



**Foodexpo** VIETNAM

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# POST-SHOW REPORT 2016

**16-19/11/2016**

Saigon Exhibition & Convention Center  
Ho Chi Minh City, Vietnam

Co-located with:

**Foodtech** VIETNAM

**FOOD VIETNAM** 2016  
VIETNAM INTERNATIONAL CONFERENCE ON THE FOOD INDUSTRY



The Biggest  
Official  
No.1  
international  
food  
exhibition  
of Vietnam.



16  
countries

550  
stands

402  
exhibitors

10,000 sqm  
exhibiting space

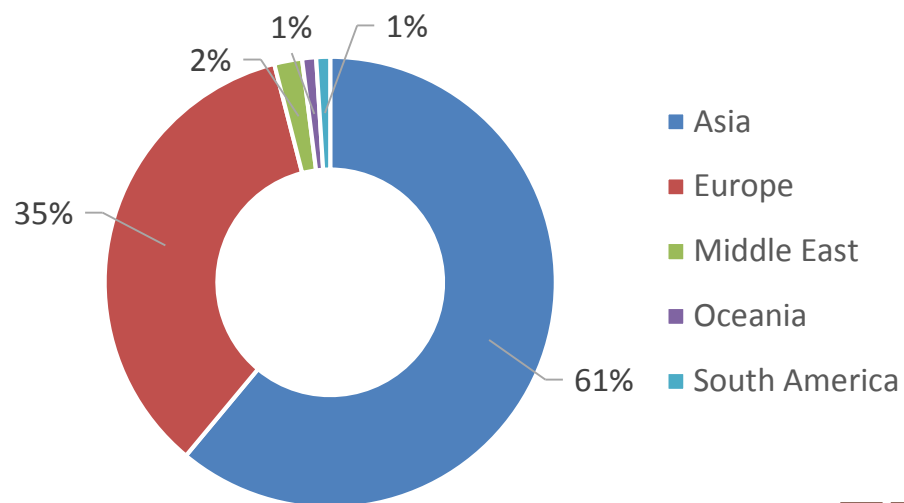




# ITALY

## Country of Honour

Exhibitor breakdown by origin (exclusive of Vietnam)



Top 5 countries by exhibiting space

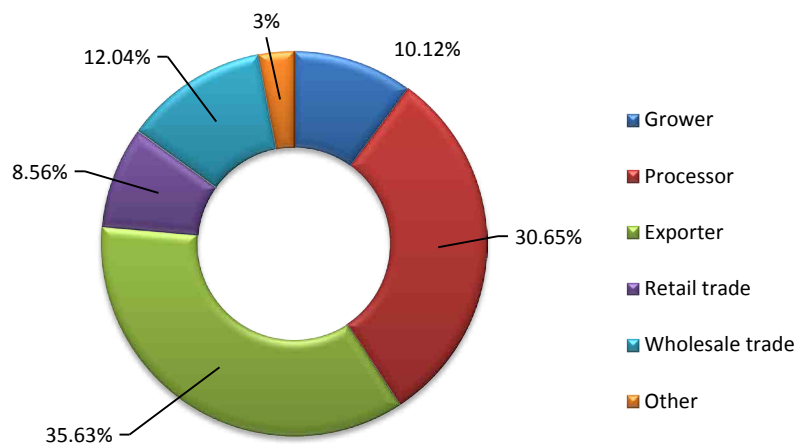
<b>Vietnam</b>	275
<b>South Korea</b>	56
<b>Italy</b>	42
<b>Japan</b>	24
<b>China</b>	20

## EXHIBITORS PROFILE

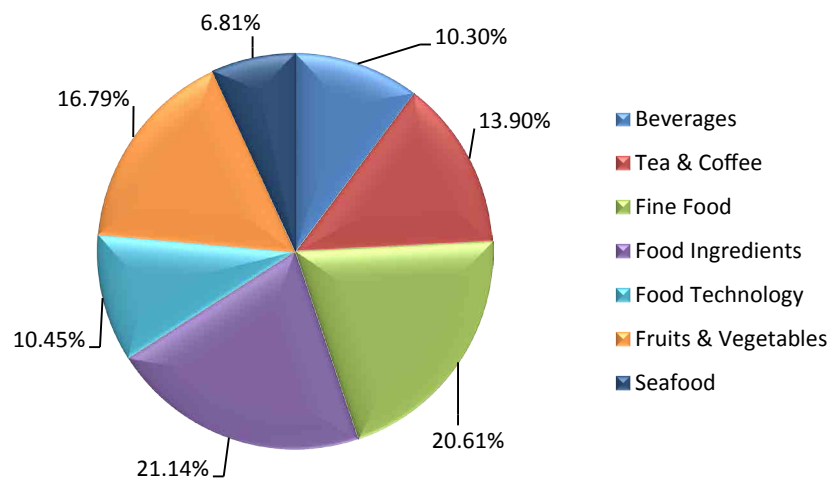




## Exhibitor breakdown by business activity



## Exhibitor breakdown by product sector



42

countries

## VISITORS PROFILE

13,189

Trade visitors

11,862

Public visitors

1,921

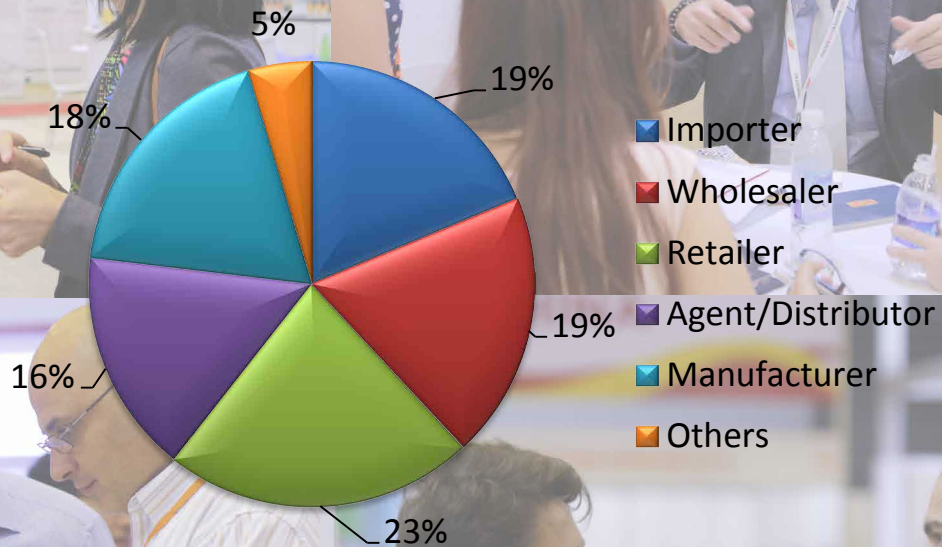
international visitors







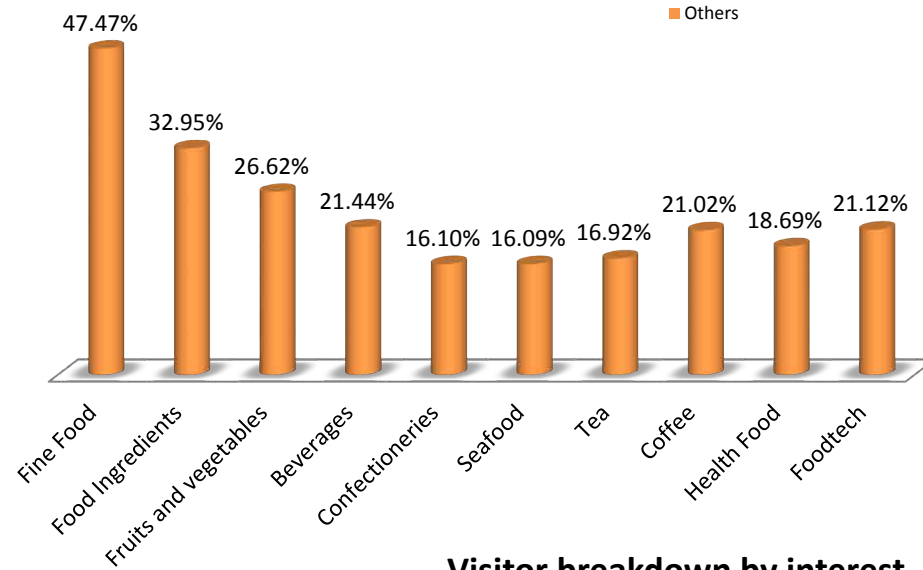
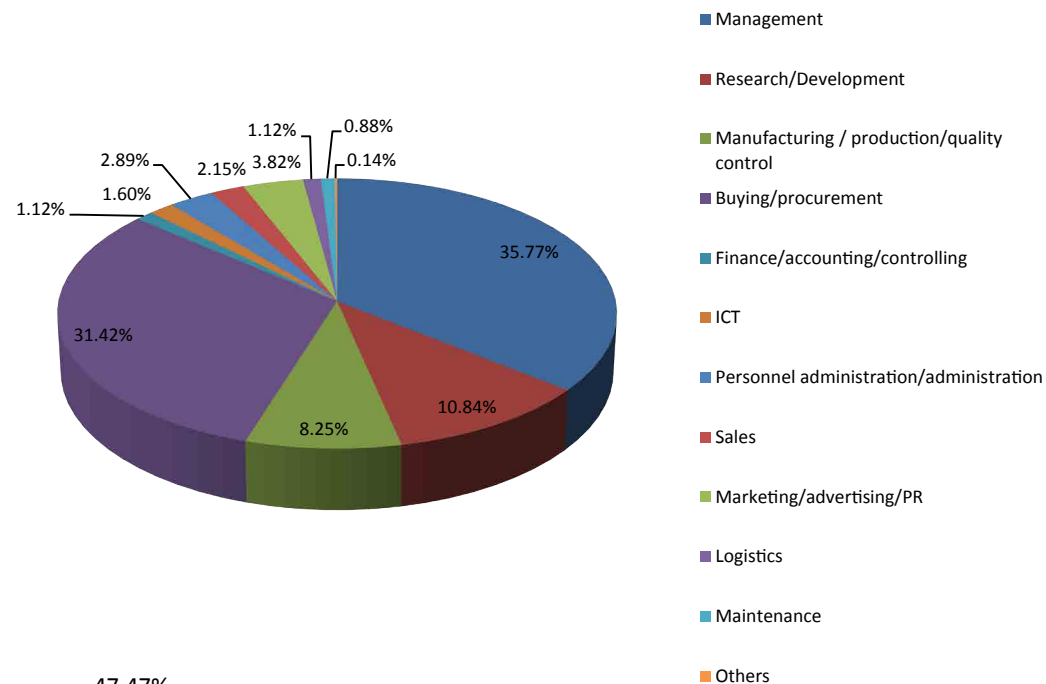
Visitor breakdown by business activity





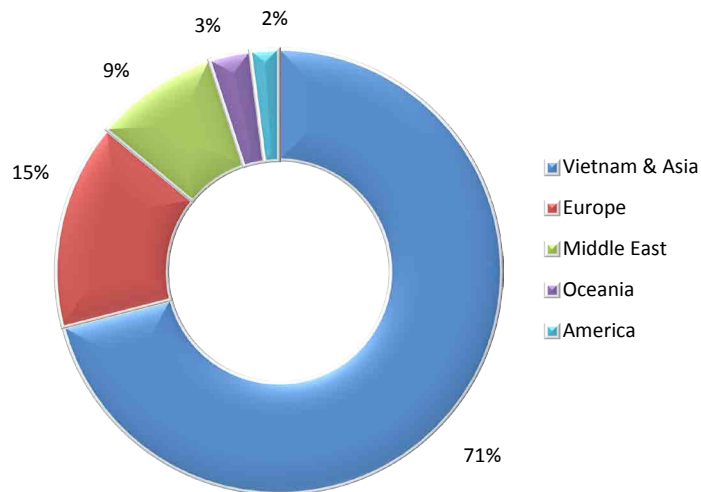


## Visitor breakdown by responsibility

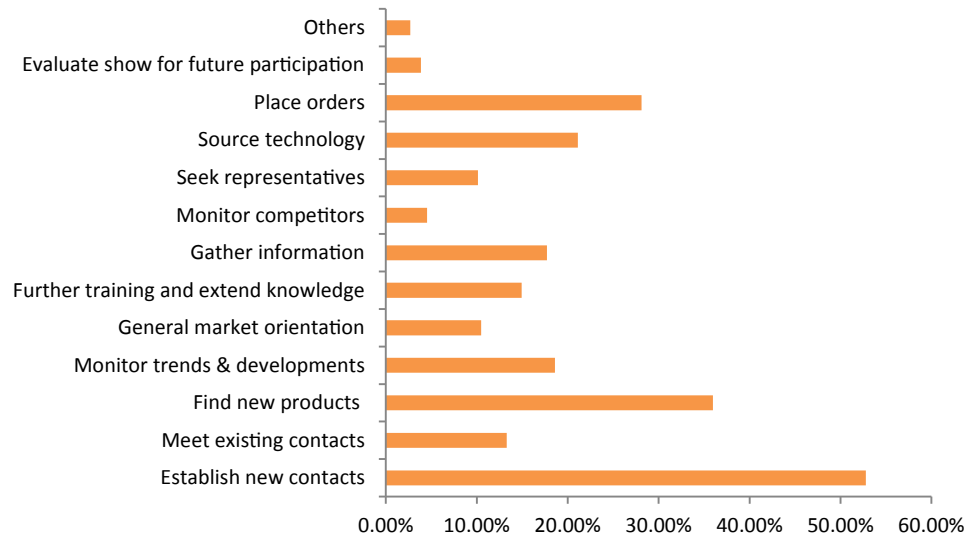


## Visitor breakdown by interest

## Visitor breakdown by origin



## Visitor breakdown by interest





# FEEDBACK AND EVALUATION

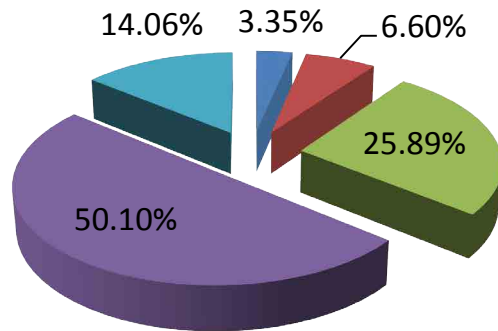
"We've met many people, potential distributors, potential clients and we have a very good feedback. Next month, we will come back here and meet up with the potential distributors and we are very happy with that." - Mr. Vittorio Cosma, Terre del Nero, Italy - Exhibitor

"The result is very good, the response and people's acceptance of our products are very nice. A lot of interest has been generated regarding the distribution and franchising as well."  
- Mr. Samer Salah, Maaza Int'l Co., UAE - Exhibitor

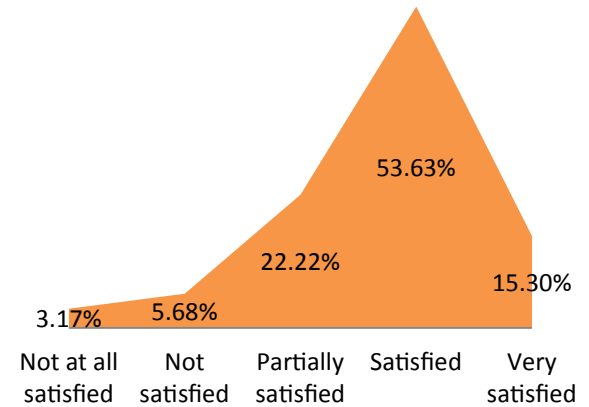
Vietnam Foodexpo is a great channel for us to expand both domestic and international market. We have found many potential distributors here in Vietnam. Besides, we have been very happy to get a chance to meet with international buyers from potential markets such as Japan, South Korea, Germany, Spain and the United States. Business matching programmes on the sidelines are also very effective, helping us to connect with big local supermarkets and international buyers."  
- Bonnie Bee, Vietnam - Exhibitor

"I would like to visit the exhibition again. This is the first time in Vietnam and I am here for Vietnam Foodexpo. I really appreciate Vietrade [the Organiser] for very good organisation from the airport pickup service to the exhibition service." - Mr. Wirat Kitgarndethwut, World Quality Food Co., Ltd, Thailand - Buyer

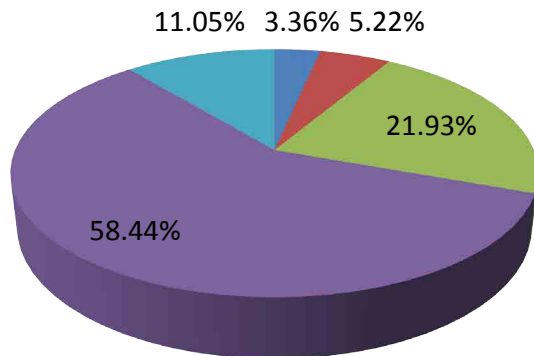
### Ratings on quality of visitors



### Overall ratings on exhibition results



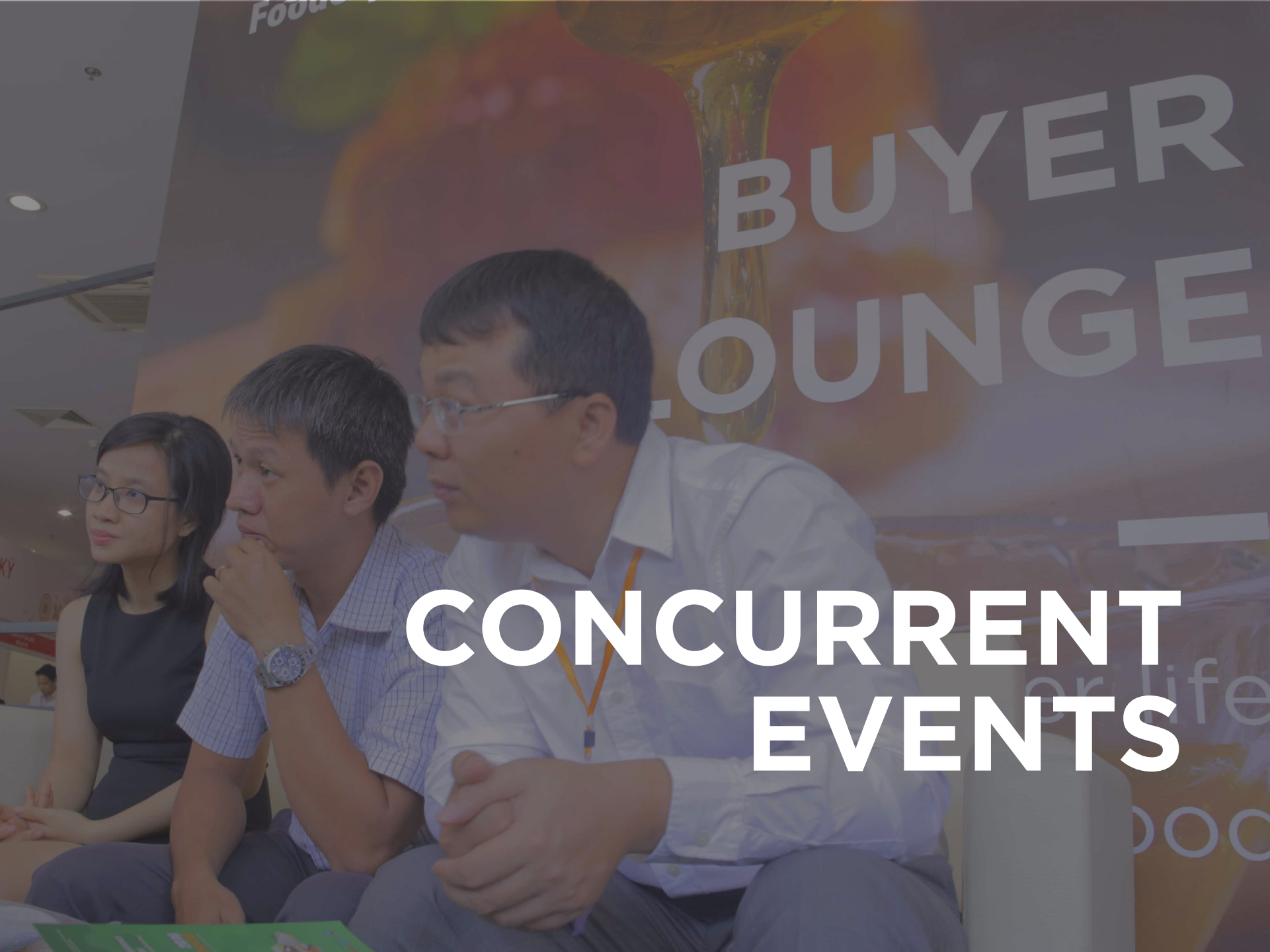
### Ratings on quantity of visitors



### Ratings on objective achievement







# CONCURRENT EVENTS

**2016**  
**FOOD VIETNAM**

**Vietnam International Food Industry Conference 2016**

17 November 2016





# “Enhancing Food Quality towards Vietnam Food Branding”

2 key issues:

Food Quality and Safety

Vietnam Food Branding Strategy

**250+**  
Participants

Top experts in the  
food and beverages industry

Food and Agriculture Organization  
of the United Nations (FAO)

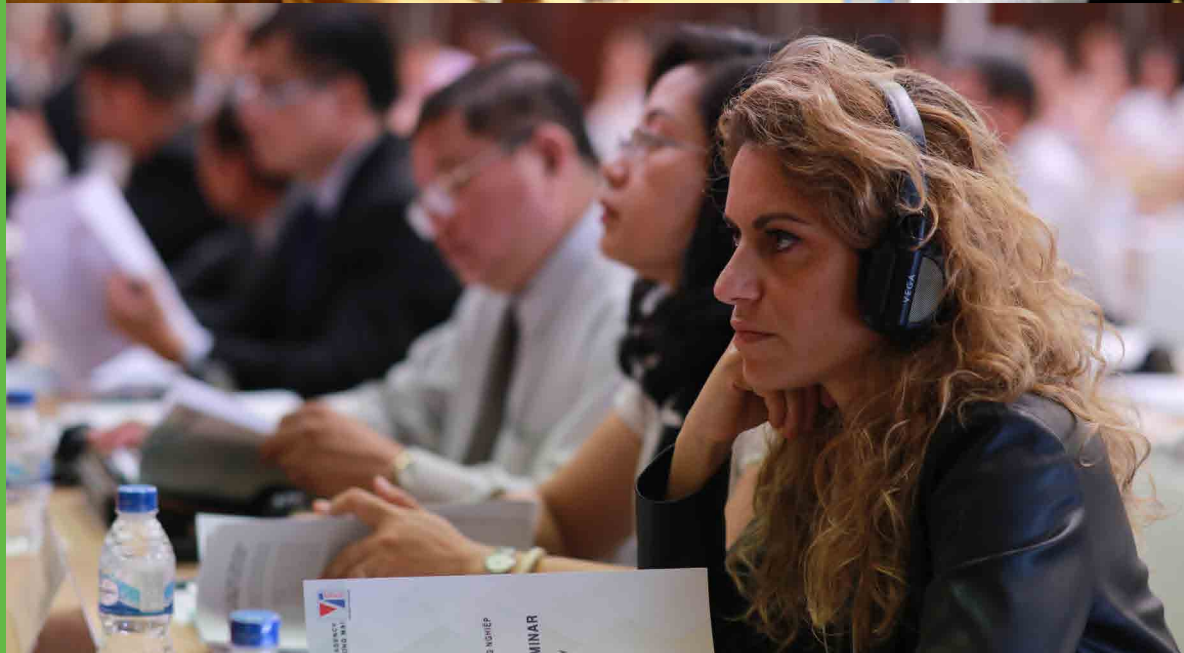
Centre for the Promotion of Imports  
from developing countries (CBI)

Ministry of Agriculture and Rural  
Development of Vietnam (MARD)

EuroMonitor International

Food Associations

Food Enterprises



# Business meetings on the sidelines of the Conference

**200**  
companies

**20**  
meeting tables

**300+**  
transactions

Top Retailers in Vietnam

**Aeon**  
**Lotte Mart**  
**CJ**  
**Metro**  
**Big C**  
**Satra**

Importers from

**Spain**  
**Poland**  
**UAE**  
**Malaysia**  
**Lebanon**  
**Vietnam**





# Seminar on Investment Promotion For Food Processing Industry in Vietnam

16 November 2016





2 panel discussions

Investment potentials of Vietnam's Food Processing Industry

Incentives and opportunities for investing in Vietnam's Food Processing Industry



200+

international and local food companies/organisations



# Seminar “Italy and Vietnam for Food Quality and Safety Feeding Innovation”

18 November 2016





# A featured seminar of Italy as the Country of Honour

Cooperation between Italy and Vietnam in technology transfer for food industry







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# Saigon International Cooking Contest 2016

18 November 2016



**Local Ingredients, Global dishes**







**Vietnamese food to the world**





**VIETNAM**  
**Foodexpo**

# SEE YOU AGAIN AT VIETNAM FOODEXPO 2017

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