

# Vietnam



# International Premium Products Fair 2024



30(Thu) May - 2(Sun) June, 2024  
Hall A, SECC, HCMC, Vietnam



## Exhibition Overview



### Vietnam International Premium Products Fair 2024

Date : 30(Thu) May – 2(Sun) June, 2024

Venue : Hall A, SECC, HCMC, Vietnam

Organizer : KITA, Coex

Scale of Event : 200 Companies,  
250 Booths (Expected)

### Industries

#### Beauty & Fashion



#### Living & Interior



#### Food & Beverage



Beauty, Fashion, Living,  
Home Interior, Wellness,  
Food & Beverage, Smart IT

### Buyer Profile



#### Retail

Wholesalers, Department Stores,  
Online Malls and others  
in retail industry



#### Trade Business

Trade Delegations,  
Exporters/Importers and others  
in trade industry



#### Manufacturing

OEM Providers,  
MRO Buyers, and others  
in the manufacturing industry

\* Buyers are sourced from retail, trade, and manufacturing industries and are evaluated based on proven purchasing power  
\* ASEAN buyers are actively recruited from Thailand, Singapore, Malaysia, Indonesia, and many other countries.



## Why Vietnam?

### A Key Gateway to the ASEAN Market of 650 million people

- Vietnam boasts a consistently high economic growth rate, generating an average annual growth rate of 6.4% over the past 20 years.
- With a population of 100 million (ranked 16th largest globally) and an average age of 32.5, Vietnam offers substantial potential in the consumer goods market.
- Vietnam ranks as the third-largest country in trade, following China and the United States.



### Representative of Post-China Market

- Increased Foreign Direct Investment (FDI) and accelerated industrial growth are outcomes of global companies relocating their production bases to Vietnam.
- Vietnam is an attractive investment destination, offering high development potential supported by government economic policies and tax benefits to attract foreign investment.



### Rapidly Growing Consumer Market

- The retail market is expected to grow by 10% annually due to improved consumption level.
- The premium consumer goods market is also growing fast due to rapid urbanization and the increase of younger consumer demographics.
- Over 70% of the population is under 35, indicating strong growth in consumer markets.





## Why VIPREMIUM?



- | VIPREMIUM is the only exhibition for premium consumer goods in Vietnam and provides opportunities to meet not only with local buyers but also buyers throughout Southeast Asia, such as Thailand and Indonesia.
- | Organizers of VIPREMIUM have proven expertise in successfully organizing and hosting consumer goods exhibitions in Seoul (Seoul International Sourcing Fair) and Indonesia (Jakarta International Premium Products Fair).
- | Well-established buyers are recruited by the Association of Vietnam Retailers, the Vietnam Chamber of Commerce & Industry, and the Vietnam Small and Medium Business Support Center (SMEDEC2).
- | Featured programs such as 1:1 Biz matching program, Influencer and social media marketing, Photo and live studio, provide efficient marketing effects.

## Additional Program



### 1:1 Biz Matching Program

Opportunity to meet with local and overseas buyers



### Influencer and Social Media Marketing

Active promotion through local influencers and social media



### One-Stop Overseas Export Support

Dedicated support in navigating the processes necessary for export to Vietnam, including local import certifications, logistics and copyrights



### Photo and Live Studio

Additional opportunities for promotional support through on-site photo studios and live broadcast studios during the exhibition



### Various Stage Events and Seminar/Conference

B2B seminars to assist businesses in growing their markets, and B2C stage events to draw attendees

## Previous Results



Year	Countries	Companies	Booths	Visitors	Biz Matching
2023	5	197	218	15,802	1,317
2022	3	129	170	13,176	889



Enter the consumer goods market, join COEX.



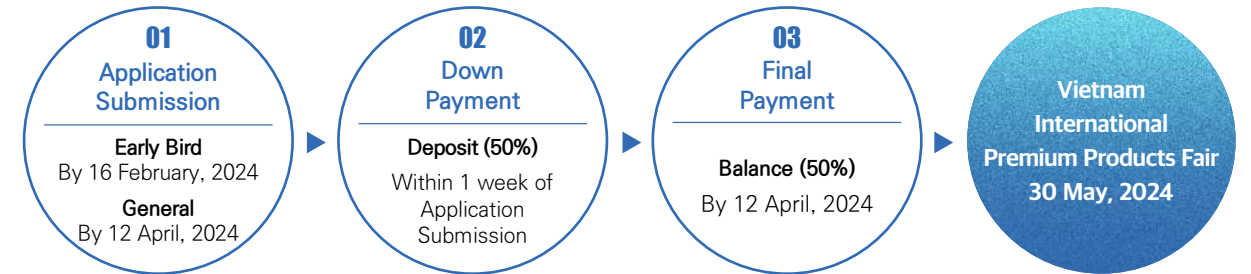
**Date** | 05 (Thu) – 08(Sun) September, 2024  
**Venue** | JCC, Jakarta, Indonesia  
**Contact** | +82-2-6000-8125  
 coexoverseas@naver.com



**Date** | 04 (Wed) – 06 (Fri) December, 2024  
**Venue** | COEX, Seoul, Korea  
**Contact** | +82-2-6000-1108  
 sipremium@coex.co.kr

## Participation Guidelines

### Process



### Booth Fee

	Deadline	Space Only (Min. 2 Booths)	Standard	Premium (Min. 6 Booths)
Early Bird	By 16 February, 2024		Contact us to receive a specific quotation	
General	By 12 April, 2024		Contact us to receive a specific quotation	

### Booth Types

Category	Space Only (Min. 2 Booths)	Standard	Premium (Min. 6 Booths)
Booth Image			
Specifications	<ul style="list-style-type: none"> <li>  Only raw space will be provided (3x3m/booth)</li> <li>  Extra stand construction is possible under the permission of the organizer</li> <li>  Additional facilities should be applied for separately if necessary</li> </ul>	<ul style="list-style-type: none"> <li>  Standard Shell Booth provided</li> <li>  Equipment:                             <ul style="list-style-type: none"> <li>• Company signboard and booth number</li> <li>• Pytex flooring</li> <li>• 1 information desk with 1 chair</li> <li>• 1 kW lighting(including power)</li> <li>• 1 power outlet, 1 trash bin</li> </ul> </li> <li>  Additional facilities should be applied for separately if necessary</li> </ul>	<ul style="list-style-type: none"> <li>  Specialized Premium Booth design provided</li> <li>  Equipment:                             <ul style="list-style-type: none"> <li>• Company signboard and booth number</li> <li>• Pytex flooring</li> <li>• 1 information desk with 1 chair</li> <li>• 1 consultation desk with 4 chairs</li> <li>• 1 kW lighting(including power)</li> <li>• 1 power outlet, 1 trash bin</li> </ul> </li> <li>  Additional facilities should be applied for separately if necessary</li> </ul>

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VIPREMIUM



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