

VIETNAM INT'L FOOD INDUSTRY EXHIBITION 2020

18-21/11 | **SECC**

Saigon Exhibition & Convention Center
Ho Chi Minh City, Vietnam

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



**better food,
better life**

foodexpo.vn

5
impressive
years

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 biggest regional and national food business opportunities in Vietnam, all in one Show!

- Tailor-made business meetings
- Hosted buyer delegations
- Access to the top retailers, wholesalers and importers in the country



CONNECTING SOURCING GLOBAL PARTNERS



VIETNAM

THE MOST INTER-CONNECTED TRADING NATION GLOBALLY

Vietnam has rapidly inserted itself in the global trade network with more free trade agreements abound. **Strong economic growth**, a **positive consumer outlook** and the **middle class acceleration** 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 2019).

SOME TRENDS AND ESTIMATIONS

- Consumers tend to spend more on safe, environmentally and organic products.
- The packaging of processed and ready-to-meal products is changing to meet the demand of an increasing number of nuclear families and single people.
- E-commerce quick development has allowed the consumers with more choices and new cuisine trends.
- Revenue in the Food & Beverages segment amounts to US\$289m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 10.1%, resulting in a market volume of US\$423m by 2024.

PAST SHOWS' FIGURES

EXHIBITORS	2015	2016	2017	2018	2019
No. of exhibitors	302	402	456	448	412
No. of countries	19	16	21	24	24
No. of stands	500	550	600	589	526
VISITORS	2015	2016	2017	2018	2019
No. of trade visitors	10,329	13,189	15,026	17,641	16,153
No. of int'l visitors	1,339	1,921	2,854	3,158	2,916
No. of countries	33	42	48	45	42

2019 FIGURES

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.

EXHIBITS



HOSTED BUYER DELEGATIONS

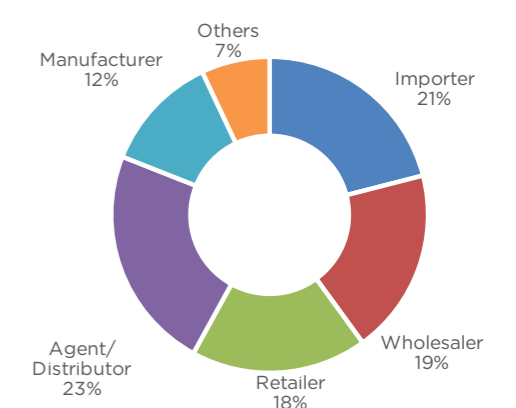
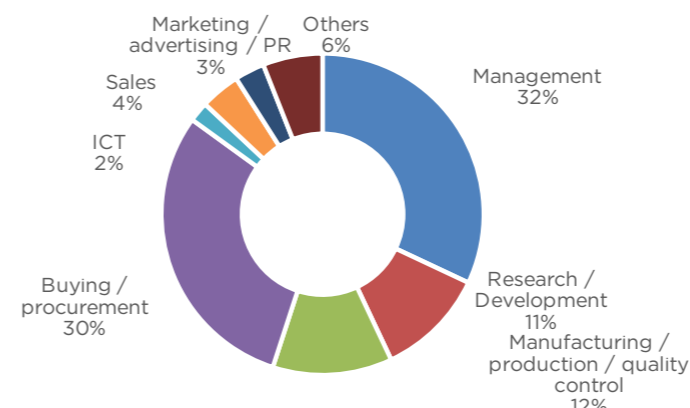
3,000+
hosted domestic buyers

500+
hosted int'l buyers

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



VISITOR BACKGROUNDS



Booth Packages

Standard booth

(9sqm)

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



Space only

(Minimum 18sqm)

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



Secure your booth now!

Vietnam Trade Promotion Agency (VIETRADE)

Trade Exhibitions & Events Division

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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 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

Hosted by:



Ministry of Industry and Trade of Vietnam (MOIT)

Organized by:



Vietnam Trade Promotion Agency (VIETRADE)

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