



THE 21st VIETNAM INTERNATIONAL TRADE FAIR IN HO CHI MINH CITY

7 8 9 DECEMBER

SECC

SAIGON EXHIBITION & CONVENTION CENTER
799 Nguyen Van Linh Parkway, Dist. 7, Ho Chi Minh City, Vietnam



INTERNATIONAL PAVILION



MACHINERY & ELECTRONICS



HARDWARE & HAND TOOLS



ELEVATORS & ACCESSORIES



**GARDENING TECHNOLOGY
& LANDSCAPE DESIGN**



**FOOD, CONSUMER GOODS &
HOUSEHOLD**

SUPPORTERS:

Ministry of Industry and Trade of Vietnam (MOIT)
Ministry of Planning and Investment of Vietnam (MPI)
People's Committee of Ho Chi Minh City
Related Ministries, Departments, Associations of Vietnam

ORGANIZER BY:



MEDIA SPONSOR:



CONCURRENT EVENTS:

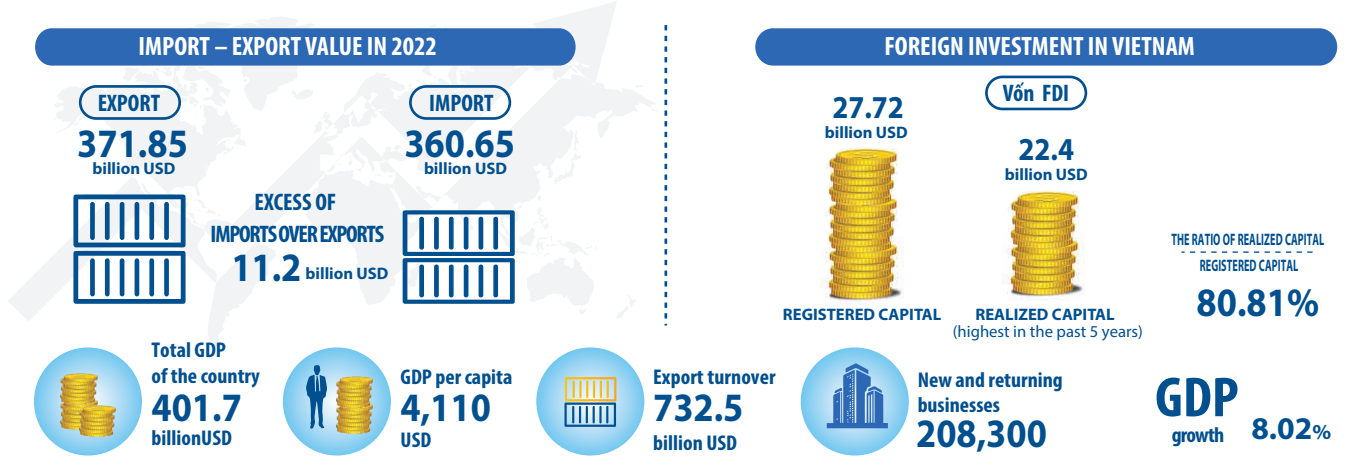


**VIETNAM ELEVATOR
EXPO 2023**

www.hcm.vietnamexpo.com.vn

ECONOMIC OVERVIEW OF VIETNAM

Vietnam is forecasted to be in the group of countries with the highest growth rate in Southeast Asia in 2022 and 2023



VIETNAM EXPO HCM

A series of specialized exhibitions creating business value and connecting opportunities

<p>INTERNATIONAL PAVILION</p> <p>Outstanding products and services organized by trade promotion organizations in the world</p>	<p>MACHINERY & ELECTRONIC</p> <p>Machinery & equipment, construction machinery, chemical products, computer & communications products, electronics and electrical appliances...</p>	<p>HARDWARE & HAND TOOLS</p> <p>Tools, fasteners, building hardware & DIY, locks, security and work safety</p>
<p>ELEVATORS AND ACCESSORIES</p> <p>Elevators, escalators, spare parts - accessories, smart technology, design - repair - maintenance - installation consulting services</p>	<p>GARDENING TECHNOLOGY & LANDSCAPE DESIGN</p> <p>Landscape design & decoration; outdoor lighting technology; garden machinery & tools, flowers - bonsai and plant care</p>	<p>FOOD, CONSUMER GOODS & HOUSEHOLD</p> <p>Processed foods, raw materials - additives, food technology, consumer goods, health care - beauty products, household appliances, home utility technology</p>

PROFESSIONAL PROMOTION PLAN

Promote the image and brand name of the business to reach further, increase the benefits and promote business activities

- | | |
|---|--|
| Covered by a network of 50+ domestic and international press agencies | Radio with the highest audience rate in Vietnam |
| Business advertisement on our official channels (Facebook/ Website) | SMS and email marketing sent to potential customer data |
| Television advertisement on reputable channels/stations | 50,000+ invitations to exhibitions & seminars |
| Banners on high-traffic websites, industry association websites | 15,000+ catalogues with product images + logos + information of participants |



VIETNAM EXPO HCMC 2022 REPORT



12,950
NUMBER OF VISITORS

Trade Visitor: **10,650**
Public: **2,300**



10,000
m²



520
enterprises
& trade &
investment organizations



550
booths

96% of the exhibitors were pleased with services of Organizing Board.

92% of the exhibitors were satisfied with results of participation at the Fair

95% of the exhibitors are interested in participating in the next Vietnam Expo in HCMC 2023

GIAN HÀNG NỔI BẬT

KOREA PAVILION :

Size: 500sqm

No. of exhibitors: 61

Exhibits: Healthcare and Beauty, Consumer Goods and Household products, Digital tech & E-commerce

Supporting unit: Gyeonggi-do Business & Science Accelerator (GBSA), Namyangju city, Business and Employment Agency of Daejeon, Incheon Technopark



CHINA PAVILION – ZHEJIANG HARDWARE:

Size: 450sqm

No. of exhibitors: 44

Exhibits: Hand tools, power tools, garden tools, abrasive equipment, fasteners, other tools and equipment

PAKISTAN PAVILION:

Size: 54sqm

No. of exhibitors: 05

Exhibits: Processed foods, food ingredients – cereals, seafood, functional foods

Supporting unit: Trade Development Authority of Pakistan (TDAP)



TAIWAN PAVILION

Size: 108sqm

No. of exhibitors: 12

Exhibits: Healthcare and beauty, consumer goods and household products



HONG KONG PAVILION

Size: 72sqm

Exhibits: Electrical products: LED light, cable, kitchen products and other home appliance products

Supporting unit: Hong Kong Electrical Appliance Industries Association Limited



SRI LANKA PAVILION

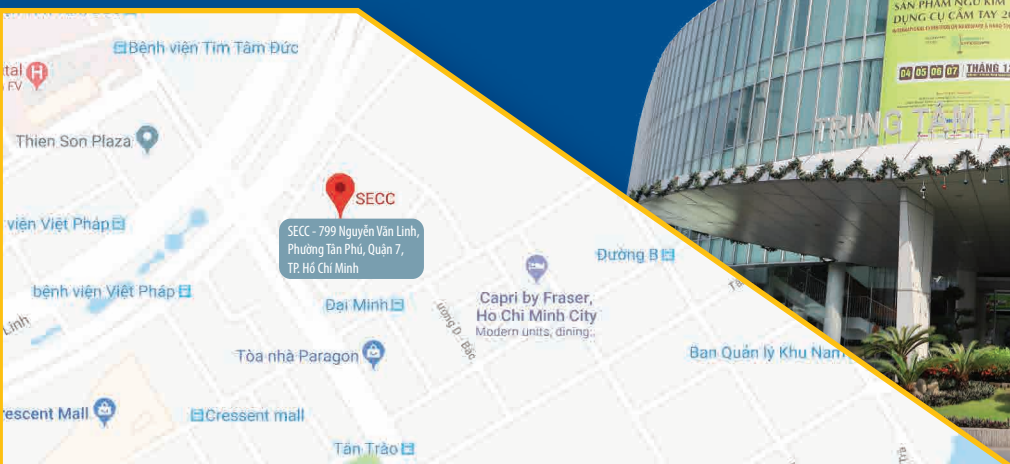
Size: 45sqm

No. of exhibitors: 07

Exhibits: Food & beverage, consumer goods, key industries

Supporting unit: Embassy of Sri Lanka and Export Development Board





SPACE ONLY

- * Only exhibition space will be provided.
- * Utilities and additional services can be requested at an additional charge.



STANDARD BOOTH

- * Basic type of booth is provided: 1 information desk and 2 chairs / Basic lighting & lighting electricity.



PREMIUM BOOTH

- * Specialized Premium Booth design will be provided.
- * Additional facilities should be applied separately if necessary.

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VALUE-ADDED BENEFITS FOR EXHIBITORS:

- ▶ Attending conferences, seminars during the Exhibition
- ▶ Badges, opening ceremony invitation letter, exhibition invitation letter, etc.
- ▶ Free introduction in the Exhibition's directory preview
- ▶ 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 in the Exhibition's directory preview.
- ▶ Organizing thematic seminars to introduce products and services
- ▶ Cargo transportation, visa procedures, hotel booking, interpretation and other service, etc.
- ▶ Designing and installing special booths, booth equipment rental services.
- ▶ 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 or T/T to:
Vietnam National Trade Fair & Advertising Company (VINEXAD)
Account in VND: 0021000000172
Account in USD: 0021370020067
Account in EUR: 0021140474605
Name of the bank: VIETCOMBANK HANOI
11B Cat Linh St., Quoc Tu Giam Ward, Dong Da Dist., Hanoi, Vietnam
3. The balance should be arranged before 30th October 2023

 **CONTACT US**



VINEXAD NATIONAL TRADE FAIR & ADVERTISING J.S.C

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