VIETNAM EXPO
THE 28TH VIETNAM INTERNATIONAL TRADE FAIR

11 - 14 APRIL 2018
HANOI INTERNATIONAL EXHIBITION CENTER
NO. 91 TRAN HUNG DAO STR., HOAN KIEM DIST., HANOI, VIETNAM

Hosted by: Ministry of Trade & Industry
Directed by: Vietnam Trade Promotion Agency (VIETRADE)
Organized by: Vinexcad®

www.vietnamexpo.com.vn
ABOUT VIETNAM EXPO 2018

• EXPO 2018 with the theme “Enhancing Regional and Global Economic Links” to connect Vietnam with regional and world countries and territories.

• VIETNAM EXPO 2018 expects to get 500 enterprises from 23 countries and territories covering the area by 600 booths. So far, the Organizer has received the acceptance letter of businesses from Belarus, Uganda, Singapore, Czech Republic, Japan, Malaysia, India, Korea, China and local companies.

• The coming exhibition Vietnam Expo 2018 will be the best place for the world investors and businessmen.
CONTENTS

- Summary

I- Introduction of Organizer – VINEXAD

II- Introduction of Vietnam Expo 2018

III- Show Report on VIETNAM EXPO 2017

- Contact address
SUMMARY

- **Hosted by:** Ministry of Industry and Trade (MOIT)
- **Directed by:** Vietnam Trade Promotion Agency (VIETTRADE)
- **Organized by:** Vietnam National Trade Fair & Advertising JSC.
- **Supported by:** Related Ministries and Departments People’s Committee of Hanoi City, Local and Foreign trade promotion organizations.

- **Information Sponsors:**

- **Location:** Hanoi International Exhibition Center
  No. 91 Tran Hung Dao Dist., Hoan Kiem Dist., Ha Noi, Vietnam
- **Date:** 11th ~ 14th April 2018
- **Time:** 9:00am ~ 6:00pm from 11th ~ 13th April 2018
  9:00am ~ 3:00pm on 14th April 2018
I- VINEXAD-Global Trade Promotion Partner

Founded in April 1975 right under the Ministry of Industry and Trade, National Trade Fair and Advertising Company (VINEXAD) is specialized in organizing trade exhibitions/fairs, and conducting advertisements/promotions inland and overseas.

- Organizing successfully annually international exhibitions/fairs: 24 sessions of Vietnam International Trade Fair – VIETNAM EXPO; 22 sessions of VIETNAM MEDI-PHARM EXPO (both in Hanoi and Ho Chi Minh City), 18 sessions of VIET FOOD&BEVERAGE and PROPACK VIETNAM;

- Organizing successfully annually country solo shows in Vietnam such as: Thailand Trade Exhibition (in Hanoi, Hai Phong, Ho Chi Minh City), Zhejiang Export (Vietnam) Fair, Turkish Products Exhibition, Indonesia Trade Fair, etc.

- Trade promotion events of Indonesia, Korea, etc.
VINEXAD - Global Trade Promotion Partner

- Successfully organizing various Expositions, Vietnam Trade Weeks, Vietnam’s Economy – Culture Shows worldwide.

- Organizing and participating in more than 100 inland or overseas trade fairs and exhibitions every year.

- Always leading in advertising technology. Implementing comprehensive services and trade promotion activities as required.

- Vinexad is now a right partner of international trade promotion agencies: KOTRA (Korea), ASSOCHAM (India), MATRADE (Malaysia), TAITRA (Taiwan)…
II- VIETNAM EXPO 2018

WHY EXHIBIT?
• To push up domestic market as well as exports of Vietnam.
• To promote propaganda for Vietnamese commodities and potential brands.
• To link trade, investment and technology transfer between local and foreign enterprises.
EXHIBIT PROFILE

Home Living

International Pavilions

Home Living

Vehicle, Machinery and Electronics
EXHIBITION VENUE and SCALE

The Hanoi International Center for Exhibition (ICE Hanoi) was built and put into operation in March 2007. Located in the downtown of the Capital City of Hanoi, the front of ICE Hanoi is looking to Tran Hung Dao St. and the back to Tran Quoc Toan St. The left hand side of the building is facing Tran Binh Trong St. while the right hand side facing Yet Kieu St.

ICE Hanoi is an ideal and comfortable place for you to organize International Specialized Exhibitions, International Fairs as well as Fairs on consumer goods. In addition, we are also able to provide all exhibitors with perfect stands facilities as well as on site services.
EXHIBITING OPTIONS

1. **Package stand**: 2,600USD/ 9sq.m stand
   - Carpeted (3m x 3m)
   - 03 partitions
   - Fascia with company name
   - 01 in formation counter
   - 02 chairs
   - 01 waste paper basket
   - 02 fluorescent tubes
   - 01 electric socket of 05 Amp/220V

2. **Space only**
   - Indoor raw space: USD 270/sq.m
   - Outdoor raw space: USD 100/sq.m

*Exhibitors will build their own stands
Electricity and carpet are not available*
Free Services.

- Mailing invitation letters to potential partners throughout the countries;
- E-mail marketing and B2B arrangement;
- Official Catalogue entry;
- Taking part seminar/workshop held during the Exhibition;
- Taking part ceremony of signing contract on-site that would be able to held on request of exhibitors;
- Certificate issued to the co-organizers, trade and commerce institutions take part the Exhibition.
- Necessary information/assistance are ready to support participants.
OPTIONAL SERVICES

1. Taking part the sponsorship;
2. Advertising:
   1. Advertising in Oficial Catalogue
   2. Advertising on mass media;
3. Special-designed booth/pavilion;
4. Additional exhibiting equipment;
5. Others.

* Details on Optional Services are declared in the “exhibitor manual” book;
* Please contact with the Secretariat at below address for necessary support.
SPONSORSHIP PACKAGES

Becoming a Sponsor for our Exhibition is an opportunity for your company to obtain added values, making you outstanding from other participants. This is a means of honoring your company among exhibitors in Brand Promotion racing.

PREMIER SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Sponsor (1 company)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Co - Sponsor (5 companies)</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

(Please contact Organizer again for more detail information)
## BRAND PROMOTION PACKAGES

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Badge Sponsor (1 company)</strong></td>
<td>5,000 USD</td>
</tr>
<tr>
<td><strong>Gift Sponsor (1 company)</strong></td>
<td>4,500 USD</td>
</tr>
<tr>
<td><strong>Document Bag Sponsor (1 company)</strong></td>
<td>3,600 USD</td>
</tr>
<tr>
<td><strong>Other Advertising Options (unlimited)</strong></td>
<td></td>
</tr>
<tr>
<td>Show Directory Advertising (inside page/ 4 colors)</td>
<td>500 USD</td>
</tr>
<tr>
<td>Company’s brochure put into Document bags of VIP, media, exhibitors and visitors</td>
<td>1,000 USD</td>
</tr>
<tr>
<td>Company’s banner at the front of main entrance of the Exhibition</td>
<td>1,000 USD</td>
</tr>
</tbody>
</table>

*(Please contact Organizer again for more detail information)*
III- Report on VIETNAM EXPO 2017

- Number of Exhibitors: 602 booths of 505 participants
- Coming from 23 Countries and Territories:
  - Algeria, Cambodia, China, Cuba, DPR.Korea, Germany, Turkey, Thailand, Ukrain, India, Mongolia, Pakistan, Korea, Nepal, Lithuania, Vietnam, Russia, Iran, Singapore, Taiwan, Japan, Laos, Indonesia.
- 5 National Pavilions: Algeria-Cuba-China-Korea-Viet Nam
VIETNAM EXPO
THE 28TH VIETNAM INTERNATIONAL TRADE FAIR

LE KHAI MAC
OPENING CEREMONY

Hà Nội, ngày 19 tháng 4 năm 2017
Hanoi, 19th April 2017
Exhibitor’s Evaluation

• “In the context of global economic fluctuation, Viet Nam’s increasing engagement in free trade agreements has opened up great opportunities for domestic and international businesses. Therefore, the message of the VIETNAM EXPO’s organisers to Vietnamese and international businesses is to embrace opportunities to co-operate and co-develop” – Mr. Tran Quoc Khanh – Vice Minister of Industry and Trade.

• “South Korean joins Vietnam Expo as an honoured nation, under the manifest of the join effort to realise the FTA signed in 2015 between the countries. Korea brings companies present electrical and electronic products, cosmetics, smart toys and processed food. These products belong to the category that will have tariffs cut under the Vietnam-Korea FTA. After the bilateral free trade agreement was signed, the business environment in Viet Nam has been greatly improved, contributing to stabilising the operation of korean enterprises in Vietnam” H.E Mr. Lee Hyuk – South Korean Ambassador in Vietnam.

• “Vietnam is one of our key markets which either supports to develop our products in there or helps us to open more markets in countries neighbouring Vietnam” Mr. Juan Manuel – Director of Representative Office of Labiofam Asia in Vietnam.
For an image on VIETNAM EXPO 2015, please kindly visit the link:
https://www.youtube.com/watch?v=4Ne3k8ClvDs

*The Show Report is sent enclosed herewith for your kind perusal.*
You are welcome to VIETNAM EXPO 2017

We would like to highly appreciated for your kind attention.

For further details, please kindly contact the VIETNAM EXPO 2017 Secretariat:

- **VINEXAD, No. 9 Dinh Le Str., Hanoi, Vietnam**
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