



**THE 9TH
INTERNATIONAL EXHIBITION
ON FOOD & BEVERAGE IN HANOI**

**INTERNATIONAL EXHIBITION ON FOOD PROCESSING,
PACKAGING TECHNOLOGY & EQUIPMENT IN HANOI**

8 9 10 11

November | 2023

**📍 (I.C.E) HANOI INTERNATIONAL EXHIBITION CENTER
91 Tran Hung Dao str., Hoan Kiem dist., Hanoi, Vietnam**



Supporters:

Ministry of Industry and Trade
Ministry of Agriculture & Rural Development of Vietnam

Organizer:



Co-organizers:



 www.foodexvietnam.com



 [Vietfood & Beverage and ProPack Vietnam](#)

WHY EXHIBIT?

-  **Joining the Largest international F&B showcase in Vietnam** with the most exceptional line-up of food & beverage companies around the world
-  **Establish Connection** and build lasting relationships with local and international buyers from around the world
-  Create **maximum reach** with regional buyers with no geographical boundaries
-  **Effective marketing to qualified leads** and engage in 1:1 self-arranged physical meetings with highly relevant buyers
-  Increase brand awareness by pitching onsite to buyers and engaging in simply showcase your products at your booth



FOOD PRODUCTS

- Confectionary, Canned food, Processed food
- Milk and butter products, Instant products
- Natural food, Herb/herbal products
- Vegetable, root, fruit of dried and fresh
- Vegetable oil, Sugar/derivative products
- Meat/poultry & livestock products
- Fresh & raw aquatic products
- Organic Food

DRINK PRODUCTS

- Tea, coffee
- Cocktails, champagne...
- Beer (bottle, keg, fresh beer)
- Non-alcohol drinking water, Gas & non-gas of soft drink; Mineral & pure water
- Fibre, vitamin, nutrition, fruit water

DIET FOOD HEALTH FOODS

- Bird's Nest, Chicken Essence,
- Diabetic Products, Ginseng & Ginseng Products
- Health Supplements & Vitamins
- Herbal Jelly, Natural Health Foods
- Organic Foods
- Traditional Health Foods Supplements

EXHIBITS PROFILE

SEAFOOD

- Frozen seafood
- Dried seafood, Fish sauce
- Processed seafood, Canned seafood
- Frozen aquatic products: Catfish, Fish, Crab, Shrimp, Cuttlefish
- Processed aquatic product: Salte fish, Steamboar
- Aquatic products

RAW MATERIALS FOOD ADDITIVE

- Raw materials, food additive
- Monosodium glutamate, spice
- Fermentative matter
- Preservative substance
- Condiment

MACHINERY AND EQUIPMENT FOR PROCESSING & PACKAGING

- Assorted Food & Beverage Processing Equipment
- Drink / Juice Processing, Equipment
- Food Sterilizing Machinery & Equipment
- Agricultural Product Processing
- Fruit & Vegetable Processing Technology
- Cleaning / Sanitary Systems & Equipment
- Flavor, Pulp & Paste Making Machinery / Equipment
- Pasteurizing Equipment
- Freezing & Cold Storage
- Food Canning & Bottling Equipment



Trade franchise, consultancy, specialist skill training program of food & drink processing and preserving

VISITOR PROMOTION ACTIVITIES



◆ Advertising campaigns in mass media means, social networking sites (Facebook, Twitter,...) , radio, national and local television, newspaper publications of Vietnam and region, major industry websites, etc.



◆ Continuously update information of the sluros in leading industry magazine and famous newspapers in Vietnam



◆ Direct mailing of information to over 100 thousands potential buyers. Direct mailing of invitation to top ranking companies in the fields of Food processing and Beverages of Vietnam and region



◆ Publication of the show newsletter, show preview and press release Magazine: Publish in domestic & overseas professional magazines, and invite foreign companies and domestic experts to joint the exhibition



◆ Press Conferences



◆ Outdoor Advertisement: Panoes, Billboards, Posters, Flags, Leaflets,...

◆ Visitors can get the Exhibitors Directory Freely, and show information through website: WWW.FOODXVIETNAM.COM

VISITOR PROFILES

- ◆ Retailer / Department Store
- ◆ Drink Importer / Distributor / Wholesaler
- ◆ Fast Food Restaurant / Hotel
- ◆ Food Service Government, Military
- ◆ School, Hospital
- ◆ Food Service Industrial / Offshore
- ◆ Food Service Consulting
- ◆ Bakery / Confectionary Manufacture
- ◆ Restaurant / Bar / Club / Café Management
- ◆ Fast Food Restaurant
- ◆ Supermarket / Grocery Store/ Convenience Store
- ◆ Food - Manufacture/Producer/Supplier
- ◆ Custom processing; Packaging;
- ◆ Bottle; Chemicals/ Plastics;
- ◆ Recycling; Machinery & Equipment;
- ◆ Hardware/Tools/ Molds; Bags / Wraps & Liners; Houseware Consultants, scientists, experts in food session

ACTIVITIES DURING THE SHOWS

Professional Seminars / Conferences

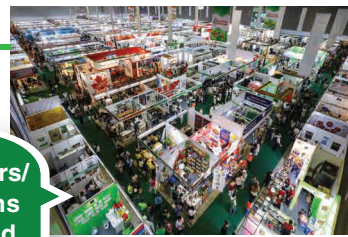
Business Matching: between trade visitors and exhibitors onsite of the Fair or individual meetings arranged upon requirement

Technical Seminars/ Trade transactions between local and overseas companies in each field

Cooking Examination

“Spin the wheel” & check-in activities

Vietnam Beverage Festival



REPORT OF VIETFOOD & BEVERAGE - PROPACK VIETNAM 2022

300 BOOTHS **250** PARTICIPANTS FROM **10** COUNTRIES & TERRITORIES



My name is Shinji from Choya company in Japan. Now we thrive to promote our Choya products in Vietnamese market because Vietnam is a good developing and interactive market. We had a booth in Vietfood in Ho Chi Minh this year, the result is good and many interactive guests came, so we decided to come here in Hanoi. It is very good to get B2B customers and B2C customers here. People could enjoy the tasting of our Choya here. Thank you very much

Mr. Shinji Inaba - Export Manager - CHOYA UMESHU CO.,LTD.



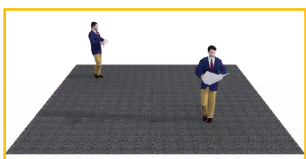
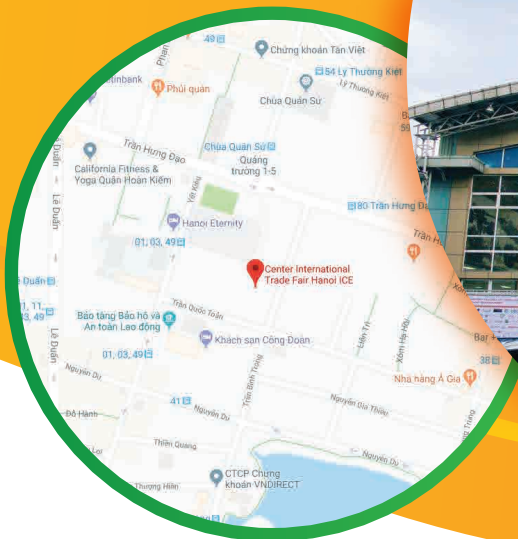
In the coming time, Vietnam will be a very open market with great potential. Poland exports a lot of goods in the European market, accounting for a large market share. With such a large output, Poland cooperates with EU to organize a pavilion at Vietfood firstly to introduce Polish products and technologies, then to cooperate with strategic customers and partners.

Mr. Piotr Ziemann – Vice President - The Association of Polish BUTCHERS AND PRODUCERS OF PROCESSED MEAT



My name is Huyen - Director of Sales & Marketing of DH Food JSC. DH Food has participated in Vietfood & Beverage exhibition from 2016 to present. Through the years that DH Food has participated, I see that the organizer have supported the businesses very well. The company also found a lot of potential customers and partners in the country and abroad through the exhibition.

Ms. Vo Thanh Huyen - Director of Sales & Marketing DH FOOD JSC



SPACE ONLY

* Exhibitors will build their own stands, electricity and carpet are not available.



PACKAGE STAND

* (3m x 3m x 2.5m) including:
Carpeted floor, 03 partitions,
Fascia with company name,
01 information counter,
02 chairs, 01 waste paper
basket, 02 fluorescent,
01 electric socket of 5Amp/220V



UPGRADE STAND

* Package stand with outstanding tower and light system.

VALUE-ADDED BENEFITS FOR EXHIBITORS:

- ◆ Attending conferences, seminars during the Exhibition
- ◆ Badges, opening ceremony invitation letter, exhibition invitation letter...
- ◆ Free introduction in the Exhibition's catalogue in English and Vietnamese
- ◆ Public hygiene in the Exhibition area
- ◆ Security of the Exhibition items during the closing time of the Exhibition.
- ◆ Installation and dismantling booths (in case of package rental)

OPTIONAL SERVICES (CHARGED):

- ◆ Advertising fees in the Exhibition's catalogue.
- ◆ Organizing thematic seminars to introduce products and services
- ◆ Cargo transportation, visa procedures, hotel booking, interpretation and other service,...
- ◆ Designing and installing special booths, booth equipment rent.
- ◆ Printing services for advertising products.
- ◆ Local travel for market survey.

PARTICIPATION PROCEDURES:

1. Filling in the Application Form and Form for Catalogue entry.
2. Sending Application Form together with a deposit of 50% or total space rental fee in cash on T/T to:

VINEXAD

Account in VND: 0021000000172

Account in USD: 0021370020067

Account in EUR: 0021140474605

Name of the bank: VIETCOMBANK HANOI - 11B Cat Linh Str., Hanoi

3. The balance should be arranged before 8 October 2023



CONTACT US



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