

# THE VIETNAM INTERNATIONAL EXHIBITION ON PROCESSING, PACKAGING AND PRESERVING FOOD & AGRICULTURAL PRODUCTS - **VIETNAM PFA 2019**

**July 24<sup>th</sup> - 27<sup>th</sup>, 2019**

Saigon Exhibition and Convention Center (SECC)  
799 Nguyen Van Linh, Tan My Ward, Ho Chi Minh City



## POST SHOW REPORT



## Impressive Number

**4,000sqm**

Total area

**112**

Exhibitor

**21,236**

Visitor entry

**283**

Domestic and international  
buyer delegation

**98**

Press agency reported  
on the exhibition

**318**

Media article

**400**

Banner, Bandroll on  
the main streets and  
industrial zones

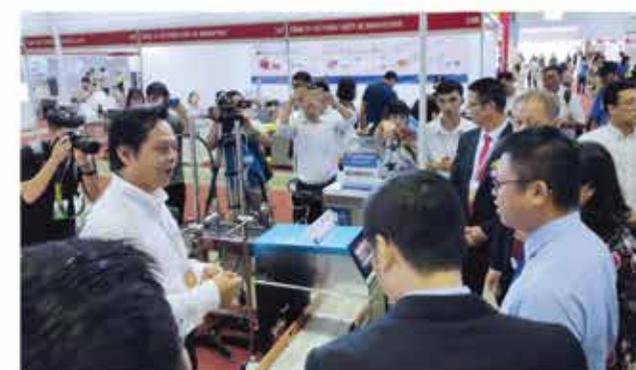
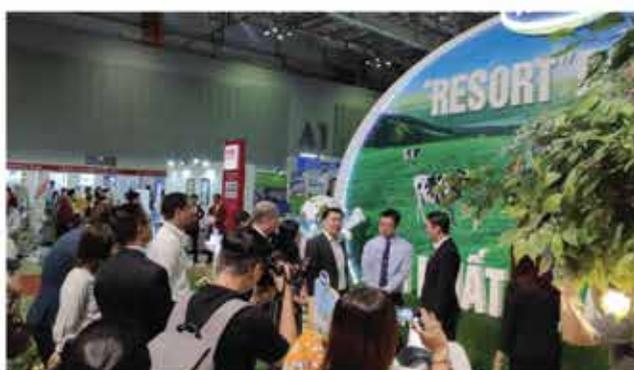
**20,000**

Invitation letter directly  
sent to potential customers

**THE LARGEST SPECIALIZED EXHIBITION ON PROCESSING, PACKAGING  
AND PRESERVING FOOD & AGRICULTURAL PRODUCTS**

## OPENING CEREMONY & VIP TOUR

The Opening Ceremony was held solemnly and vividly in the morning of July 24 with the participation of Leaders of Ministry of Agriculture and Rural Development, Ministry of Industry and Trade, Agro Processing and Market Development Authority, Vietnam Industry Agency, Leaders of Specialized Associations, Ambassadors and Trade Representatives of other countries in Vietnam, Leader of companies in the industry, Investors and representatives of more than 100 exhibitors and a large number of visitors.



## SPECIALIZED CONFERENCE

With 6 speeches from representatives of state management agencies and businesses, the specialized conference **“Development of Processing and Preserving industry for Agricultural products in the integration period”** was held in the evening of July 24 focusing on assessing the status, opportunities, potentials and development orientations & solutions for processing agro-forestry and aquatic products; introducing technologies of processing and preserving agricultural products; attracting international organizations and enterprises to invest in the industry of processing agro-forestry and aquatic products in key regions and localities in agricultural development.



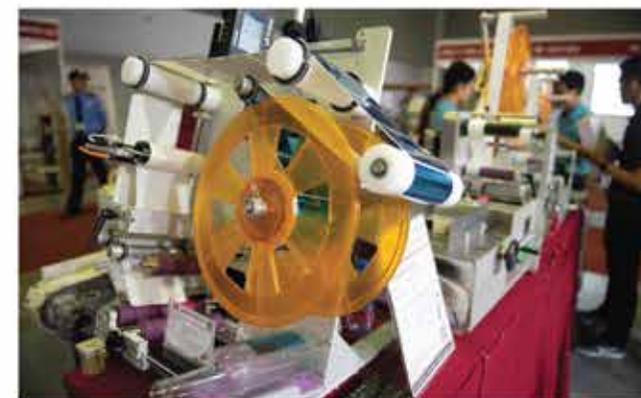
## BUSINESS MATCHMAKING

Over 200 meetings were arranged in Business Matchmaking activity during 4 days of exhibition. In which many exhibitors found out new partner consumers, sales agent or investment opportunities.



## PRODUCT PERFORMANCE AND INTRODUCTION

Introduction of typical food and agricultural products, and the performance of new machineries, technologies, products was also a highlight of PFA 2019, attracting a lot of exhibitors and visitors.



## EXHIBITION ACTIVITY

With more than 170 booths, the exhibitors introduced to enterprises and visitors advanced products, equipment and technologies in the industry of processing agricultural products; effectively approached, expanded, connected with potential partners and suppliers.



...The exhibition attracts many leading domestic and international brands, along with diverse activities will be an opportunity for Vietnamese enterprises to expand trade cooperation relations, cooperate in production, find out advanced technology, techniques as well as management experience. This is also an opportunity for foreign enterprises to approach, seek opportunities, build cooperation and proceed to invest in Vietnam - a potential development market, especially for the spearhead agricultural sector...

**Mr. Nguyen Quoc Toan**

Director of Agro Processing and Market Development Authority  
(Ministry of Agriculture and Rural Development)



...Vinamilk always desires to apply advanced technology, optimal production solutions to provide consumers with high quality nutritious products, following international standards. This is also the reason why Vinamilk participates in Vietnam PFA 2019, and towards the common goal of promoting added value for the products of Vietnam's agricultural industry...

**Mr. Do Thanh Tuan**

Head of the External Relation Division,  
Vietnam Dairy Products Joint Stock Company (Vinamilk)



...Coming to Vietnam PFA 2019, ARICO would like to introduce to you the following products: refrigeration systems, processing lines, freezing equipment, cold storage warehouse, etc. This exhibition is a good environment for us to look for opportunities to cooperate and provide customized solutions for our customers...

**Mr. Van Cong Tan Linh**

Vice Director, Asia Refrigeration Industry JSC



# COMMUNICATION & PROMOTION CAMPAIGN

**10** media agencies

Media sponsor

**28** websites

Online advertisement

Updated continuously about **VIETNAM PFA 2019**

Website [vietnampfa.com](http://vietnampfa.com)

**151,300** reaches

Facebook advertisement

**120** news

Articles, Reports during and after the exhibition

**400** unit

Banner, Bandroll

**100,000** sms

SMS marketing

**12** newspapers

Newspapers advertisement

**5** buildings

Led screen advertisement at buildings and shopping malls

**6** times

Press Release

**198** news

Articles, Reports before the exhibition

**8** news

Reports on television about the exhibition

**100,000** email

Email marketing

**20,000** each

Invitations directly sent to customers



# COMMUNICATION & PROMOTION CAMPAIGN

## NEWSPAPERS ADVERTISEMENT



## ONLINE ADVERTISEMENT:



# COMMUNICATION & PROMOTION CAMPAIGN

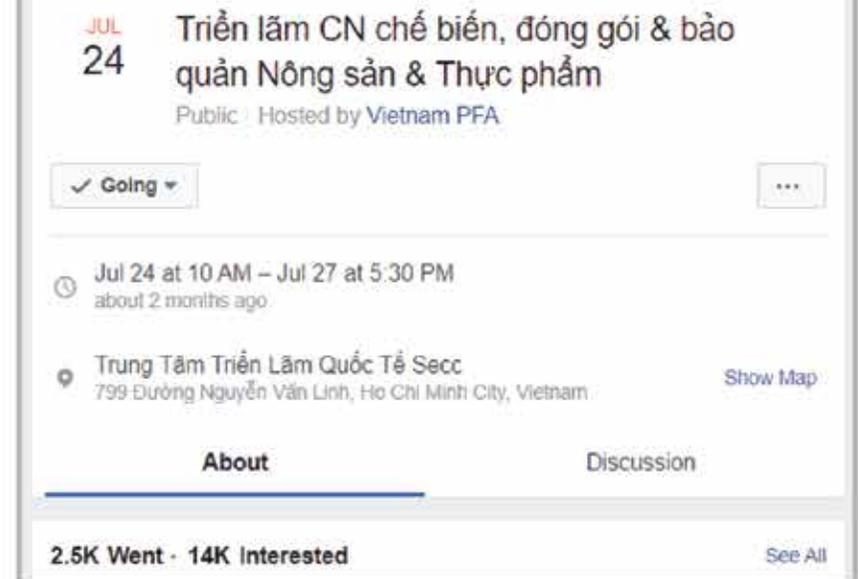
## LED SCREEN ADVERTISEMENT AT BUILDINGS AND SHOPPING MALLS



## FACEBOOK ADVERTISEMENT



## WEBSITE



# COMMUNICATION & PROMOTION CAMPAIGN

## ARTICLES, REPORTS BEFORE, DURING AND AFTER THE EXHIBITION



## REPORTS ON TELEVISION ABOUT THE EXHIBITION



# COMMUNICATION & PROMOTION CAMPAIGN

## BANNER, BANDROLL



# COMMUNICATION & PROMOTION CAMPAIGN

## PRINTING DOCUMENTS



## EMAIL MARKETING



## SMS MARKETING



# EXHIBIT PROFILE

## EXHIBITORS - COUNTRIES AND TERRITORIES



JAPAN



KOREA



INDIA



AUSTRALIA



NETHERLANDS



CHINA



VIETNAM

## PRODUCT CLASSIFICATION

Fine food



Packaging technology



Processing technology



Preserving technology



Accessories



Others



\* Exhibitors can belong to more than 1 field

# GENERAL COMMENTS FROM EXHIBITORS

## GENERAL COMMENTS ABOUT EXHIBITION



Intend to participate in Vietnam PFA 2020 in Ho Chi Minh City



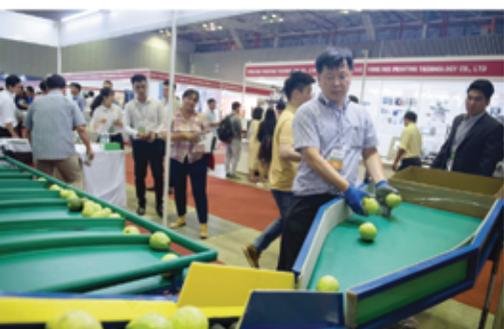
Evaluate the exhibition results from effective to very effective



Evaluate the visitor quality from satisfied to very satisfied

## BENEFITS FROM EXHIBITION

- 47% Meet potential customers
- 31% Meet potential distributors and agents
- 25% Increase brand awareness, products image
- 23% Successfully introduce new products to the market
- 20% Access to the overall pictures of Vietnam market
- 19% Establish partnerships
- 15% Attain and exceed business goals
- 15% Attain and exceed direct sales target
- 12% Establish contacts with organizations, associations and commercial representative offices in Vietnam



# VISITORS

21,236

Visitor entries

4,517

International visitors

27

Countries & territories

## GENERAL COMMENTS ABOUT EXHIBITION



Evaluate the exhibition from good to very good



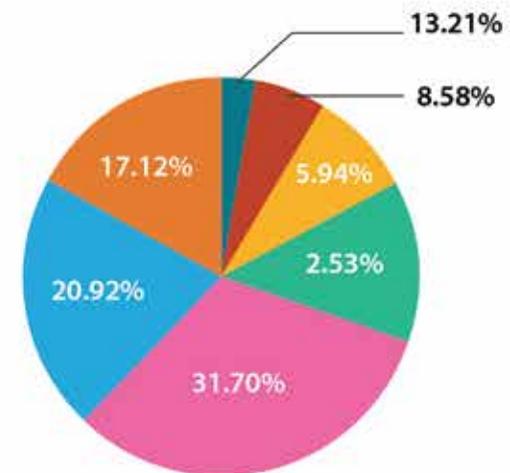
Evaluate new products and technologies introduced at the exhibition from good to very good



Evaluate the exhibitor quality from good to very good

## VISITORS BY REGION

- China, Hong Kong, Taiwan
- Japan, Korea
- Other Asian countries
- Europe
- America
- Africa
- Australia



## INTERESTED FIELDS

*\* Exhibitors can choose more than 1 field*

**30%** Fine food

**41%** Preserving technology

**42%** Packaging technology

**18%** Accessories

**45%** Processing technology

**5%** Others

## VISIT PURPOSE

*\* Exhibitors can choose more than 1 field*

**27%** Order / Purchase

**32%** Expand relationship

**61%** Research new products, technologies and services

**19%** Evaluate exhibition for future participation

**39%** Research technical information

**7%** Others

**20%** Meet with partner





Organizer:



WWW.CISVIETNAM.COM.VN

## C.I.S VIETNAM ADVERTISING & EXHIBITION JOINT STOCK COMPANY

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