

VIETNAM INT'L FOOD INDUSTRY EXHIBITION 2019

13-16/11

Saigon Exhibition and Convention Center
Ho Chi Minh City, Vietnam

**better food,
better life**



foodexpo.vn

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

VIETNAM
Foodexpo

Why VIETNAM?

Vietnam's food and drink sectors are well positioned for growth throughout BMI Research's forecast period to 2022. **Strong economic growth**, a **positive consumer outlook** and **favourable demographics** make the country one of the **most attractive investment destinations in the Asia Pacific region**. The country's rapidly developing mass grocery retail sector will help support the demand for food and drink, while the number of foreign retailers is set to increase. (BMI 2018)

SOME KEY ESTIMATIONS

- Revenue in the Food & Beverages segment amounts to US\$212m in 2019.
- Revenue is expected to show an annual growth rate (CAGR 2019-2023) of 17.2%, resulting in a market volume of US\$400m by 2023.

Why VIETNAM FOODEXPO?

Despite being a newcomer in the food exhibition industry since 2015, Vietnam Foodexpo has quickly gained its prestige in the country thanks to the strong support from the Government and high investment in connection capabilities. The Show has now confirmed its status as the No.1 international trade show for food and food trade 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 most complete food platform and quickest bridge to this golden food market



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.



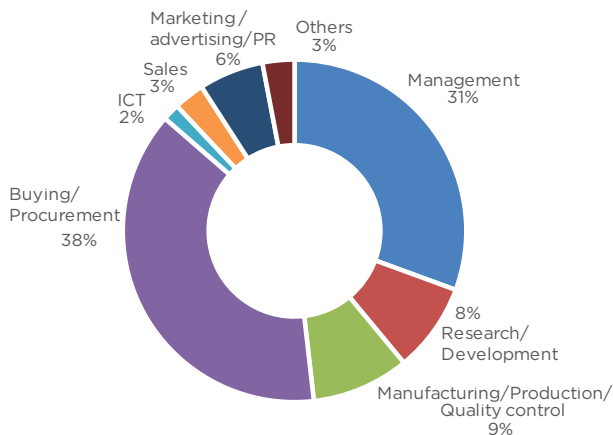
QUICK FACTS

EXHIBITORS	2015	2016	2017	2018
No. of exhibitors	302	402	456	448
No. of countries	19	16	21	24
No. of stands	500	550	600	589

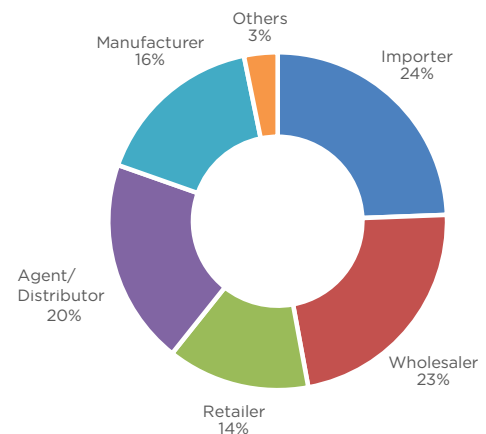
VISITORS	2015	2016	2017	2018
No. of trade visitors	10,329	13,189	15,026	17,641
No. of int'l visitors	1,339	1,921	2,854	3,158
No. of countries	33	42	48	45



Visitor breakdown by responsibility (2018)



Visitor breakdown by business activity (2018)



2018

68.1%

of the exhibitors made contact with their right target visitor groups

65.4%

of the exhibitors were satisfied/very satisfied with their participation

66.0%

of the exhibitors said that they would definitely come back in Vietnam Foodexpo 2019

Booth Fee

Shell scheme

US\$310/sq.m

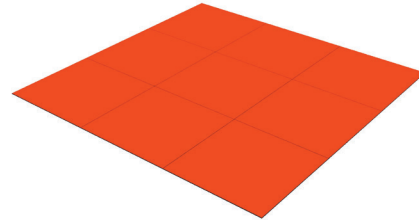
Name board, 1 information counter, 1 round table, 4 chairs, 2 neon tubes, 2 shelves, 1 power socket (220V), 1 waste basket



Space only

US\$280/sq.m

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



Concurrent Events

▸ Vietnam Food Forum 2019

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.

▸ Investment Promotion Conference in Food Processing Industry 2019

Introducing opportunities as well as investment trends in the food processing industry.

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)

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

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

Co-located with:


FoodtechVN

 **FOODS OF VIETNAM**