



SHOW REPORT 2025



30.10 - 01.11.2025



SECC, 799 Nguyen Van Linh,
Tan My Ward, HCMC



TRIỂN LÃM QUỐC TẾ CÀ PHÊ, TRÀ VÀ BÁNH NGỌT VIỆT NAM 2025
COFFEE EXPO VIETNAM 2025

30.10 - 01.11.2025 | 10:00 - 17:00



OVERVIEW

COFFEE EXPO VIETNAM

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

Organizer



Supporter



Organized by Coex and supported by esteemed organizations such as the Vietnam Coffee Cocoa Association (VICOFA) and the Buon Ma Thuot Coffee Association, the 9th Coffee Expo Vietnam demonstrated remarkable improvements and delivered outstanding results.

This year's edition set new milestones, recording a significant increase in visitor turnout and strong participation from both renowned international and local brands - highlighting Vietnam's dynamic growth across the F&B, coffee, tea, and bakery industries.

THE 9TH COFFEE EXPO VIETNAM

18

Countries

(UK, Japan, Australia,
USA, Kuwait, Thailand,
Russia, Singapore,
China, Taiwan,
Hongkong, India,
Indonesia, Malaysia,
Korea, Denmark,
France, Italia)



19,123

Visitors



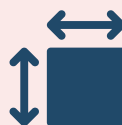
235

Brands



4,400

Sqm



433

Booths



COFFEE EXPO VIETNAM 2025

HIGHLIGHTS



GRAND COFFEE CHALLENGE



TASTECRAFT MASTERS CHAMPIONSHIP



CAFÉ WORKSHOP



CEV ADWARD 2025 NEW PRODUCTS SHOWCASE



VIP PASS PROGRAMME

CONCURRENT EVENTS

THE SUCESS OF GRAND COFFEE CHALLENGE

3

Winners

20

Sponsors

27

Judges

250

Contestants



CONCURRENT EVENTS

THE SUCESS OF TASTECRAFT MASTERS CHAMPIONSHIP

3

Winners

11

Sponsors

15

Judges

50+

Applications





CAFÉ WORKSHOP

A Signature Experience at Coffee Expo Vietnam 2025

At Coffee Expo Vietnam 2025, the Café Workshop continues to evolve with upgraded facilities, diverse themes, and high-quality content.

Across three days, the program features hands-on sessions on beverage innovation, ingredient pairing, coffee tasting, and expert insights, making it a must-visit highlight of the exhibition.



CEV ADWARDS

CEV 2025 Awards recognizes excellence across 02 exciting categories:
New Rookie, Most Favorite Exhibitor.

NEW ROOKIE

IDEAS OCEAN

Dingyuan Max - Ice Drip Coffee Maker 1000ml is a new product from ZERO HERO, distributed by IDOCEAN, and was the New Rockie at Coffee Expo Vietnam 2025.

MOST FAVORITE EXHIBITOR

TAKA FOOD

The "Three-Region Flavor Journey - North, Central, and South" by La'Bon at Coffee Expo 2025 delivered an engaging and memorable experience for a wide range of visitors.



VIP PASS PROGRAMME

Launched for the first time, the VIP PASS Programme attracted strong interest from buyers and visitors. Post-event feedback indicated that 80% of participants provided positive responses, while 75% expressed interest in purchasing VIP PASS tickets for Coffee Expo 2026.

NEW PRODUCT SHOWCASE



The New Product Showcase at Coffee Expo Vietnam 2025 continues to spotlight outstanding products and innovations from participating businesses, providing enhanced promotional opportunities and attracting strong attention from media, industry partners, and visitors throughout the exhibition.

PROMOTION

ACTIVITIES

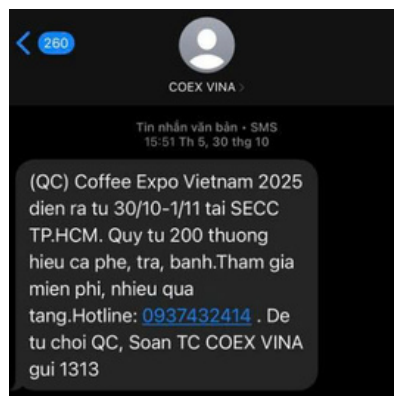
PR Articles

Implement PR article placements across multiple reputable online newspapers, focusing on news, business, and industry-related content to enhance the visibility of Coffee Expo Vietnam.



SMS Marketing

Execute targeted SMS marketing campaigns using a database of 20,000+ contacts to communicate essential event information.

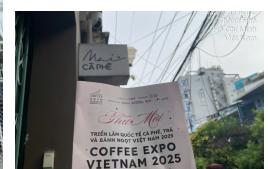


PROMOTION ACTIVITIES

LED Advertising



Leaflet Marketing



PROMOTION ACTIVITIES

Street Banner



Elevator LED Advertising



OUR EXHIBITOR

Organizer **coex**

Supporter **Vienfa**



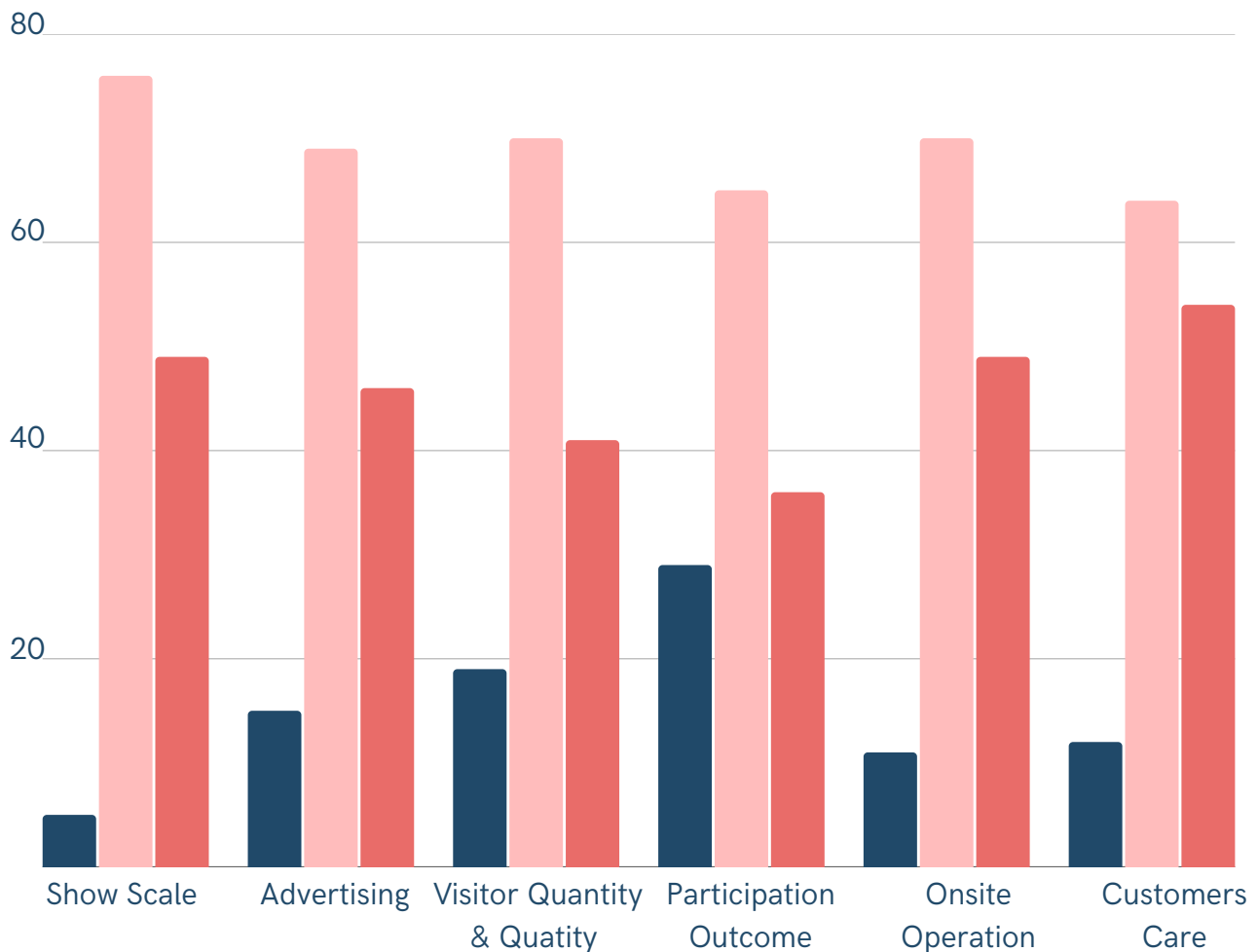
Concurrent Exhibition
VIETRF - Vietnam International Retailtech & Franchise Show



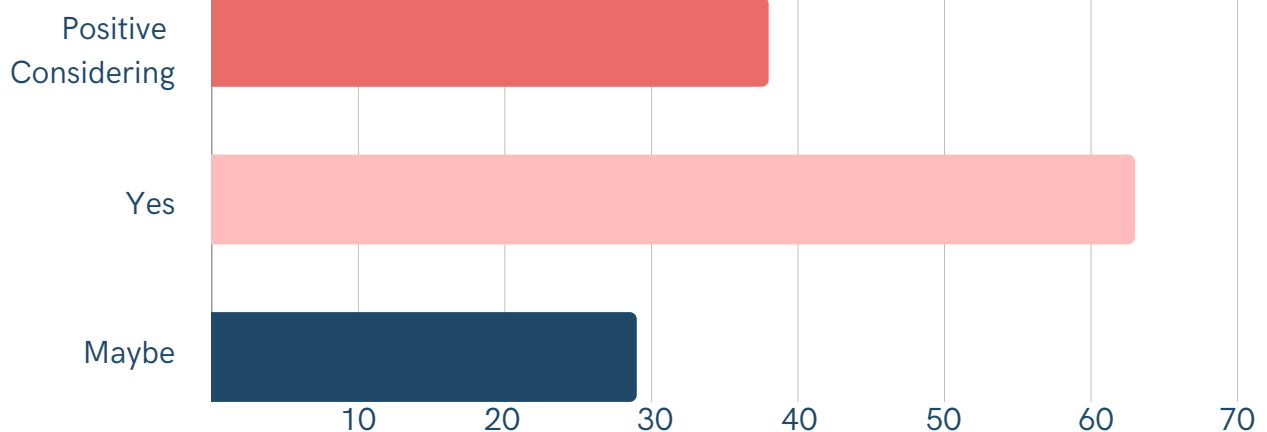
EXHIBITOR ANALYSIS

Exhibitor Satisfaction Level

Not Satisfied Good Very Good

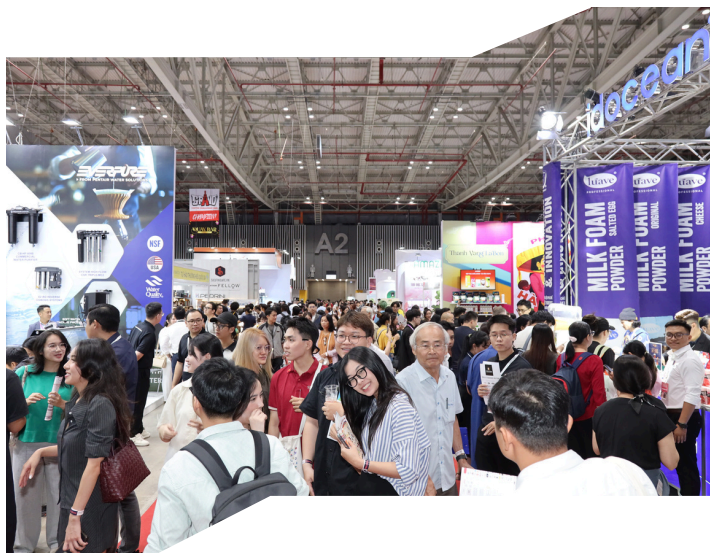


Next Year Participation Rate



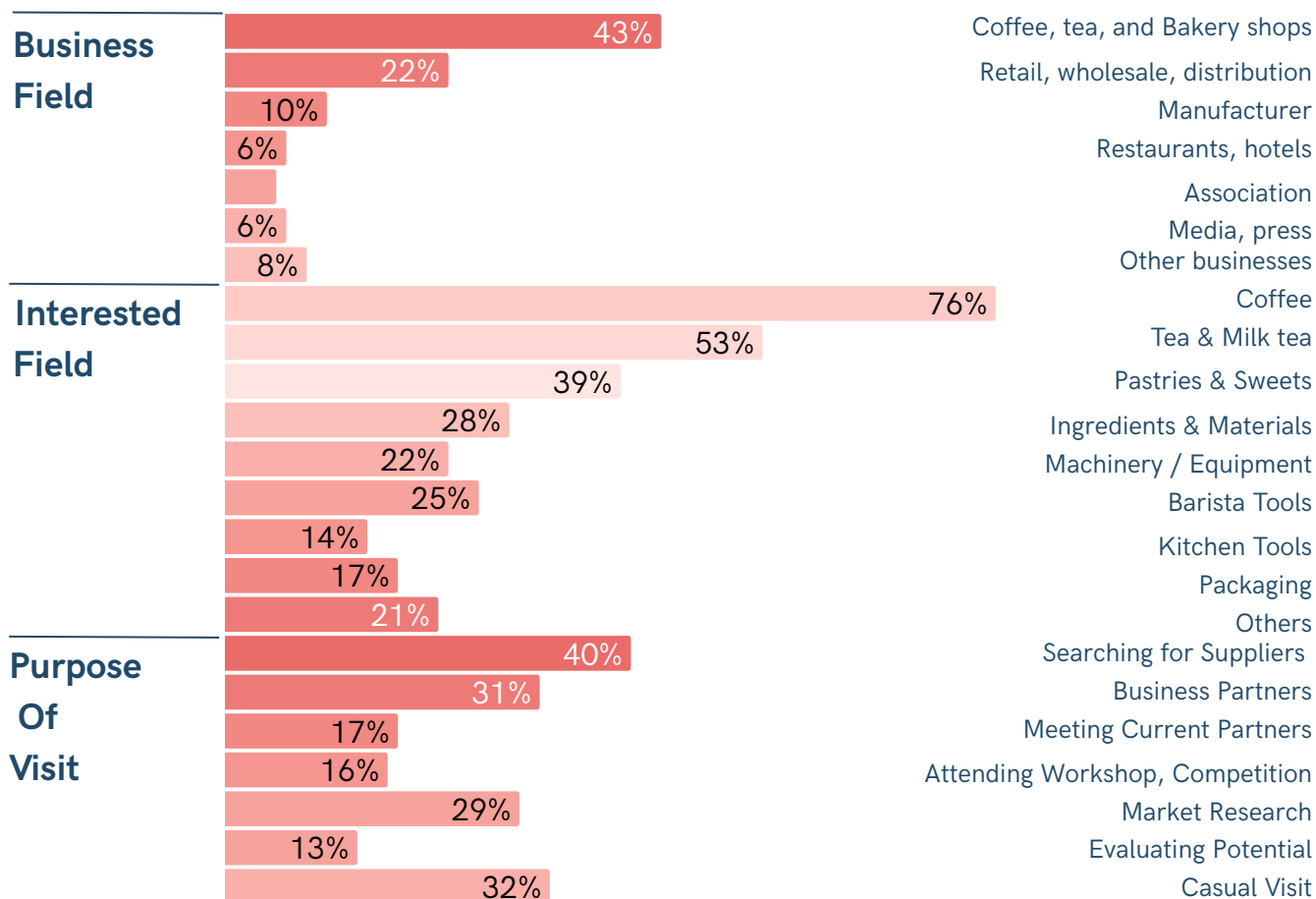
VISITOR ANALYSIS

19,123



Over three days, Coffee Expo Vietnam 2025 was proud to welcome a total of 19,123 attendances, including individual visitors and buyers.

Beyond presenting a wide variety of brands and products, the expo also offered a range of engaging activities and attractive giveaways, creating a dynamic and memorable experience for visitors.



Thank You!

See you next year!

COFFEE EXPO VIETNAM 2026

 29-31.10.2026

 SECC, 799 Nguyen Van Linh, Tan My Ward, HCMC

FOR MORE INFORMATION

 + 84 937 432 414 (M.P/ Zalo/ Whatsapp/ Wechat)

 hangnga@coex.vn

 coffeexpvietnam

 www.coffeexpvietnam.com