

# 2019 POST SHOW REPORT

**13-16 November 2019**

Saigon Exhibition &  
Convention Center | **SECC**

[www.foodexpo.vn](http://www.foodexpo.vn)



412

EXHIBITORS

526

STANDS

24

COUNTRIES/  
TERRITORIES

13K

sqm

EXHIBITING  
SPACE

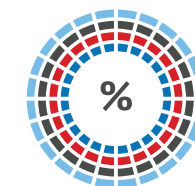
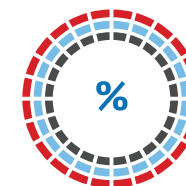
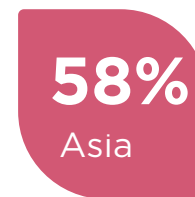
EXHIBITOR  
PROFILE





THURINGIA (GERMANY)

GUEST OF HONOUR



**EXHIBITOR ORIGIN (EXCLUSIVE OF VIETNAM)**





## EXHIBIT SECTORS

8% DRINKS

24% FOOD INGREDIENTS

29% FINE FOOD

12% TEA & COFFEE

13% FRUITS & VEGETABLES

14% FOOD TECHNOLOGY

## EXHIBITOR BACKGROUNDS

PROCESSOR



48%

EXPORTER



39%

IMPORTER



10%

OTHERS



3%



# VISITOR PROFILE

**16,153**

Trade visitors

**4,815**

Public visitors

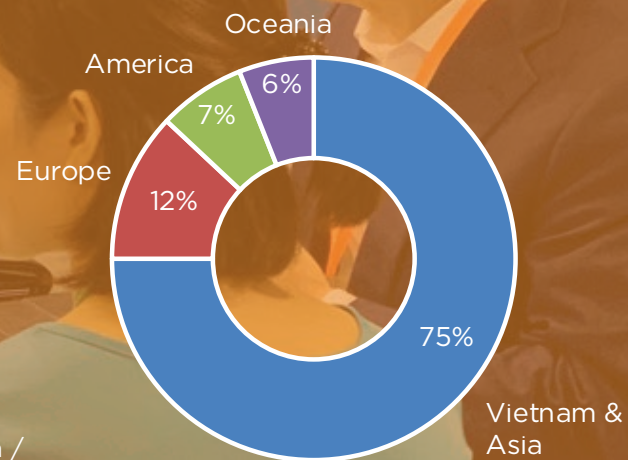
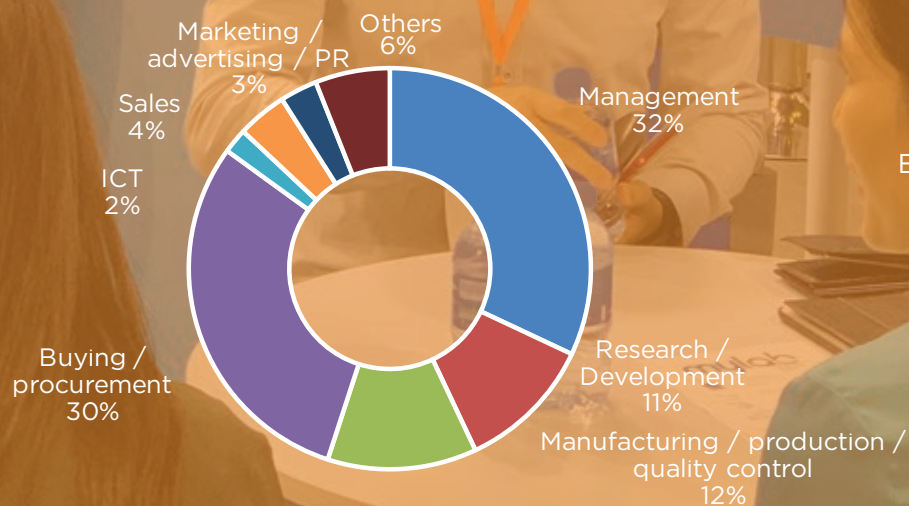
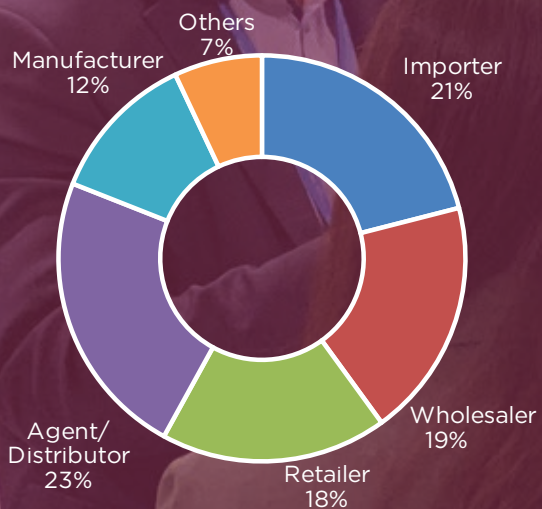
**2,916**

Int'l visitors

**42**

Countries

# VISITOR BACKGROUNDS



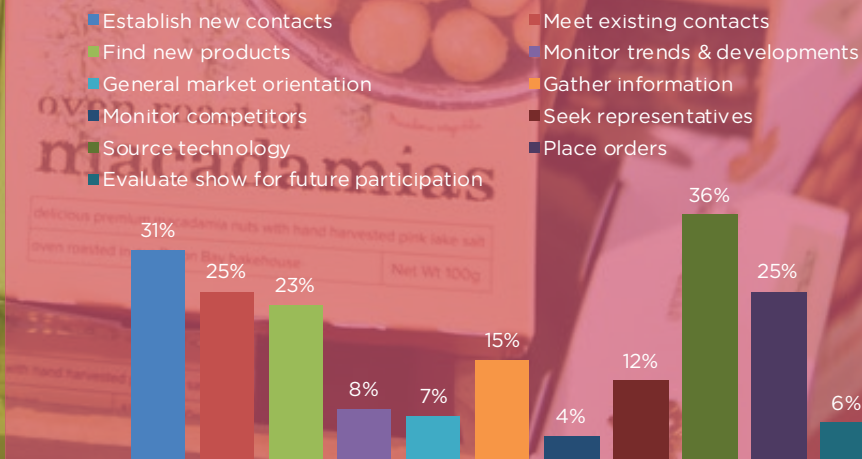
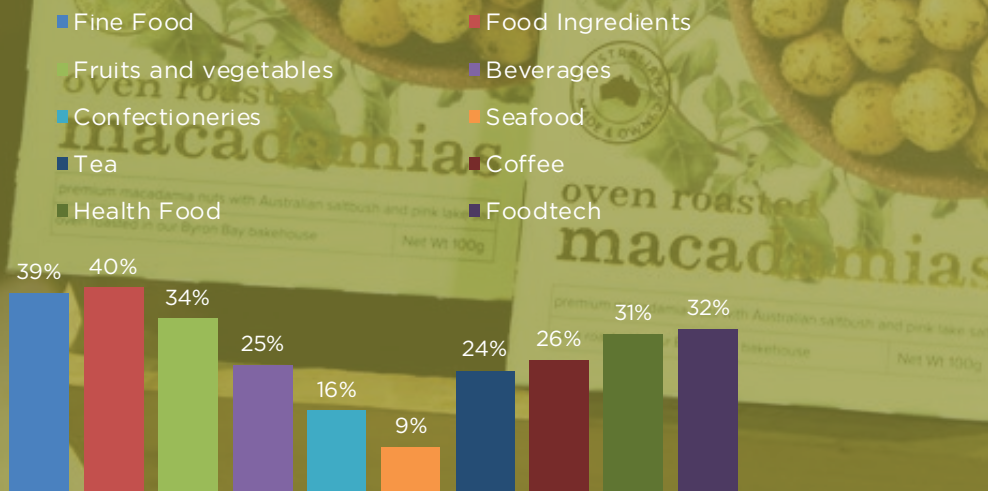
## Original German Meat and Sausage Specialities

- Calibrated for meat and dairy products
- Up to 20 results within two seconds
- Non-destructive sample measurement without consumables

Thürin



# VISITOR INTERESTS AND OBJECTIVES





**The figures say it all...**

**61%**

were COMEBACK exhibitors

**73%**

of the exhibitors rated "GOOD" or above  
with the QUALITY of the visitors

**76%**

of the exhibitors praised the Exhibition for  
its capability to generate leads and develop  
the international contacts.





# HOSTED BUYER DELEGATIONS





**Business meetings set up...**

**3,000+**  
hosted domestic buyers

**500+**  
hosted int'l buyers

from the US, EU, Canada, Japan,  
South Korea, Hongkong, Singapore,  
Philippines, etc...





**Tailored made business matching with:**

**TOP RETAILERS  
IN THE COUNTRY**

Amazon Global Selling  
AEON  
Central Group

Vinmart  
Saigon Co.op  
SATRA



# VIETNAM FOOD FORUM

kept on working on hot issues like:

- The increased trend of applying non-tariff barriers in the international market
- Solutions to overcome integration barriers for Vietnamese agricultural products
- Sustainability standards





# Cuộc thi VietPresso 2019

"Sản phẩm cà phê Espresso sáng của Việt Nam"  
"Morning Wake up Espresso from Vietnam"

## COFFEE CHAMPIONSHIP

MORNING WAKE-UP ESPRESSO FROM VIETNAM



Chung tay vì sản phẩm cà phê Việt tốt nhất  
Together for the best Vietnamese coffee

ĐƠN VỊ TỔ CHỨC  
 **CENTRAL RETAIL**  
VIETNAM

ĐƠN VỊ THAM GIA











# VIETNAM FOOD EXPO 2020

We are looking forward to seeing you  
at the next show on 18-21 November 2020