



POST SHOW REPORT 2018

14-17/11/2018

Saigon Exhibition &
Convention Center
Ho Chi Minh City
Vietnam

better food,
better life

www.foodexpo.vn

VIETNAM
Foodexpo



24

countries/territories

589

stands

448

exhibitors

13,000

sqm

exhibiting space





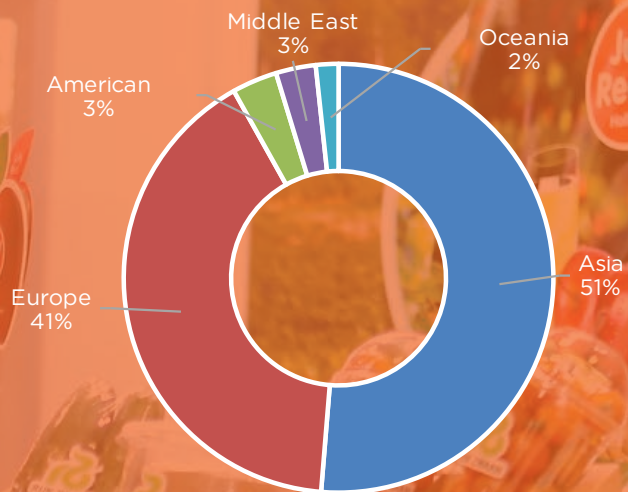
THE NETHERLANDS

Country of Honour



EXHIBITORS PROFILE

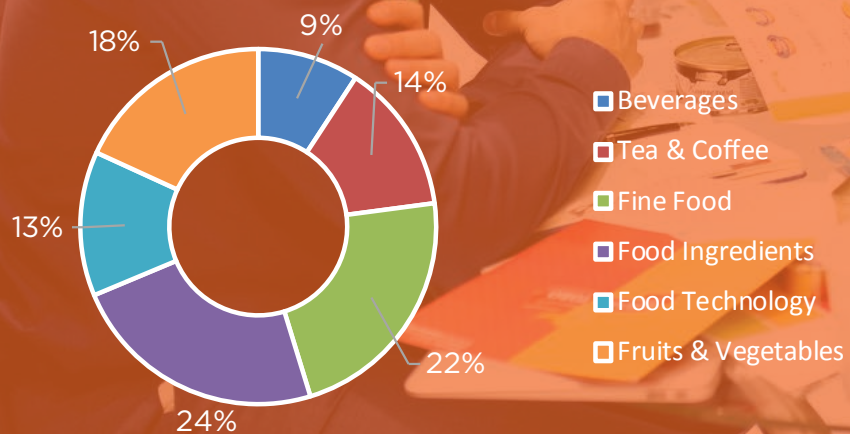
**Exhibitor breakdown by origin
(exclusive of Vietnam)**



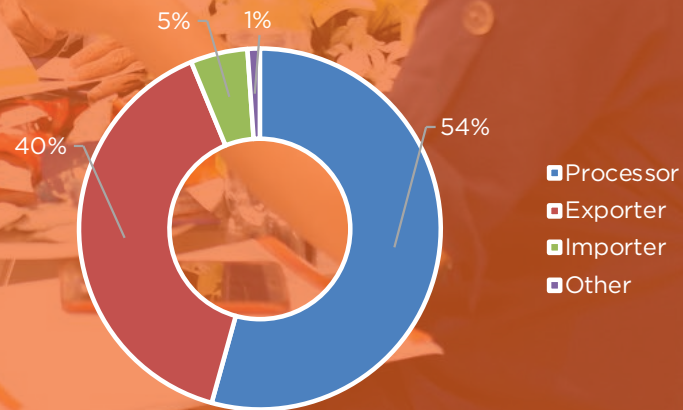


The biggest
sourcing
platform
for food
in Vietnam

Exhibitor breakdown by product sector



Exhibitor breakdown by business activity





VISITORS PROFILE

45
countries

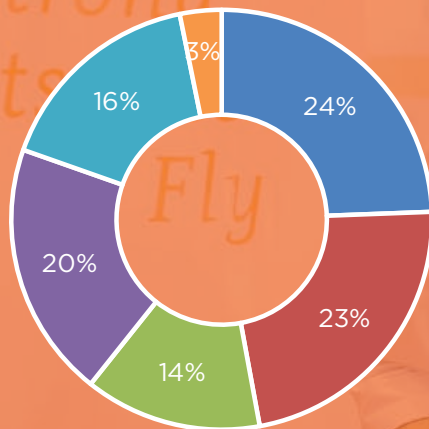
17,641
Trade visitors

5,956
Public visitors

3,158
Int'l visitors



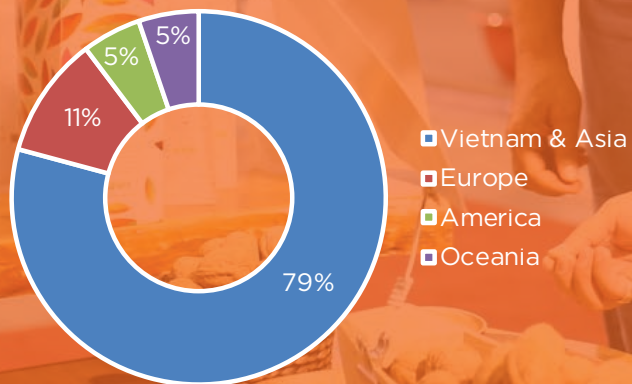
Visitor breakdown by business activity



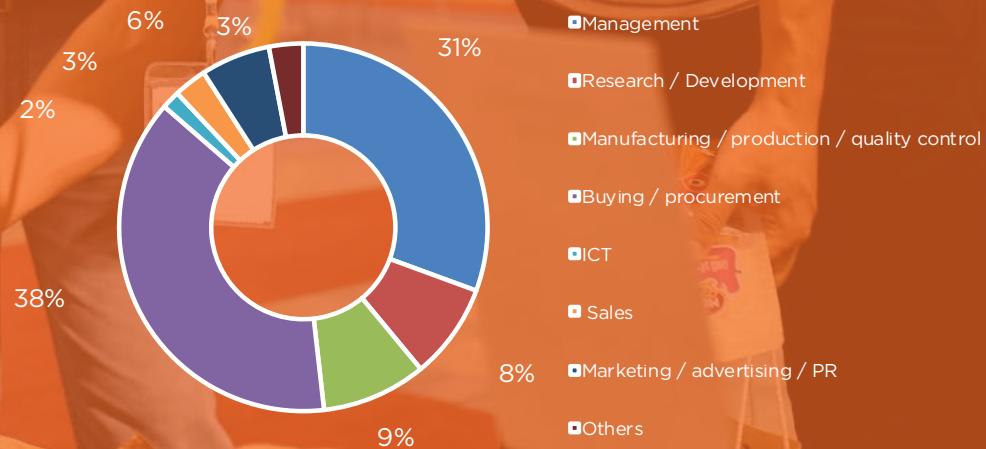
- Importer
- Wholesaler
- Retailer
- Agent/Distributor
- Manufacturer
- Others



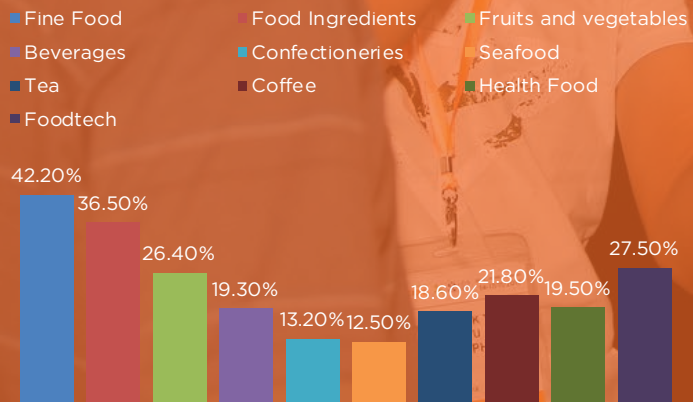
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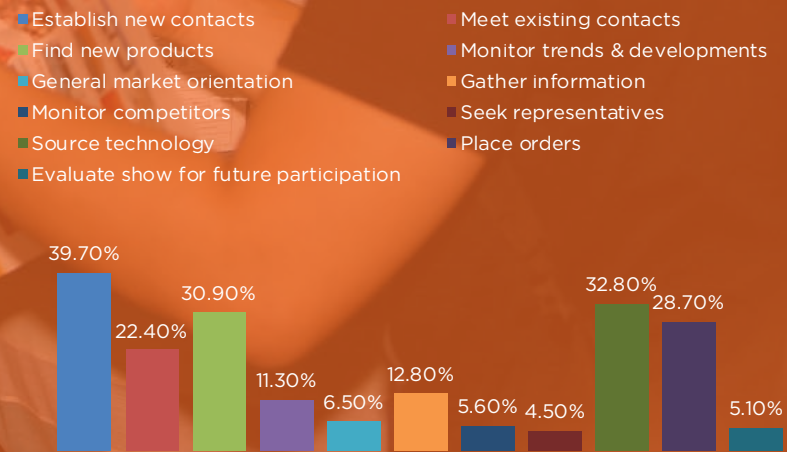
Visitor breakdown by responsibility



Visitor breakdown by product interest



Visitor breakdown by objective





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

EXHIBITORS' Objective achievement evaluation





hall base
dards...


FOODS OF VIETNAM
HỘI NGHỊ QUỐC TẾ
CÔNG NGHIỆP THỰC PHẨM VIỆT NAM

**VIETNAM
FOOD
FORUM
2018**

"ỨNG DỤNG CÔNG NGHỆ
TRONG THƯƠNG MẠI
NÔNG SẢN, THỰC PHẨM"

HỒ CHÍ MINH
NGÀY 14 THÁNG 11 NĂM 2018


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VIETNAM FOOD FORUM 2018

The most important annual forum in the food industry

Highlight:

ICT APPLICATION IN THE FOOD DISTRIBUTION

FOOD CHAIN:



TWO WEAK SPOTS:

- FARMER – structural change, environmental costs, GHG
- CONSUMER – public health, diet changes

DOES ICT HELP?



NOTABLE CONCURRENT SEMINARS

- Investment opportunities in Vietnam's food industry
- Cooperation opportunities between Vietnam & the Netherlands in the food industry
- "Dutch Agri-food - Rooted in Nature - Improving quality, improving lives"
- "Learning by eating (the Italian way) - Food safety & The effects of Mediterranean diet on human health from the perspective of science, technology and business"





**TAILORED-MADE
BUSINESS MATCHING
SETUP with:**

TOP RETAILERS

Walmart
Vinmart
CJ Freshway
CJ Cầu Tre
Lotte

Big C Việt Nam
Aeon
HaproSatra
Saigon Co.op
Vietsway



**SEE YOU AGAIN AT
VIETNAM FOODEXPO 2019**
13-16/11/2019