



**THE 26TH
INTERNATIONAL EXHIBITION
ON FOOD & BEVERAGE**

**THE 26TH INTERNATIONAL EXHIBITION
ON FOOD PROCESSING, PACKAGING
TECHNOLOGY & EQUIPMENT**

11 ► 13 / 08 / 2022

**SAI GON EXHIBITION & CONVENTION CENTER (SECC)
799 Nguyen Van Linh Parkway, Dist.7, Ho Chi Minh City, Vietnam**



Supporters: Ministry of Agriculture &
Rural Development of Vietnam

Organizer:  **Vinehead** 

Co-organizers:



Food and Foodstuff Association of HCMC (FFA)



Vietnam Beer, Alcohol & Beverage Association (VBA)



www.hcm.foodexvietnam.com



Vietfood & Beverage and ProPack Vietnam

ECONOMIC RECOVERY AFTER COVID-19

As vaccination campaigns are underway, the world economy is recovering from the pandemic. "While downside risks have heightened, economic fundamentals remain solid in Vietnam, and the economy could converge toward the pre-pandemic GDP growth rate of 6.5 to 7 percent from 2022 onward." said Rahul Kitchlu, World Bank Acting Country Director for Vietnam.

As industries and economies around the world look for opportunities to rebuild business in the wake of the COVID-19 pandemic, Vietfood will create platform for a wide range of enterprises to trade, connect and grow.



EXHIBITS PROFILE

FOOD PRODUCTS

- Confectionary, Canned food, Processed food
- Milk and butter products, Instant products
- Natural food, Herb/herbal products
- Vegetable, root, fruit of dried and fresh
- Vegetable oil, Sugar/derivative products
- Meat/poultry & livestock products
- Fresh & raw aquatic products
- Organic Food

DRINK PRODUCTS

- Tea, coffee
- Cocktails, champagne...
- Beer (bottle, keg, fresh beer)
- Non-alcohol drinking water, Gas & non-gas of soft drink; Mineral & pure water
- Fibre, vitamin, nutrition, fruit water

DIET FOOD HEALTH FOODS

- Bird's Nest, Chicken Essence,
- Diabetic Products, Ginseng & Ginseng Products
- Health Supplements & Vitamins
- Herbal Jelly, Natural Health Foods
- Organic Foods
- Traditional Health Foods Supplements

SEAFOOD

- Frozen seafood
- Dried seafood, Fish sauce
- Processed seafood, Canned seafood
- Frozen aquatic products: Catfish, Fish, Crab, Shrimp, Cuttlefish
- Processed aquatic product: Salte fish, Steamboar
- Aquatic products

RAW MATERIALS FOOD ADDITIVE

- Raw materials, food additive
- Monosodium glutamate, spice
- Fermentative matter
- Preservative substance
- Condiment

MACHINERY AND EQUIPMENT FOR PROCESSING & PACKAGING

- Assorted Food & Beverage Processing Equipment
- Drink / Juice Processing, Equipment
- Food Sterilizing Machinery & Equipment
- Agricultural Product Processing
- Fruit & Vegetable Processing Technology
- Cleaning / Sanitary Systems & Equipment
- Flavor, Pulp & Paste Making Machinery / Equipment
- Pasteurizing Equipment
- Freezing & Cold Storage
- Food Canning & Bottling Equipment



Trade franchise, consultancy, specialist skill training program of food & drink processing and preserving

VISITOR PROMOTION ACTIVITIES



- ♦ Advertising campaigns in mass media means, social networking sites (Facebook, Twitter,...) , radio, national and local television, newspaper publications of Vietnam and region, major industry websites, etc.



- ♦ Continuously update information of the sluros in leading industry magazine and famous newspapers in Vietnam



- ♦ Direct mailing of information to over 100 thousands potential buyers. Direct mailing of invitation to top ranking companies in the fields of Food processing and Beverages of Vietnam and region



- ♦ Publication of the show newsletter, show preview and press release Magazine: Publish in domestic & overseas professional magazines, and invite foreign companies and domestic experts to joint the exhibition



- ♦ Press Conferences



- ♦ Outdoor Advertisement: Panoes, Billboards, Posters, Flags, Leaflets,...

- ♦ Visitors can get the Exhibitors Directory Freely, and show information through website: WWW.FOODDEXVIETNAM.COM

VISITOR PROFILES

- ◆ Retailer / Department Store
- ◆ Drink Importer / Distributor / Wholesaler
- ◆ Fast Food Restaurant / Hotel
- ◆ Food Service Government, Military
- ◆ School, Hospital
- ◆ Food Service Industrial / Offshore
- ◆ Food Service Consulting
- ◆ Bakery / Confectionary Manufacture
- ◆ Restaurant / Bar / Club / Café Management
- ◆ Fast Food Restaurant
- ◆ Supermarket / Grocery Store/ Convenience Store
- ◆ Food - Manufacture/Producer/Supplier
- ◆ Custom processing; Packaging;
- ◆ Bottle; Chemicals/ Plastics;
- ◆ Recycling; Machinery & Equipment;
- ◆ Hardware/Tools/ Molds; Bags / Wraps & Liners; Houseware Consultants, scientists, experts in food session

Professional
Seminars /
Conferences

Cooking
Examination

Business Matching:
between trade
visitors and
exhibitors onsite of
the Fair or individual
meetings arranged
upon requirement

Technical Seminars/
Trade transactions
between local and
overseas companies
in each field

Vietnam Beverage
Festival



ACTIVITIES DURING THE SHOWS

REPORT OF VIETFOOD & BEVERAGE - PROPACK VIETNAM 2019

650 BOOTHS
550 PARTICIPANTS
FROM 17 COUNTRIES & TERRITORIES



16,472
VISITORS

10,400 TRADE VISITORS
6,072 PUBLIC



"Our company is Korean company, manufacture and distributor. We main produce frozen fruit and frozen corn dog, premade food ready to cook. We are expert product in Korea but beside that we want to spread our product to the world and the first country we choose in Vietnam.

The exhibition opens so many opportunities for us to find distributors and manufacturers so that we can quickly launch our products to the Vietnamese market in the future."

Mr. Jong-Wan, Kim - Deputy General Manager / Wooyang Frozen Foods Co., Ltd



"We are Foods by Ann, we are the biggest manufacture of healthy food in Poland, all of our products are 100% natural, sugar free, healthy.

Vietfood & Beverage - Propack is very nice, very busy, lot of companies from Vietnam, from Korea, from different countries.

We have found distributors and business partners for long term corporation to build our products in Vietnam in this exhibition."

Mr. Marcin Klimkiewicz

Head of Export Department / HPBA Group sp. z o. o. sp. k.



"Hi! I'm Nam, the Marketing Manager from HOANG ANH Flavors and Food Ingredients.

This is the third time Hoang Anh has participated in the exhibition. After 2 days attended, we know this is a big and prestigious exhibition, especially in food and beverage industry in Viet Nam. We have an opportunity to meet other major manufactures from Vietnam and abroad.

Beside that, during the exhibition, there are some partners from abroad have come to visit and get to know about us. Through the exhibition, we have the opportunity to meet each other and also develop a chance of getting new corporations."

Mr. Hoang Nam - Marketing Manager
Hoang Anh Flavors and Food Ingredients

VIETFOOD HCM 2021 - Online Edition

150
BOOTHs

150
PARTICIPANTS

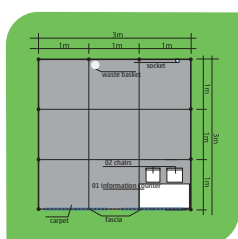
(Overseas & Local)

400 ONLINE MEETINGS between exhibitors
and potential buyers/ importers/ distributors



Total: Visitors: 8,116

Visits: 12,330



◆ Package stand (3m x 3m x 2.5m) including:

- Carpeted floor (3m x 3m).
- 03 partitions.
- Fascia with company name.
- 01 information counter.
- 02 chairs.
- 01 waste paper basket.
- 02 fluorescent.
- 01 electric socket of 5Amp/220V.

◆ Space only:

Exhibitors will build their own stands, electricity and carpet are not available.



◆ VALUE-ADDED BENEFITS FOR EXHIBITORS:

- ◆ Attending conferences, seminars during the Exhibition
- ◆ Badges, opening ceremony invitation letter, exhibition invitation letter...
- ◆ Free introduction in the Exhibition's catalogue in English and Vietnamese
- ◆ Public hygiene in the Exhibition area
- ◆ Security of the Exhibition items during the closing time of the Exhibition.
- ◆ Installation and dismantling booths (in case of package rental)

◆ OPTIONAL SERVICES (CHARGED):

- ◆ Advertising fees in the Exhibition's catalogue.
- ◆ Organizing thematic seminars to introduce products and services
- ◆ Cargo transportation, visa procedures, hotel booking, interpretation and other service,...
- ◆ Designing and installing special booths, booth equipment rent.
- ◆ Printing services for advertising products.
- ◆ Local travel for market survey.

◆ PARTICIPATION PROCEDURES:

1. Filling in the Application Form and Form for Catalogue entry.
2. Sending Application Form together with a deposit of 50% or total space rental fee in cash on T/T to:

VINEXAD

Account in VND: 0021000000172

Account in USD: 0021370020067

Account in EUR: 0021140474605

Name of the bank: VIETCOMBANK HANOI - 11B Cat Linh Str., Hanoi

3. The balance should be arranged before 11 July 2022



VINEXAD NATIONAL TRADE FAIR & ADVERTISING J.S.C

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