

PRESS RELEASE

Vietnam International Food Industry Exhibition 2016

- Vietnam Foodexpo 2016 -

November 16-19, 2016, at Sai Gon Exhibition and Convention Center (SECC), HCMC

Industry expectations are that the Vietnam International Food Industry Exhibition 2016 (Vietnam Foodexpo 2016) will be the most outstanding national trade promotion event specializing for agricultural products, seafood and the food industry in Vietnam. After all, not only will the exhibition be the largest and most comprehensive event, but will surpass international standards. The Ministry of Industry and Trade, assigned by the Government, will be proudly responsible for the exhibition. This Ministry delegates to its esteemed Vietnam Trade Promotion Agency, in coordination with germane authorities, to directly organize the exhibition. The organizing will be in consonance with the framework of the National Trade Promotion Programme, with European exhibition professionals collaborating with technical advice.

With the theme “Better food, better life”, Vietnam Foodexpo 2016 will be the can’t miss opportunity for businesses to introduce and promote brands, products and services; look for machineries, technology solutions and technology transfer. The exhibition is also the fastest bridge, an effective and reliable channel helping businesses to approach and expand overseas and into the domestic consumption market through directly meeting and connecting with wholesale and retail distribution systems, prospective import partners and investors in food industry; encouraging and motivating market development soundly and practically for food processing businesses.

Vietnam Foodexpo 2016’s scope will be 500 booths of over 300 domestic and foreign companies, coming from 30 provinces and cities nationwide and 15 countries and territories exhibiting in an area spanning 10,000 square meters. The exhibition is now welcoming registrations, and feedback flowing in from businesses and organizations of home and abroad is marvelous.

Vietnam Foodexpo 2016 will attract an incredible variety of commodities for exhibit, including: vegetables (fresh, dried, canned and frozen); seafood (frozen, canned and processed); beverages (wine, beer and soft drinks); tea and coffee; food ingredients (rice, nuts, spices, seasonings, sauces ...); processed food (confectionery, dairy, dairy products, canned and processed food, instant food, and specialty food); and food processing technology and machinery. Where do your business’ products fit in here? Show them off at Vietnam Foodexpo 2016!

Vietnam Foodexpo 2016 means the return of impressive booth designs - of big corporations, prestigious brands, numerous small and medium enterprises (SMEs) operating in the food industry of Vietnam and worldwide - showcasing advantageous products, contributing to raising the stature, position, quality and intrinsic value of the exhibition. Besides leading brands in the food industry that are omnipresent at the exhibitions no matter what the year, a significant number of new businesses are registering for Vietnam Foodexpo 2016, a reflection on the success and professionalism of the exhibition.

Vietnam Foodexpo 2016 has the honor of welcoming the business delegation of Italy as the National Honored Exhibitor. Several Italian businesses are bringing to the exhibition state-of-the-art technology, unique products representing Italy’s world-leading food industry. Further and very notable, Italian import delegations will visit Vietnam Foodexpo 2016 to effectively and efficiently find Vietnamese export partners.

The food processing technology arena (Foodtech) will be one of the foci at Vietnam Foodexpo 2016, introducing modern technology and machines for deep production and

processing of superior quality food products with high added value and competitive prices, supporting export enterprises in sustainable development, particularly in the context of Vietnam's economy going to deep integration into the global economy.

Vietnam Foodexpo 2016 will be a capstone event when the 3rd International Conference on Vietnam Food Industry (Food Vietnam in 2016) holds its organizational meeting on November 17, 2016. The conference brings together international and national speakers discussing Vietnam's national brand strategy for the food industry; additionally, it is a forum for sharing helpful knowledge and interesting experiences related to the production, processing and trade of safe, quality food. And finally, the conference program will host business matchmaking among Vietnamese and foreign food importers, retailers, supermarkets, grocery stores, manufacturers and exporters.

Mark the date November 16, 2016 for the seminar on investment promotion of the food processing industry, held as part of Vietnam Foodexpo 2016. This seminar will provide information on the regulatory framework, potential investment projects, planning of crop and husbandry areas, technology transfer support, investment in the form of mergers and acquisitions (M&A)... together with real-life investment experience from businesses.

The pavilion, "Investment in developing the food sector", will be of the featured pavilions at Vietnam Foodexpo 2016. Attend this pavilion for witnessing the introduction of Vietnam's local industrial parks and provinces - reliable destinations for investment in Vietnam's food sector.

The Sai Gon International Cooking Contest 2016 to be held during Vietnam Foodexpo 2016 this year is the place for you to be for amazing content and wonderful opportunity for contestants from restaurants and hotels to demonstrate and promote European- and Asian-style dishes using traditional Vietnamese food flavors and ingredients.

Within the exhibition framework, series of events will be held – there will be business matchmaking seminars between Vietnam and foreign companies, the business cooperation agreement signing ceremony, culinary presentations, "Impressive Vietnam Foodexpo 2016" awards, business tours to food factories, and more. These activities will give the participating businesses and customers the latest information about markets, products, services and opportunities for promoting trade and investment.

The Organizing Board of Vietnam Foodexpo 2016 thoroughly works with Vietnamese agencies and departments, and other entities - such as the Ministry of Agriculture and Rural Development; Ministry of Health; Directorate for Standards, Metrology and Quality; Vietnam trade offices and Vietnam trade promotion offices abroad; foreign embassies to Vietnam; foremost trade promotion agencies in the world - KOTRA, JETRO, AKC, ATPF, CBI, TAITRA, ITC etc; sectoral associations; local trade promotion centers - for inviting partners and customer delegations to the exhibition; together with media agencies in Vietnam and from all over the world to broadly inform about and promote the exhibition.

Vietnam Foodexpo 2015, a first for this kind of event, earned rave reviews as a result of satisfying the trust of exhibitors as well as expectations of visitors, accompanied with the strong and stable development of Vietnam's food industry.

Vietnam Foodexpo 2016 will be welcoming 20,000 visitors; of particular note is many are business delegations and potential buyers from Vietnam's target markets. These include Korea, Japan, the US, the EU, the Middle East, and many provinces of Vietnam.

www.foodexpo.vn

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VIETNAM FOODEXPO 2015: STATISTICS AND EVALUATION

302 Exhibitors

(Vietnamese: 245 – Overseas: 57)

500 Booths

(Vietnamese: 419 – Overseas: 81)

19 countries & territories

36 provinces and cities

10,000 m² exhibition space

21,095 visitors

10,329 trade visitors

1,339 international visitors

10,766 public visitors

Exhibition purpose:

33% Establish contacts; 41% Place orders; 20% Find representatives; 15% Source for technology; 10% Gather information; 7% Evaluate show for future participation; 4% Others.

EXHIBITORS' FEEDBACK

Impression of the Exhibition services:

59.2% rated "Very good"

18.5% rated "Excellent"

Ms. Nguyen Kim Ngoc, General Director of Vietnam National Apiculture Joint Stock Company (VINAPI): *"We really appreciate the introduction of our product at the exhibition, and see this as a great opportunity to promote the branding of these products. Approaching our booth were numerous prospective customers of the domestic and foreign markets, exceeding the initial goal of the company."*

Mr. Tran Thanh Liem, Vice Chairman of Binh Duong People's Committee: *"I am very satisfied with the exhibition. This is such a magnificent opportunity for agriculture in Binh Duong Province. After attending the exhibition, agricultural processing in Binh Duong will not only create more opportunities to access the domestic and foreign markets but also find the solution, the right path to develop the agriculture sustainably."*

Mr. John McKenzie, CEO of Caribasia Limited Co (UK): *"Visiting the exhibition, I have found many manufacturers providing a wide range of Vietnamese agricultural and food products of good quality. I believe that I can establish a cooperative relationship with a potential supplier in Vietnam."*

Mr. Sang-Hyup Park, Director of Korea Trade-Investment Promotion Agency (KOTRA) in Ho Chi Minh City: *"Vietnam Foodexpo 2015 was a successful exhibition for a large number of Korean businesses interested in this event, and we expect to seek more cooperation opportunities to boost the trade turnover between two countries."*

Italian Chamber of Commerce in Vietnam: *"Vietnam Foodexpo 2015 has brought a prosperity for the Vietnamese food market, besides introducing new trends and advanced technology in the field of agricultural and food processing."*

Vietnam Foodexpo 2015 could not have been greatly successful without the media support from domestic and foreign businesses.

According to the report of the participating businesses, over 3,000 contracts, trade and investment agreements were directly executed in the exhibition.

The exhibition has successfully completed the goal of boosting export, developing the domestic market for agriculture, seafood and food industry in Vietnam.

Vietnam Foodexpo 2015: An event of huge significance, marking new and dynamic development in Vietnam's food industry.