

**FOOD
EXPO
VIETNAM**



POST-SHOW REPORT 2023

22-25 November 2023

Saigon Exhibition &
Convention Center

SECC

www.foodexpo.vn

better food, better life

A comprehensive sourcing platform for food from 27 countries/territories





“From my point of view, Vietnam Foodexpo has been the most efficient international food exhibition in Vietnam, a must-visit one for all players in the food industry.”

HIEU TRAN
Director of DACE

QUICK FIGURES

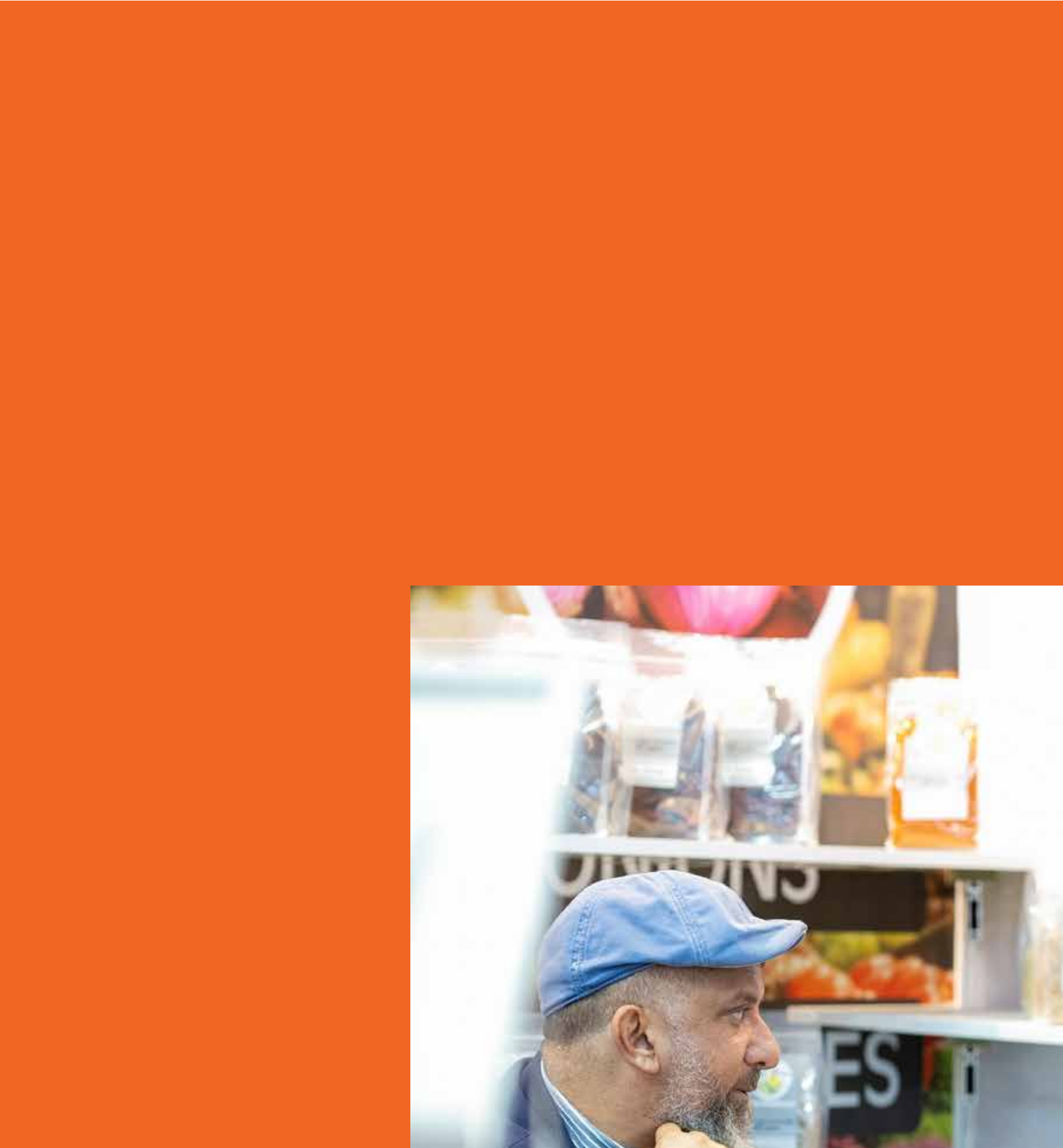
406 exhibitors

512 stands

27 countries/
territories



Exhibitor Profile



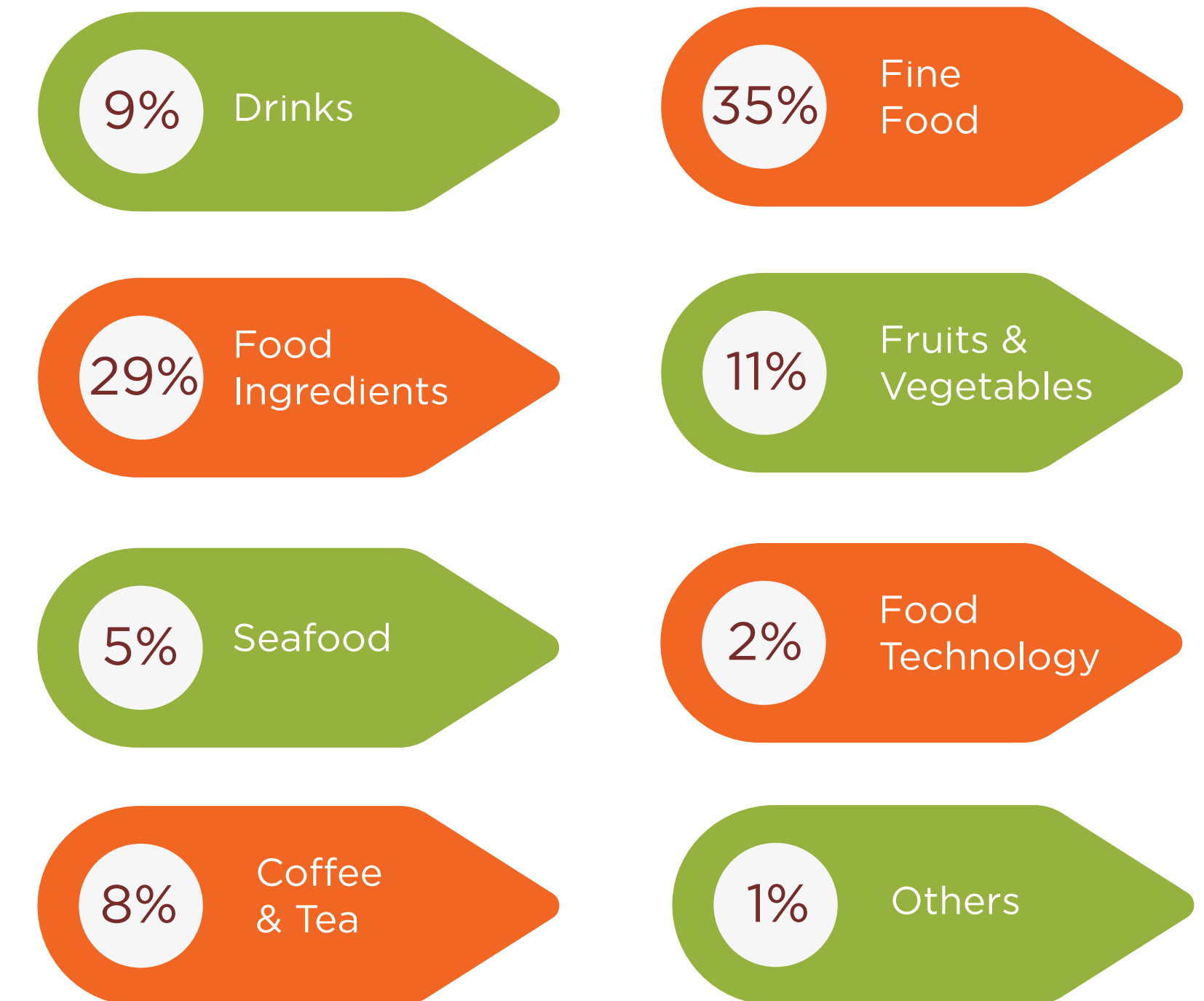
Exhibitor Profile

TOP COUNTRIES

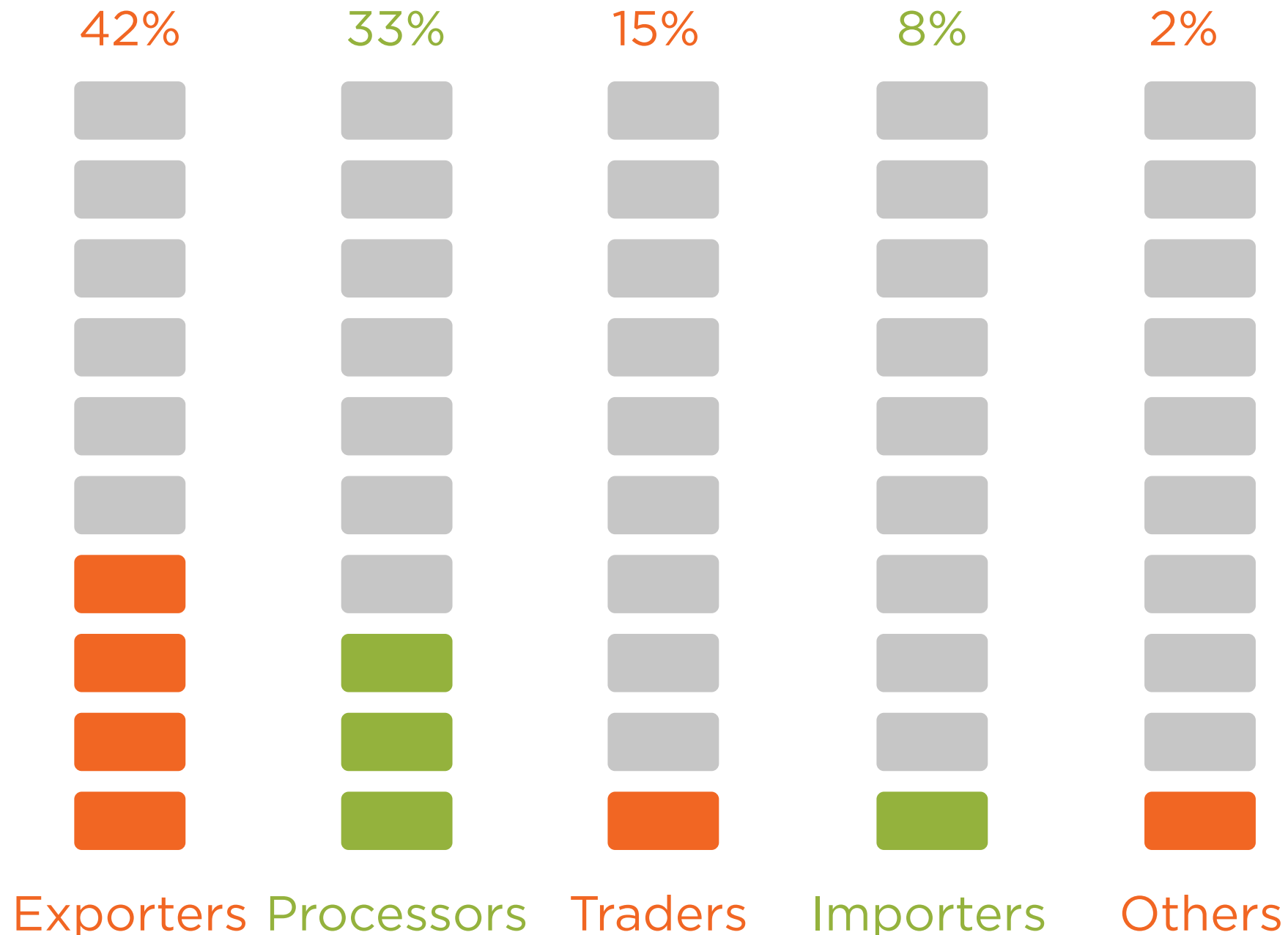
- Vietnam
- Republic of Korea
- Japan
- China
- Russian Federation
- United States
- India
- Malaysia



Exhibitor breakdown by products

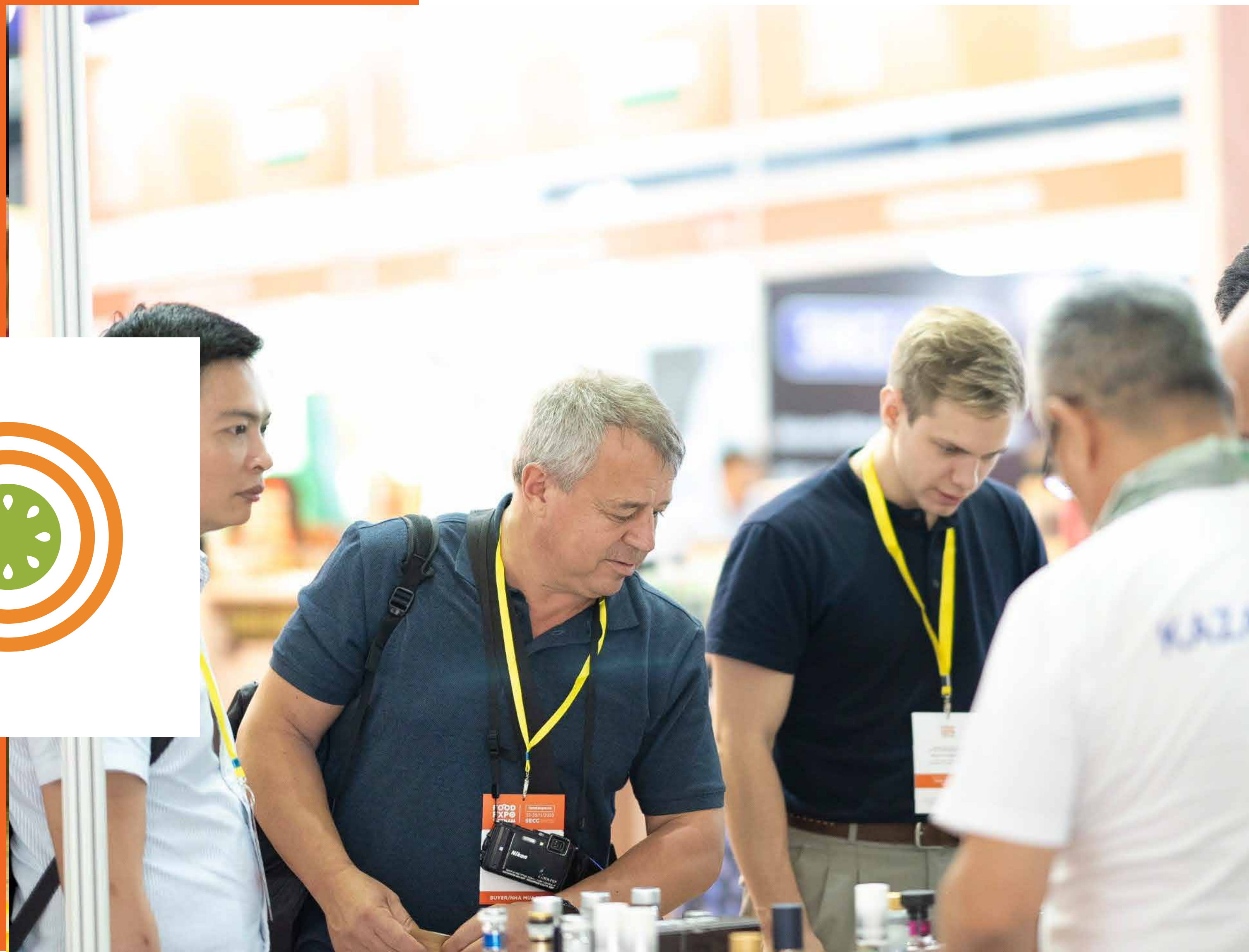


Exhibitor breakdown by business nature



“Vietnam Foodexpo has been the busiest food exhibition in Vietnam post-Covid. We have been thrilled to welcome Costco Wholesale among other big supermarket chains right here at the Exhibition.”

DUNG NGUYEN
Chairman of DH Foods



QUICK OVERVIEW

19,863 trade
visitors

3,495 international
visitors

35 countries/
territories



Visitor Profile

Visitor Profile



HOSTED BUYERS PROGRAM

4,000+ domestic
visitors

700+ international
visitors

TOP BUYERS

Costco Wholesale
Walmart
MM Mega Market
AEON
Muji Global Sourcing
Don Quijote (Japan)
WinCommerce
Central Retail
Saigon Coopmart
Familymart
7-Eleven
Woorimart



18.2%
importers

10.4%
processors

4.7%
exporters

25.2%
distributors

12.6%
retailers

13.1%
wholesalers

8.5%
brokers/traders

7.3%
others



Visitor breakdown by business nature

25.4%
Management

8.2%
Production

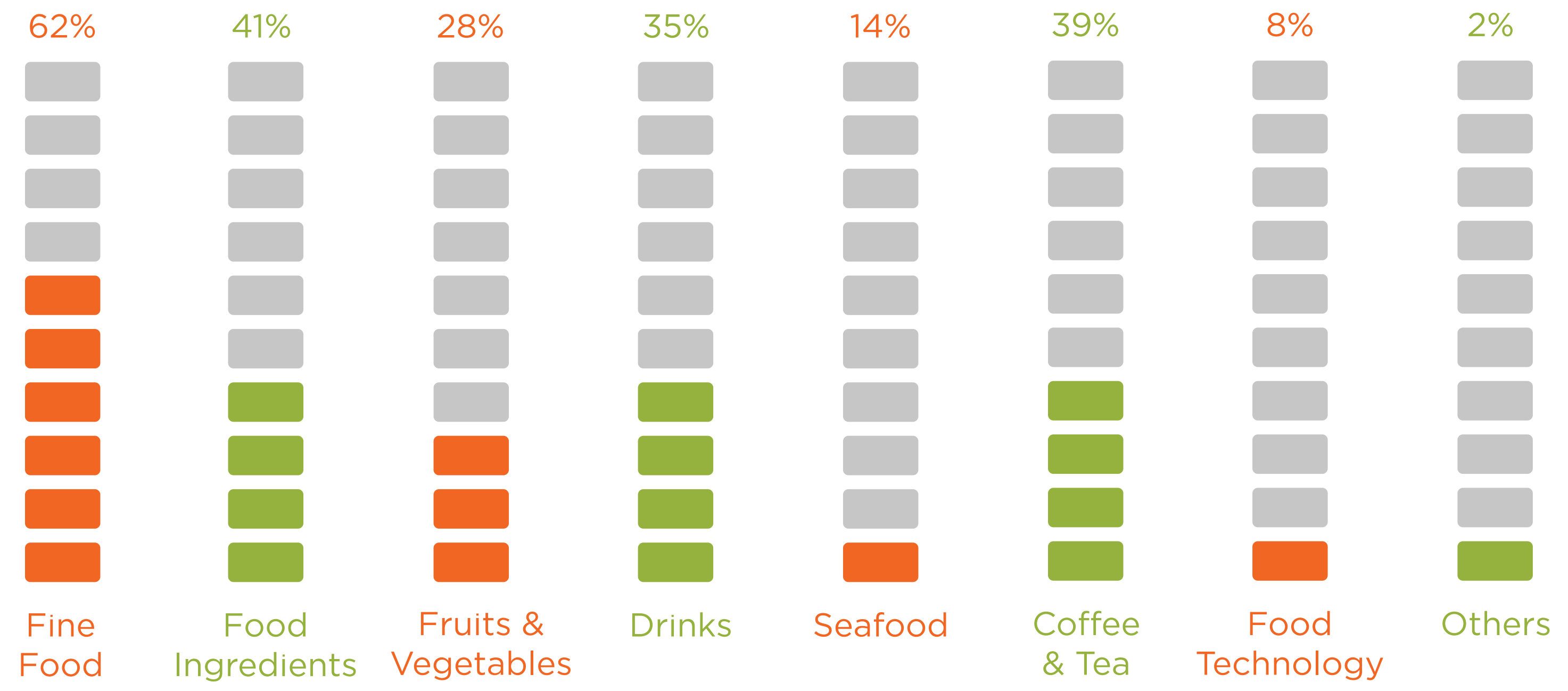
7.7%
Research & Development

31.6%
Purchasing

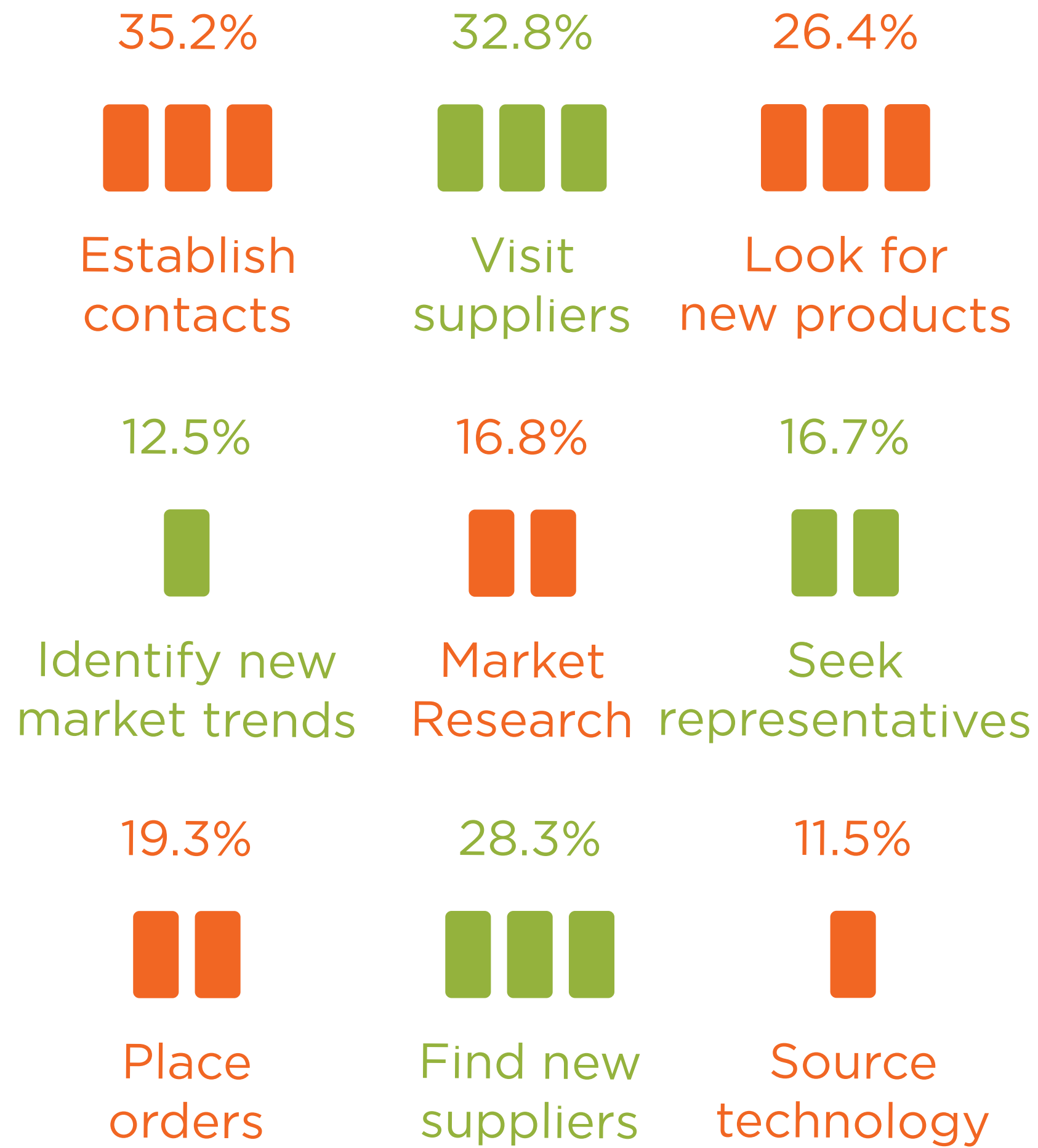
14.8%
Import/Export



Visitor breakdown by key responsibility



Visitor breakdown by product interest



Visitor breakdown by purpose



82.7%
Vietnam & Asia

7.2%
Europe

7.9%
America

2.2%
Oceania

Visitor breakdown by origin



BUSINESS MATCHING

52 matching tables

859 set-up meetings

143 connected exhibitors/suppliers

71%

satisfied with the
QUANTITY of visitors

78%

satisfied with the
QUALITY of visitors

84%

satisfied with the
OVERALL result of the Exhibition

EXHIBITORS' FEEDBACK





SEE YOU AGAIN AT
VIETNAM FOOD EXPO 2024
13-16/11/2024