

VIETNAM  
**Foodexpo**

**14-17/11/2018**

Saigon Exhibition  
and Convention Center

**SECC**

Ho Chi Minh City  
Vietnam

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**BETTER FOOD, BETTER LIFE**

**Vietnam  
Int'l  
Food  
Industry  
Exhibition  
2018**



foodexpo.vn

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The No. 1  
international  
trade show  
for food and  
food industry  
in Vietnam



# Vietnam Foodexpo

The No. 1 international trade show for food and food industry in Vietnam

- The quickest, easiest and most reliable way to doing business in Vietnam through personalized and free of charge inclusive business matching services.
- The most complete food and food technology offer under one roof in Vietnam.

- The largest scale of regional and national food business opportunities through the exclusive access of the exhibition to the extensive international and national network of the Vietnamese Government, the widespread network of all trade and industry promotion organisations in the country and overseas.



## Vietnam - a golden food market

### INCREASING FOOD CONSUMPTION:

The country's compound annual growth rate for food consumption is projected at 18.6 percent in the 2014-2019 period, which places Vietnam as one of Asia's most exciting food consumption markets (BMI Research 2016).

### RISING DISPOSABLE INCOME:

While the world's largest emerging economies falter, Vietnam's steady economic growth makes it among the fastest-growing markets in the world (Bloomberg 2016). This translates into fantastic opportunities for premium products and upmarket product ranges.

### HUGE YOUNG POPULATION:

A high percentage (>50%) of population (>92 million) under 30 years of age creates attractive opportunities in the mass market, as young consumers are very receptive to new ideas and production innovations, and it enhances the appeal of Vietnam to foreign investors.

### RAPID GROWING FOOD RETAIL SECTOR:

A quick development of the retail chains of both local and international players has been engendering an impressive surge of Vietnamese food sector.

### STRONG DEMAND FOR HIGH FOOD TECHNOLOGIES:

Under the pressure of severe competition and an ever higher demand for food safety and quality in both domestic and export markets, the local processed food sector is seriously looking for high-tech solutions, which implies an enormous opportunity for imported food technology products.

# Facts & Figures

EXHIBITORS	2015	2016	2017
<b>No. of exhibitors</b>	302	402	456
<b>No. of countries</b>	19	16	21
<b>No. of stands</b>	500	550	600



VISITORS	2015	2016	2017
<b>No. of trade visitors</b>	10,329	13,189	15,026
<b>No. of int'l visitors</b>	1,339	1,921	2,854
<b>No. of countries</b>	33	42	48

## Foodexpo 2017

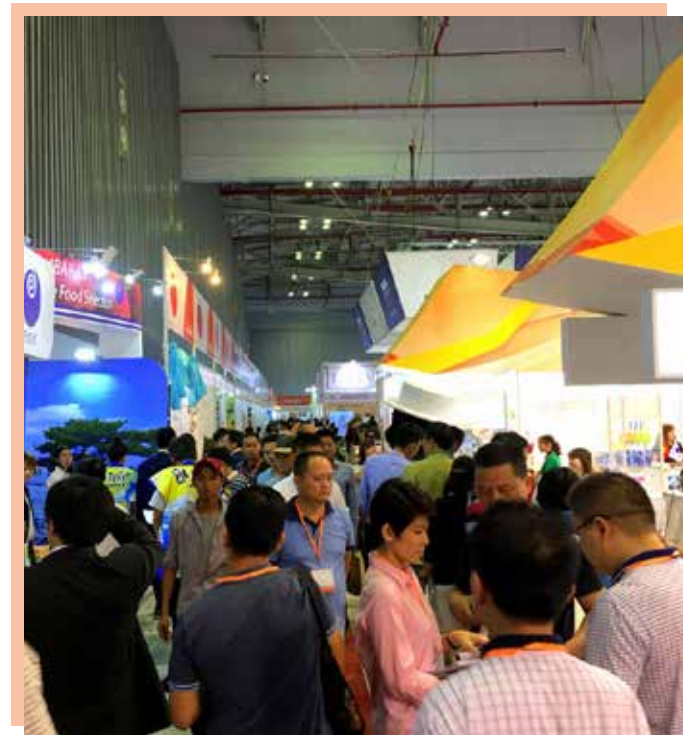
### Exhibitors' overall ratings on exhibition results

25.50% Partially satisfied  
15.10% Very satisfied

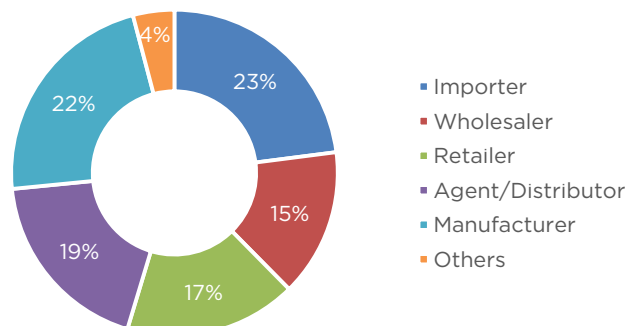
Satisfied **51.96%**

### Visitor breakdown by responsibility

32.43% are Management  
33.81% are Buying/Procurement



### Visitor breakdown by business category





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## Booth Fee

### Shell scheme

US\$300/sq.m

Name board, 1 information counter, 1 round table, 4 chairs, 2 neon tubes, 2 shelves, 1 power socket (220V), 1 waste basket



### Space only

US\$270/sq.m

Exhibitors are subject to building their own designed booths with necessary facilities including electricity



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## Concurrent Events

### ▸ Vietnam Food Forum 2018

The most important annual Conference for foreign visitors and exhibitors to follow upon current local food trends and relevant government policies regarding the food & beverage sector.

### ▸ Saigon International Cooking Contest 2018

A unique chance to uncover delectable dishes, both domestic and foreign, all made with fine local ingredients.

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## Book your booth now!

### Vietnam Trade Promotion Agency (VIETRADE) Trade Exhibitions & Events Division

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### Hosted by:



Ministry of Industry and Trade of Vietnam (MOIT)

### Organized by:



Vietnam Trade Promotion Agency (VIETRADE)

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### Associated by:

Vietnam Ministry of Agriculture and Rural Development  
Vietnam Farmer's Union  
Vietnam Directorate for Standards, Metrology and Quality  
Vietnam Food Safety Agency  
Vietnam Beer, Alcohol and Beverages Association  
Vietnam Retailers Association  
Vietnam Association of Seafood Exporters and Producers  
Vietnam Tea Association  
Vietnam Coffee & Cocoa Association  
Vietnam Coconut Association  
Vietnam Pepper Association  
Vietnam Cashew Association  
Vietnam Fruit & Vegetables Association  
Ho Chi Minh Food & Foodstuff Association  
Vietnam Association of Food Science and Technology

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### Supported by:

Centre for the Promotion of Imports from developing countries (CBI)  
Food and Agriculture Organization of the United Nations (FAO)  
International Trade Centre (ITC)  
Asian Trade Promotion Forum (ATPF)  
ASEAN - Korea Center  
ASEAN - Japan Center

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### Co-located with:

