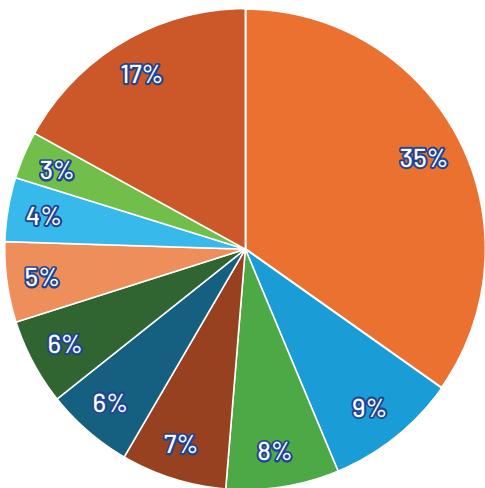
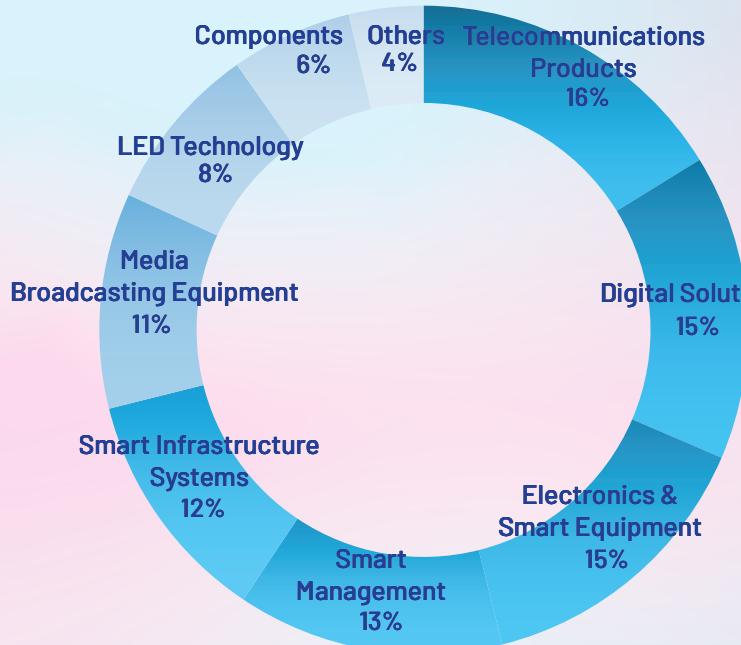


Vietnam ICTComm 2025 – Where Global Technology Meets Business Opportunities

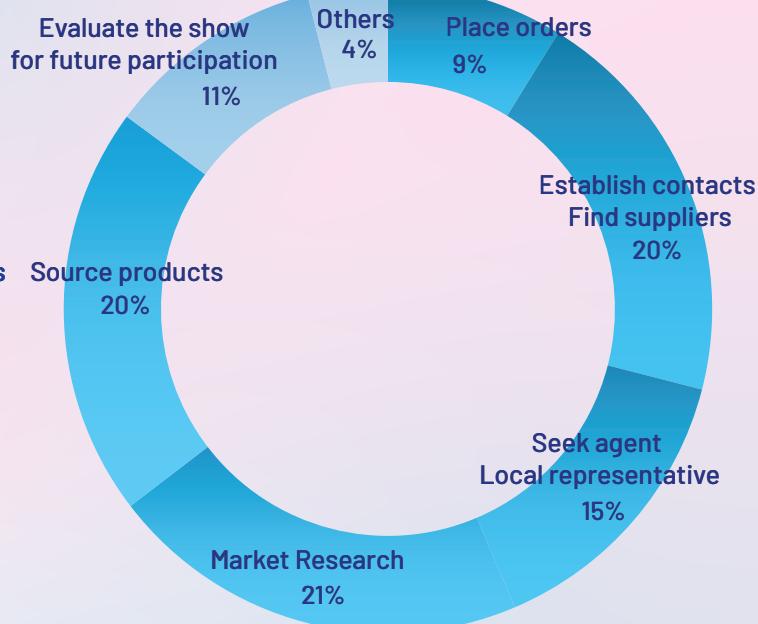
- Marking its 10th successful edition, Vietnam ICTComm – the International Exhibition on Telecommunications, Information Technology & Communications – together with Vietnam ElectroExpo, brought together over 7,500 visitors and numerous international exhibitors, creating a vibrant hub for global tech exchange and business networking.
- As a key platform for companies seeking to enter or expand within Vietnam and the ASEAN market, the exhibition continues to foster strong B2B connections, international cooperation, and breakthrough innovations across the ICT and electronics industries. Vietnam ICTComm 2025 reaffirms its role as a strategic gateway for global technology leaders to connect, collaborate, and grow in one of Asia's most dynamic digital economies.



BUSINESS SECTORS



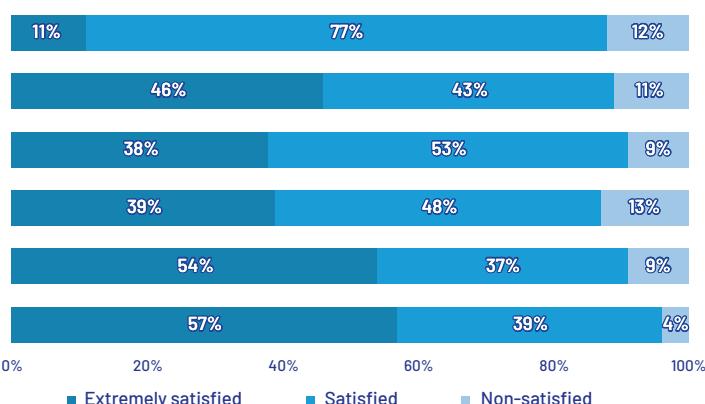
PRODUCT & SERVICE CATEGORIES OF INTEREST AMONG VISITORS



REASONS FOR VISIT



VISITORS' SATISFACTION



BUYERS STATISTICS

Direct one-on-one B2B trading connections between buyers and exhibitors occurred over a span of three days, showcased impressive engagement metrics.

1,000+ CONNECTIONS

PURPOSE OF BUYER ATTENDANCE

- 39% Placing orders or Sourcing products
- 34% Seeking suppliers, agents or Local representatives
- 15% Market Research
- 12% Evaluate the show for future participation



BUYER PROFILE BY JOB LEVEL

- 52% C-level / Directors / Business Owners
- 28% Managers / Senior Specialists
- 20% Procurement Officers / Technical Leads



BUYER OVERVIEW

- 100% Verified buyers participated via pre-registration or onsite screening
- 47% Attended scheduled 1:1 B2B meetings with Korean exhibitors
- 32% Engaged in spontaneous business discussion at booths
- 21% Participated in both B2B meetings and conferences

ON-SITE ACTIVITIES

2025 Korea-Vietnam Digital Innovation Forum Program

Host: MOST, NIPA, KICC, VINASA



AR, AI Workshop: The Tainted film and Projects Introduction

Host: Bright Voxel



Media Workshop: Projects Introduction

Host: Muse



Startup Upgrade: From "Survival" to "Sustain"

Host: Business Startup Support Center (BSSC)



Digital Transformation and Cyber Security for Logistics Industry in Vietnam

Host: VIA, VLOMA



Workshop on AR & AI Communication

Host: Learth, Bright Voxel, Muse



A New Era in Surveillance with QNAP NAS and VMS Solutions

Host: QNAP



Regional Digital Global Bridge Program with Korean Companies



MARKETING ACTIVITIES



Press Releases and News Coverage:

- Featured articles and event highlights were published on major electronic news websites and online media platforms.

Official Listings and Banners:

- Event information and banners were promoted through websites of ministries, industry associations, and trusted media partners.

Social Media Engagement:

- Regular posts were shared on high-traffic Facebook pages and groups within the ICT and electronics sectors to engage target audiences.

Offline Advertising:

- Street banners were placed in strategic, high-visibility locations across the city to attract attention and drive attendance.

Targeted Invitations:

- Personalized invitations were sent to key industry professionals, organizations, and businesses relevant to ICT, telecommunications, and electronics.

Email Marketing Campaigns:

- Mass email campaigns were conducted targeting thousands of companies and professionals across various sectors.

Live Event Updates:

- Continuous updates, photos, and livestreams were published on official fan pages and event websites during the exhibition.

High-Reach Email Blasts:

- Promotional emails related to the event were delivered to a broad database of business and individual contacts prior to and during the event.

Post-Event Media Coverage:

- ICTCOMM 2025 received widespread coverage on digital newspapers, news portals, and online broadcast media, helping to amplify its impact and reach.



- Continuous event updates on official fan pages and websites
- Sending event-related marketing emails to hundreds of thousands of business and individual visitors
- News coverage on online newspaper and media channels



- **Email marketing campaign**
 - 84.436 email addresses of customers received the marketing campaign
- **Paid media**
 - 857.000+ user accounts reached by the Digital Campaign
 - 2.9 Million+ Impressions via Advertising
- **Media Partners**
 - 63+ specialized media and online journals covered the event
 - 30+ television and radio stations reported on the event
- **Fanpage**
 - 17.000+ followers in the Fanpage
- **Website (www.ictcomm.vn)**
 - 21.000+ traffic



- Continuous event updates through several digital channels
- Post-Event Coverage and In-Depth Articles on Media and Partner Channels