietnam

Dr. Le Phuong Truong - Senior Consultant in Solar Energy - Former Technical Director of Hung Hai Group and Secco

03

Sharing about smart energy solutions towards sustainable development

Mr. Ton That Minh Quan - Director of Keppel EaaS Vietnam

04

Fusion Solar solutions driving the green energy transition

Mr. Nguyen Huu Doan - Head of Huawei Digital Power Solutions Department

05

EV charging - reconnect to the world

Mr. Harvey - APAC Sales Director of TELD

06

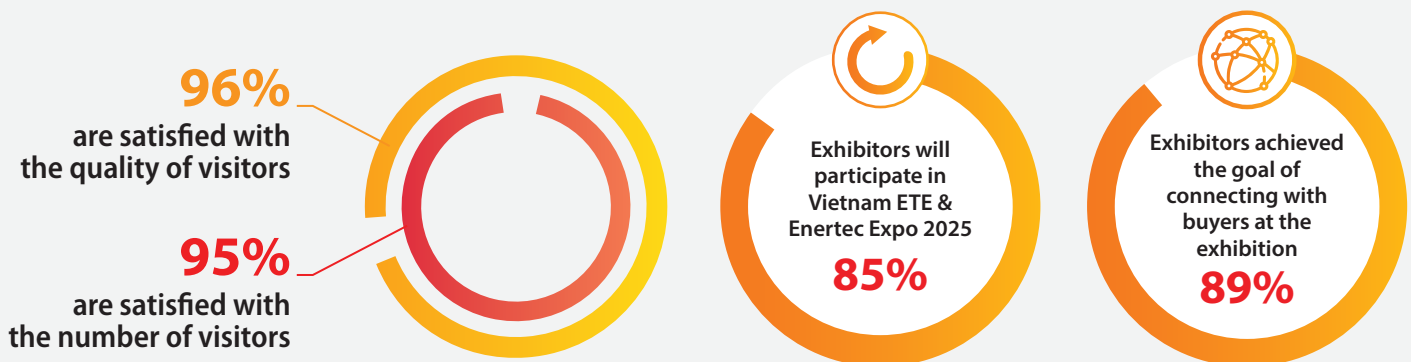
Green Energy Solutions on the Journey to Achieve Net Zero

Mr. Pham Ngoc Bao - Sales Manager - Solar Z Power Investment Joint Stock Company



STATISTICS ON EXHIBITORS

EXHIBITORS ARE SATISFIED WITH THE NUMBER AND QUALITY OF VISITORS



HIGHLIGHTS OF EXHIBIT PROFILE

44% Electric transmission equipment & system	15% Energy storage devices (Batteries, accumulators, etc.)
29% Household Electrical Products & Equipment	14% Industrial Automation & Controls Technology
23% Power generation equipment & system	7% Lighting Technology & Equipment
21% Renewable Energy	6% Smart Electrical Technology & Equipment
18% Energy and Power Saving Services & Solutions & Others	5% Building Automation & Controls Technology

EXHIBITOR REVIEWS

Mr. Dang Hong Phien - Technical Manager, LS-VINA Cable & System JSC:

LS-VINA has participated in Vietnam ETE & Enertec Expo 10 times, and we affirm that it is the largest event for electrical technology and equipment in Vietnam. On the second day, we observed a larger number of high-quality visitors, with an increasing demand for product research. We hope the third day will bring even more opportunities.

Mr. Tran Trung Kien - Managing Director, BTB Electric Vietnam:

BTB Electric is a European-standard industrial electrical equipment manufacturer with 45 years of experience in global markets, as well as 6 years in the Vietnamese market. I believe this is one of the highest-quality, leading exhibitions for the electrical industry in Vietnam. The exhibition presents a great opportunity to connect and collaborate with partners, working together to find solutions for the market.

Ms. Nguyen Thi Yen - Deputy Sales Director, Vietnam, MBT Electrical Equipment JSC:

MBT is a leading manufacturer of oil-immersed transformers, dry-type transformers, electrical panels, and integrated kiosk stations in Vietnam, and is currently exporting transformers to all continents in the world. We assess that this year, our company has connected with many potential customers at the exhibition. This is the third year we have participated, and we hope to continue to participate in the coming years.

Mr. Andy Wu - Sales & Managing Director, CHINT Vietnam:

As a leading manufacturer of electrical products on a global scale, we are always drawn to the market and the opportunity to promote our brand at the show. We believe that Vietnam ETE & Enertec Expo will be even more successful in the future. We are very pleased to receive the enthusiastic support from the Organizing Board and will continue to participate in this exhibition next year.

STATISTICS ON VISITORS

12,806

Visitors

9,259

Trade Visitors

Visitors from 25 countries and regions

18% International

(China, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Kazakhstan, Kenya, South Korea, Laos, Malaysia, the Philippines, Saudi Arabia, Singapore, Spain, Taiwan, Thailand, the USA, Albania, Australia, Belgium, Cambodia, and the Cayman Islands)

82% Vietnam

VISITORS' PURPOSES

32% Purchase / Order products

43% Seek new distribution channels / distribution agents

36% Meet current business partners

18% Evaluate the exhibition for future participation

47% Learn about new products, technologies, and services

0.7% Others

MAIN BUSINESS FIELDS

20% M&E Contractors

10% Electricity-consuming factories / plants

13% Solar Contractors

26% Distributors / Agents / Electrical Equipment Shops

6% Real Estate Investors / Developers

7% Electricity transmission and distribution

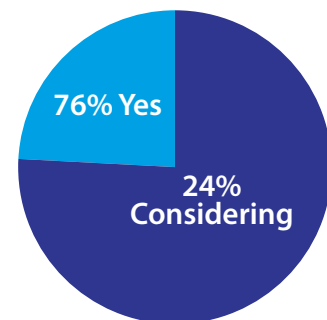
20% Manufacturers and Suppliers of Electrical Equipment

8% Renewable Energy Project Investors/Developers

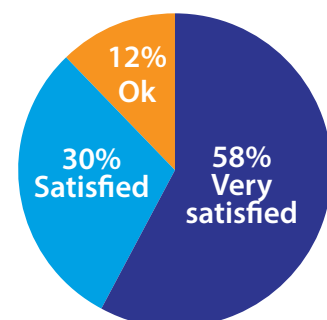
7% Electricity production/ Electric Power

14% Design consulting services

10% Construction



PRODUCT PURCHASE DECISION



SATISFACTION LEVEL

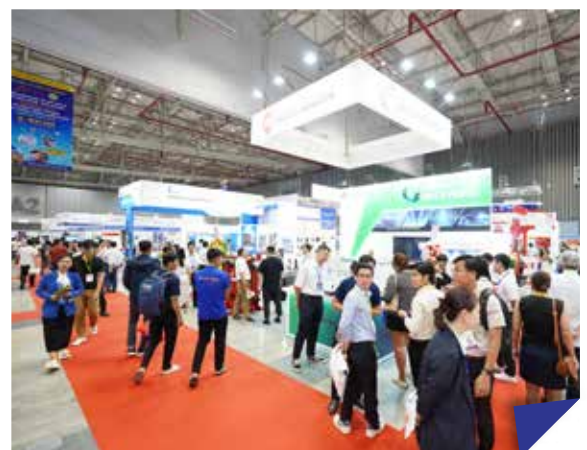
VISITOR REVIEWS

Mr. Tran Nhu - Director - An Nhon Power Construction Trading Joint Stock Company

We specialize in medium and low voltage construction and installation, including transformer stations and medium and low voltage equipment. I am delighted to be here today, as the products from our partners are well-suited to the resources we are seeking. As in previous years, the exhibition features all the equipment we need to purchase, including transformers, medium voltage equipment, and numerous specialized devices. The scale of the exhibition is excellent, and the products and services are professional and diverse.

Mr. Hoang Vo Anh Duy - Vietnam Electrical Equipment Trading & Distribution Corporation (VETD)

I have noticed a wide variety of suppliers, especially in terms of models, in my field of business and electrical equipment. I think the product range is very diverse, and the quality is good.



STATISTICS ON BUYERS

Direct 1:1 B2B matching activity between Buyers and Suppliers took place from July 17 to July 19, creating opportunities for companies to meet, exchange ideas, and establish cooperative relationships.

IMPRESSIVE RESULTS

2500+

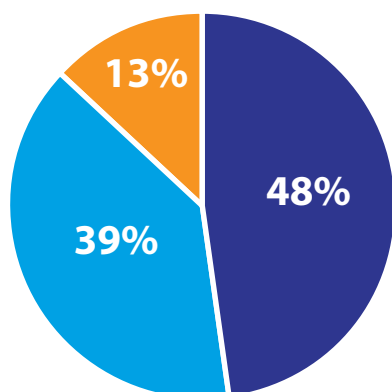
Companies registered for business matching

4350+

Direct business matching sessions at booths

The event has affirmed its pivotal role in promoting business matching and expanding cooperation networks, meeting the increasing demand for B2B matching, and enhancing the exhibition's position within the business community.

BUYERS' PURPOSES



- Purchase or order products
- Seek new distribution channels and agents
- Evaluate the exhibition for future participation



BUYERS' FIELDS OF INTEREST

44% Smart Electrical Technology & Equipment

42% Power generation equipment & system

37% Renewable Energy

36% Control & Automation Equipment

32% Energy and Power Services & Solutions

31% Electric transmission equipment & system

31% Lighting Technology & Equipment

29% Household Electrical Products & Equipment

20% Energy storage devices (Batteries, accumulators, etc.)

20% Electrical Equipment for Data Centers

1.5% Others

MAJOR BUYERS



BUYER REVIEWS



Mr. Thinh | Sametel Corporation

I am in charge of managing projects in the electricity and energy sector. My purpose for attending the exhibition today is to seek and provide strategies for switchgear equipment and solar energy products. Based on today's survey, all suppliers meet my objectives. As for the products on display, I think that this year's products are quite good and will meet the demands of the electricity market and consumers in 2024. I participate in this exhibition annually and will definitely participate in 2025.

Mr. Ho Vu Long | Vinh Loc Industrial Parks Power Joint Stock Company

My company manages and operates the station, supplying electricity to customers in the Vinh Loc Industrial Parks. This year's business matching features a full range of brands, very suitable for my company's demands. The quality of this year's exhibition is very good, the products are diverse and meet our requirements very well.



COMMUNICATION

With good visibility and comprehensive multi-channel promotional campaigns, **Vietnam ETE & Enertec Expo** can provide numerous communication benefits, enhance brand awareness for exhibitors, and create unlimited business opportunities for all participating companies.

Reaches on online
advertising
channels

1.000.000+

Page post
engagements on
website, fanpage

500.000+

Email
marketing

200.000+

Sent SMS
messages

50.000+

Hard-copy
invitations

10.000+

Bandrolls in streets,
industrial zones

400+

Pieces of news &
articles during
the event

250+

Press agencies
reported on the
exhibition

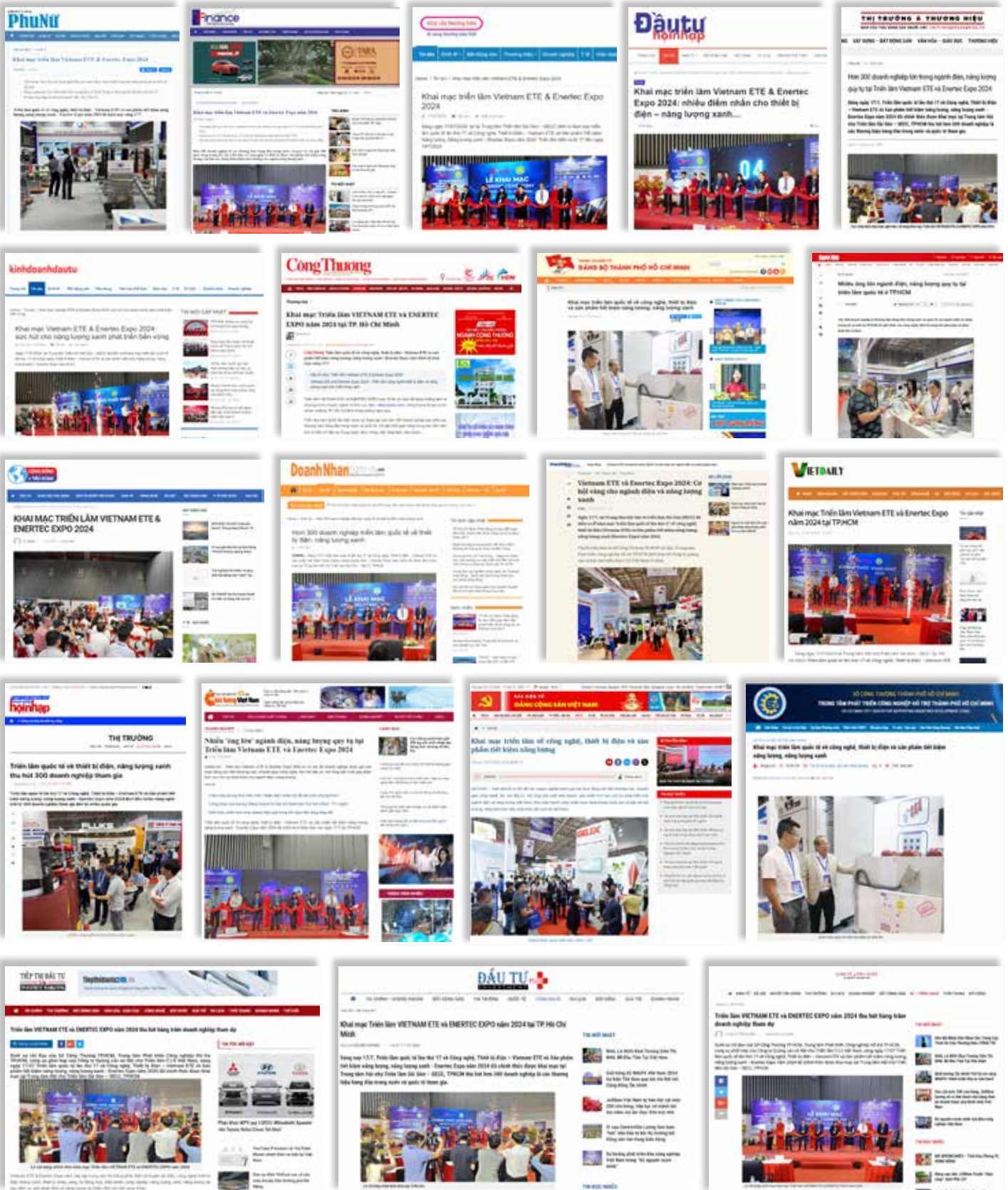
60+

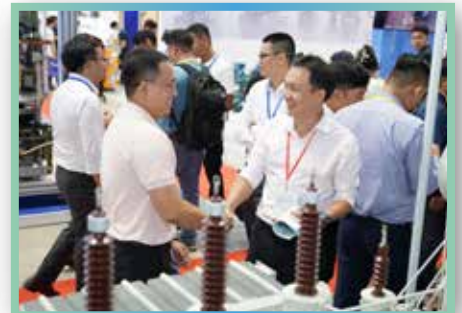
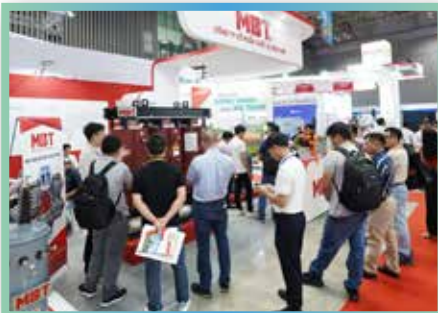
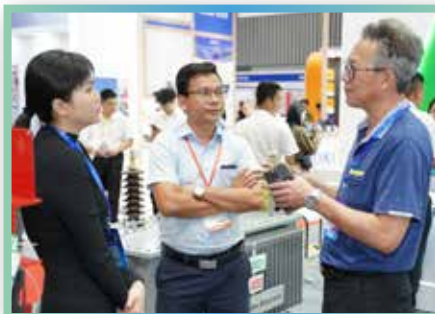
Television agencies
reported on the
exhibition

10+



MEDIA







SEE YOU AGAIN

THE 18TH INTERNATIONAL EXHIBITION ON ELECTRICAL TECHNOLOGY & EQUIPMENT – **VIETNAM ETE 2025** AND PRODUCTS OF ENERGY SAVING & GREEN POWER – **ENERTEC EXPO 2025** ELECTRIC ENERGY CONFERENCE & SHOW **ELECS VIETNAM 2025**

16 ▶ 18.07.2025

Saigon Exhibition & Convention Center (SECC)
799 Nguyen Van Linh, Dist.7, HCMC, Vietnam

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