

VIETNAM INTERNATIONAL PREMIUM PRODUCT FAIR

20230601
20230604

SECC
Hall A
HCMC

— 2023
SHOW REPORT

STYLISH LIFE IN VIETNAM



“The biggest sourcing fair & lifestyle show in Vietnam”



2023 Exhibition Video

"The 2023 Vietnam International Premium Products Fair" was the first attempt to showcase a transformative exhibition encompassing lifestyle aspects, including Living & Interior, Beauty & Fashion, and Food & Beverage. It aimed to demonstrate the trend and evolution of lifestyle through the range of products and industries.

To provide valuable insights to exhibitors and visitors, we curate a special section that aligns with the current trends in the Vietnamese consumer market. We differentiated by dedicating a special section such as VIPREMIUM 2023+, Special Pavilions, and Thematic Zones.

This year, we made efforts to support the global marketing and market expansion of small and medium-sized enterprises (SMEs) with the Ministry of SMEs and Startups, as well as the Korea Foundation for Cooperation of Large & Small Business, Rural Affairs. We operated three Special Zones 1) Great Sale Zone: based on the companies holding local sales licenses, 2) K-Lifestyle Zone: based on Korean cultural content aimed to bridge Korean brands and Vietnamese consumers, 3) Premium home Pavilion: a showroom-like special pavilion to present Korean & Vietnamese living trends.

We strive to meet all exhibitors and buyers next year with an improved exhibition. We value your feedback and input and will work towards creating a successful show in 2024.

Thank you.

Coex Global Business Team
VIPREMIUM 2023 Office



No. 1 Lifestyle show in Vietnam

The 2023 Vietnam International Premium Products Fair focused on the thriving consumer market of Vietnam with a population of 100 million and an average annual economic growth rate of 6.4%.

A total of 197 promising consumer goods companies from various categories, including beauty & fashion, living & interior, and food aimed to effectively expand their sales channels.

Exhibitors

197

Visitors

15,802 *

Business Meetings

1,317

Consulting Amount

\$75,000,000

* Co-located with Ho Chi Minh Baby & Kids Fair

01
SHOW
OVERVIEW

CONTENT

[Show Overview](#)

[Exhibit Item](#)

[Booth Layout](#)

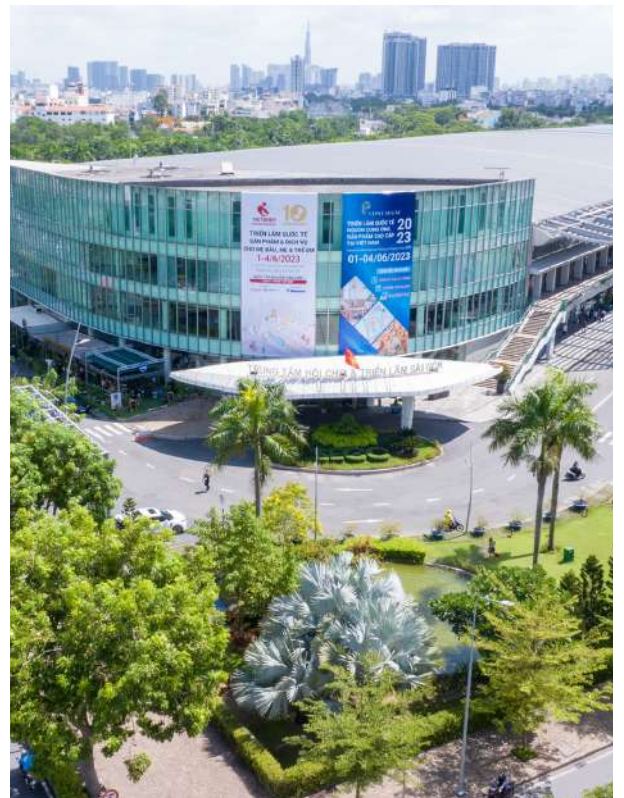
[Exhibitor List](#)

[Special Pavilion](#)

K-Lifestyle in Vietnam

Great Sale Zone

Premium Home Pavilion



| | |
|-------------------------|---|
| Exhibition | Vietnam International Premium Products Fairs 2023 (VIPREMIUM) |
| Duration | 2023. 6. 1(Thur) ~ 4(Sun), 4 Days |
| Location | Vietnam Ho Chi Minh SECC, Hall A |
| Host | Small and Medium-sized Enterprises (SMEs) with the Ministry of SMEs and Startups |
| Organizer | Korea Foundation for Cooperation of Large & Small Business, Rural Affairs, KITA, Coex |
| Exhibitors | 197 Companies 218 Booths |
| Exhibit Item | Beauty & Fashion, Living & Interior, and Food |
| Special Pavilion | <Special Pavilion> - K-Lifestyle in Vietnam - Great Sale Zone - Premium Home Pavilion |
| Concurrent Event | - 1:1 Buyer Business Meeting - Stage Events: K-POP Performance, K-Food Experience, Quiz Show - Live Studio & Photo Studio with Influencers - P Club Lounge for buyer meetings |



Exhibit Item

- Categorized Exhibit Items (Total 3 categories)
- Assigned colors for each category to navigate efficiently

LIVING & INTERIOR

FASHION & BEAUTY

FOOD & BEVERAGE

Special Pavilion

SPECIAL PAVILION

- _ K-Lifestyle in Vietnam
- _ Great Sale Zone
- _ Premium Home Pavilion



Major Participants



BOOTH LAYOUT

VIPREMIUM 2023

Outline

Ho Chi Minh SECC, Hall A (4,400sqm)
 * Co-located with Ho Chi Minh Baby & Kids Fair

Special Pavilion



K-LIFESTYLE
 (BOOTH NO. E21)



GREAT SALE ZONE
 (BOOTH NO. A15)



PREMIUM HOME PAVILION
 (BOOTH NO. B15)



EXHIBITOR LIST

VIPREMIUM 2023

| | | | |
|--|---|--|--------|
| A | ADCOS CO.,LTD. | D13 | |
| | ADDPLUS CO., LTD | D22 | |
| | AGRICULTURAL CORPORATION GAGOPA-HEALINGFOOD CO., LTD. | F27 | |
| | AKIII CLASSIC | E21-03 | |
| | ALFA CHEN INT'L CO., LTD. | F1 | |
| | A-MADEUS TEXTILE LTD. | F7 | |
| | AMENG COSMETICS CO., LTD. | E11 | |
| | ANGELFOOD CO., LTD. | F32 | |
| | APPLIVON PTE LTD | D2 | |
| | AROMA NEWTECH CO., LTD | D7 | |
| | ART100 | B9 | |
| | ATTICELFACTORY CO., LTD. | C12 | |
| | B | BADOT | A15-18 |
| | | BAKESOLE | E21-04 |
| | | BALEUN G&B | B24 |
| | | BALIM | C3 |
| | | BANOBAKI PLASTIC SURGERY | F10 |
| BUENOMEDITECH | | E12 | |
| BIOCOS. CO., LTD | | C3 | |
| BIONUTRIGEN CO., LTD. | | E28 | |
| BIOPOLYTECH | | E21-13 | |
| BLESSEDMOON | | E21-09 | |
| BR WATERFULL | | E21-12 | |
| C | | CEBIEN CO., LTD. | E21-17 |
| | CHI NHANH TẬP ĐOÀN VÀNG BẠC ĐÁ QUỲ DOJJ | P7 | |
| | CHOLOCWON CO.,LTD | C28 | |
| | CKWITH | F11-2 | |
| | CLEANLAB CO., LTD. | E15 | |
| | COASEAN BY GODDHILL | D4 | |
| | COASEAN CONSORTIUM | D1,D3 | |
| | COCODOR | A15-20 | |
| | COMPANY RALRALIFE | F11-6 | |
| | CONNECTABLE | P10 | |
| | COSMICOKOREA CO.,LTD | C3 | |
| | COSNKO LAB | A15-11 | |
| | COZY WORLD CO.,LTD. | D15 | |
| | CREATIVEGOODS | C7 | |
| | CRISTALNINE CO., LTD. | F11-4 | |
| | CS COMPANY | D12 | |
| | CULTURE ARTTREE COOPERATIVE | B21 | |
| | D | DAEGU GYEONGBUK TEXTILE INDUSTRIES ASSOCIATION | D17 |
| | | DAESOO HI TECH CO.,LTD | C21 |
| | | DAESUNG CO., LTD. | E20 |
| | | DANJOUNGBIO CO., LTD. | B4 |
| | | DAVY DIFFUSER | C4 |
| | | DAWON COMPANY CO., LTD. MEREBE | A11 |
| DEAR DOER | | B8 | |
| DELALUZ | | B4 | |
| DEOHA'LY HIGH+PERFORMANCE HOME AESTHETIC | | C5 | |
| DESIGN HOSPITAL & NEXT CO.,LTD | | F5 | |

| | | | |
|--|-------------------------------------|--|--------|
| | DM COSMETICS | C10 | |
| | DOKYEUNG21 | C23 | |
| | DOLSILNAI | E21-01 | |
| | DONGSEO WELL-BEING CO., LTD | D28 | |
| | DR. BIO | E21-20 | |
| | DTSINC CO.,LTD. | C26 | |
| | E | EASYSIMPLE | A15-16 |
| | | EL BEAUTY LAB | A15-09 |
| | | EL BEAUTY&BIO CO., LTD | C30 |
| | | ELASTIC LAB INC. | E10 |
| ELDORE CO.,LTD | | E7 | |
| ELLA COSMETIC | | B10 | |
| EMKM | | E21-06 | |
| EVERBIO | | A15-12 | |
| F | | FND CORP. | C31 |
| | | FREE IDEA CO., LTD | F18 |
| | G | G.M PLANT CO.,LTD | E21-10 |
| | | GENIE THE BOTTLE | A15-15 |
| | | GINCOOP HEALTH&BEAUTY OEM | C27 |
| | | GMA GLOBAL MARKETING KOREA ASSOCIATION | E3 |
| | | GOMIPLAY PTE. LTD. | E9 |
| | | GOSHENKOREA CO., LTD. | A15-04 |
| | | GPCOMPANY | C3 |
| | | GRIMPER | E21-05 |
| H | | HANJU GLOBAL CO.,LTD. | C25 |
| | | HANSCOS CO., LTD. | B11 |
| | HANWOOL FOOD | D25 | |
| | HARPER'S BAZAAR | A15-02 | |
| | HEALSLAB | E27 | |
| | HEBRONSTAR VENTURES | C9 | |
| | HECTO HEALTHCARE CO., LTD. | C29 | |
| | HNH GROUP CO., LTD | D31 | |
| | HOENGSEONG GINSENG FARM CORPORATION | B1 | |
| | HOJEONG FOOD CO., LTD. | F11-1 | |
| HONG'S PAPA | E30 | | |
| HOPE FOR HAPPINESS CO., LTD | C2 | | |
| HUMANPIA COSTECH CO.,LTD. | B12 | | |
| HUREV CO., LTD | B4 | | |
| I | ICLO,CO.,LTD | F15 | |
| | INCR.EDIBLE INC. | D27 | |
| | INP CO., LTD. | E21-22 | |
| | IONIPOLIS | E21-18 | |
| | J | JAMINKYUNG CO., LTD. | C14 |
| JANGBIOTECH CO.,LTD | | E18 | |
| JDG CO., LTD | | F20 | |
| JEJUREPUBLIC | | F16 | |
| JEN YAU KOREA MAT | | A12 | |
| JL BRIDGE CO., LTD. | | B26 | |
| JOINT STOCK CORPORATION, BONSHYE'S KOREA | | C11 | |
| JUNGGUN. IND | | A2 | |
| JURILETTE | | A15-10 | |

EXHIBITOR LIST

VIPREMIUM 2023

| | | | | |
|--|---------------------------------------|----------------------------------|---------|--------|
| K | KDLAB INC | F9 | | |
| | KDYALOE | C6 | | |
| | KIMS COOK CO.,LTD. | D21 | | |
| | KNTEC | B22 | | |
| | KOREA HONGSAMWON CO., LTD | F11-7 | | |
| | KOREA INTERNATIONAL TRADE ASSOCIATION | P2 | | |
| | KOREA NATURAL FOOD CO.,LTD. | E29 | | |
| | KORYEDHAN CO.,LTD. | F8 | | |
| | KOWIN BIO CO., LTD. | E13 | | |
| | KRASNA | E21-25 | | |
| L | LAON COMMERCE CO.,LTD. | D8 | | |
| | LAZY SOCIETY | A15-22 | | |
| | LIFETOGETHER CO.,LTD | B2 | | |
| | LILLYCOVER CO.,LTD | C8 | | |
| | LINKERVERSE | F17 | | |
| | LOLLEY-TROLLEY | E21-15 | | |
| | LUYCHO | E21-24 | | |
| | M | MACI TRADING SERVICE JSC | F2 | |
| | | MARHEN.J | E21-08 | |
| | | MAYBENA | A15-13 | |
| MEDIWAYKOREA CO.,LTD. | | C13 | | |
| MELOMOMMY | | D26 | | |
| MIHWA CO., LTD | | D24 | | |
| MILLE DE FLEUR | | E21-11 | | |
| MINASONG | | D10 | | |
| MJ HEALTH FOOD CO.,TD | | D29 | | |
| MODAMODA | | E21-19 | | |
| MOM&YOUNG BIO AGRICULTURAL CORPORATION | | F4 | | |
| MONDOMIO CO.,LTD. | | B23 | | |
| MOYANGGIM | | A15-25 | | |
| MPR BRAIN CO., LTD. | | A3 | | |
| MUZIKTIGER | | E21-23 | | |
| N | | NAAHGA | A15-21 | |
| | | NAMU INTERNATIONAL CO.,LTD | F28 | |
| | | NANA VIETNAM XNK COMPANY LIMITED | E5 | |
| | | NANLY | A15-23 | |
| | NANUMFOOD | D32 | | |
| | NEOMEDI PHARM INC. | E17 | | |
| | NEWLAND ALL NATURE | B6 | | |
| | NEWTECH CO., LTD. | A13 | | |
| | NEXT MEAL | D23 | | |
| | NTS INTL INC | F31 | | |
| | NURIEYE | D16 | | |
| | O | OKDUFOOD CO., LTD. | F11-5 | |
| | | P | P.CALM | A15-05 |
| | | | PGKOREA | E14 |
| PHUC THINH GROUP | | | E4, E6 | |
| PIEBY | | | E21-02 | |
| PINOGEN | | | B13 | |
| PLATINUM BRIDGE CO., LTD. | | | D14 | |
| PN POONGNYUN | | | E21-16 | |

| | | | | |
|--|---------------------------|--|---|-------|
| R | POUR LA PEAU | A15-07 | | |
| | PROXIHEALTHCARE INC. | C1 | | |
| | PSF CO., LTD. | F29 | | |
| | PURESYS | C22 | | |
| | RAEL KOREA | E21-14 | | |
| | RMSCIENCE.CO.,LTD | B3 | | |
| | ROKYA CO.,LTD | B4 | | |
| | ROSAMIE | A15-19 | | |
| | ROSYROY | E21-07 | | |
| | S | SAMIL INF CO.,LTD | D19 | |
| SCHOLAS | | B5 | | |
| SEORO/IPPOSONG | | O7 | | |
| SEOUL UNNIEDEUL | | A15-17 | | |
| SFCBIO CO.,LTD. | | A15-24 | | |
| SHENZHEN LIANCHUANG TECHNOLOGY GROUP CO.,LTD | | P13 | | |
| SHINSUNG SILICONE CO.,LTD. | | B25 | | |
| SIMTONG INC | | E19 | | |
| SINASEAN | | E32 | | |
| SKIN FOR YOU | | E21-21 | | |
| T | SKININE COSMETIC | D6 | | |
| | SOOYE PYEONGCHANG OGAPI | F30 | | |
| | SUNNICORN | B14 | | |
| | TERAECCO.CO.,LTD | D9 | | |
| | TEKKOR | A15-08 | | |
| | THE LOTUS CO.,LTD. | F19 | | |
| | THE NAME | F11-8 | | |
| | THE ONLEAF | A15-06 | | |
| | THE SKIN CO.,LTD | D11 | | |
| | THERAPHYTOABEL | A1 | | |
| U | THREE DAYS LOVE CO., LTD | E8 | | |
| | TREVI | C24 | | |
| | TROUBLESS | A15-03 | | |
| | TU DUY HANDICRAFT CO.,LTD | F6 | | |
| | UJINDECO | D20 | | |
| | UNIQUE BIOTECH CO.,LTD | E31 | | |
| | V | VITA NATURE CO., LTD | B7 | |
| | | VMARK VIETNAM DESIGN AWARD - VVAS VIETNAM DESIGN ASSOCIATION | A5 | |
| | | VUCA | A15-01 | |
| | | W | WANYI COSMETIC | F11-3 |
| WELLSQUARE CO.,LTD | | | B4 | |
| WITHBECON | | | A15-14 | |
| Y | | | YETGAN | C3 |
| | | | YIWU YUEFA ARTS AND CRAFTS CO.,LTD | E2 |
| | | | YONGKANG TECUANG INDUSTRY AND TRADE CO.,LTD | E1 |
| | | | YOOBIMUHWAN INC. | D30 |
| | YOUNG POONG CO.,LTD | | C32 | |
| | Z | | ZENS INTERNATIONAL | D5 |
| | | | ZHEJIANG LECHU INDUSTRY AND TRADE CO.,LTD | F3 |
| | | ZHEJIANG PFLUON NEW MATERIALS CO., LTD., | P11 | |

Show Sketch

VIPREMIUM 2023



Show Sketch

VIPREMIUM 2023



K-Life Style in Vietnam

[Supported by Small and Medium-sized Enterprises (SMEs) with the Ministry of SMEs and Startups, Korea Foundation for Cooperation of Large & Small Business, Rural Affairs]

Special Pavilion #1

K-Lifestyle in Vietnam

- Operated a Special Pavilion with Beauty, Fashion, Living related companies to expand the export markets
- Prioritized small & Medium-sized companies that want to meet local customers and buyers
- Marketing Package(Online Marketing Catalog, Viral Videos), B2B Biz Matching(5~8 meetings guaranteed), Shopee Online Launching

Total of 25 companies selected



Great Sale Zone

[Supported by Small and Medium-sized Enterprises (SMEs) with the Ministry of SMEs and Startups, Korea Foundation for Cooperation of Large & Small Business, Rural Affairs]

Special Pavilion #2

Great Sale Zone

- B2C Sale Zone for the companies that hold the license
- Opportunity to enable the gauge of the local consumer's response
- Enhance sales performance and attract more attendees by offering vouchers
- Marketing Package(Online Marketing Catalog, Viral Videos), B2B Biz Matching(5~8 meetings guaranteed), Shopee Online Launching

Total of 25 companies selected



Premium Home Pavilion

Premium Home Pavilion to Showcase the Korean-Vietnamese Living Trend
Premium Home Pavilion

- Living Pavilion Branded with Korean & Vietnamese Local Furniture
- Special Collaboration Zone Featuring Local Products with an Online Platform 'LifeOn', Domestic Companies that Entered Local Market such as 'Fursys'
- Space Arrangement for a Comprehensive View of Furniture and Interior Trends in Korea and Vietnam



02
SPECIAL
FEATURES

CONCURRENT PROGRAMS

CONCURRENT EVENT

Opening Ceremony (Photo Call)

Welcome reception

Stage Events

BIZ PROGRAM

1:1 Biz Matching Program

P-Club Lounge

Live Studio

Photo Studio



CONCURRENT EVENT

VIPREMIUM 2023

Opening Ceremony (Photo Call)

- Date: 2023. 6. 1(Thur), 17:00~17:50
- Location: Ho Chi Minh City SECC Floor 1 Main Lobby
- Attendees: Approx. 20 VIPs from Korea and Vietnam
(including the Consulate General of the Republic of Korea in Ho Chi Minh City, the Korean Chamber of Commerce and Industry in Vietnam's Central and Southern regions, and the KOTRA Ho Chi Minh Trade Office)

| Time | Location | Content |
|------------------|----------------------------|--|
| 17:00 ~ 17:50 | Main Lobby (Photo Call) | - Photo Call - Greetings (Coex CEO) - Vip Tour (Exhibition Hall) |



Welcome Recaption

- Date: 2023. 6. 1(Thur), 18:20~20:00
- Location: Chole Gallery (5mins by Car from SECC)
 - * Address: Hồ Bán Nguyệt/Phan Văn Chương/02 - 06 Phú Mỹ Hưng, Tân Phú, Quận 7
- Attendees: Around 200 people incl. VIPs, Government Agencies, Exhibitors etc.

| Program | Time | Content |
|---------------------|-------------|--|
| Welcome | ~18:25 | - Photo Call / Welcome Drink / Promotion Videos |
| Opening | 18:25~18:30 | - MC Opening - Greetings (Coex CEO) - Congratulatory remarks (권순칠 부총영사, 한국무역협회 김고현 전무) |
| Dinner & Networking | 18:30~19:30 | - Dinner + Beverage Service - Stage Performance(Band) |
| Lucky Draw | 19:30~20:00 | - Lucky Draw & Closing |



Stage Events

- Date: 2023. 6. 1(Thur)~4(Sun), 4 Days
- Location: Ho Chi Minh City SECC Floor 1 Main Lobby
- Attendees: Exhibitors & Visitors
- Program Details

| | 06.01 (Thur) | 06.03 (Sat) |
|-------|-------------------------------|-------------------------------|
| 10:00 | Food & Beverage Quiz Show | Food & Beverage Quiz Show |
| 11:10 | Souvenirs Give Away | Souvenirs Give Away |
| 13:00 | Beauty & Fashion Quiz Show | Living & Interior Show |
| 14:10 | Souvenirs Give Away | Kpop Cover Dance / Dance Game |
| 15:00 | Miss AHAS Beauty | Beauty & Fashion Quiz Show |
| 16:10 | | Souvenirs Give Away |
| 17:00 | Opening Ceremony | - |
| | 06.02 (Fri) | 06.04 (Sun) |
| 10:00 | Food & Beverage Quiz Show | Food & Beverage Quiz Show |
| 11:10 | Experience K-FOOD | Experience K-FOOD |
| 13:00 | Living & Interior Show | Living & Interior Show |
| 14:10 | Kpop Cover Dance / Dance Game | Kpop Cover Dance / Dance Game |
| 15:00 | Beauty & Fashion Quiz Show | Beauty & Fashion Quiz Show |
| 16:10 | Souvenirs Give Away | Souvenirs Give Away |



CONCURRENT EVENT

VIPREMIUM 2023

Quiz Show & Lucky Draw



K-Food Experience



K-POP Show



1:1 Business Matching Program

- Pre-Scheduled 1:1 Business Matching Program with Key Local and Overseas Buyers
- Meetings at Buyer Lounge/ Biz Matching Lounge or Walk-/In Buyers
- Minimum 4 Meetings Guaranteed per Company (Paid Programs)



P-Club Lounge

- Exclusive Buyer Lounge for the Convenience of Key Local and Overseas Buyers
- Complimentary Coffee and Refreshments Provided, and Equipped with E-Consultation Facilities for Conducting Virtual Buyer Consultations



Photo Studio

- One On-Site Photo Studio: Providing Free Photoshoot Services for Companies with On-Site Registration.
- Photographing Key Exhibit Items with Local Vietnamese Models.



Live Studio

- Operation of a Total of 3 On-Site Live Studios.
- Inviting Local SNS Influencers, Photographing Key Exhibit Items with Local Vietnamese Models. (Limited to companies from special Pavilion and pre-registered companies)
- Live streaming(Facebook Live) through influencer's SNS accounts.



Influencer Livestream

- Influencer Livestream in the Live Studio Within Exhibition Duration(2023/6/1~6/3, 3 Days)
- Relay SNS Live Streaming Twice a Day(Morning/Afternoon)

KOL LIVESTREAM VIPREMIUM 2023

CÁC SẢN PHẨM TRƯỚC LĨNH VỰC
NHÀ CỬA - NỘI THẤT THỜI TRANG LÀM ĐẸP THỰC PHẨM - ĐỒ UỐNG

THỨ TƯ 01 THÁNG 6 12:00 - 14:00

LIVE #1 - BOOTH #3 KHÁNH LINH
LIVE #2 - BOOTH #19 HỒ NGỌC HẰNG
LIVE #3 - BOOTH #3 XUÂN TRI

WWW.VIPREMIUM.VN SECC, 799 NGUYỄN VĂN LINH, Q.7 01-04/06/2023

KOL LIVESTREAM VIPREMIUM 2023

CÁC SẢN PHẨM TRƯỚC LĨNH VỰC
NHÀ CỬA - NỘI THẤT THỜI TRANG LÀM ĐẸP THỰC PHẨM - ĐỒ UỐNG

THỨ TƯ 01 THÁNG 6 15:00 - 17:00

LIVE #1 - BOOTH #3 THANH TÚ
LIVE #1 - BOOTH #8 KHÁ DI FAMILY
LIVE #2 - BOOTH #14 HUYỀN TRÂM

WWW.VIPREMIUM.VN SECC, 799 NGUYỄN VĂN LINH, Q.7 01-04/06/2023

KOL LIVESTREAM VIPREMIUM 2023

CÁC SẢN PHẨM TRƯỚC LĨNH VỰC
NHÀ CỬA - NỘI THẤT THỜI TRANG LÀM ĐẸP THỰC PHẨM - ĐỒ UỐNG

THỨ SÁU 02 THÁNG 6 12:00 - 14:00

LIVE #1 - BOOTH #3 PHẠM YẾN LINH
LIVE #2 - BOOTH #16 TRAN THẢO HUYỀN
LIVE #3 - BOOTH #3 HẢI VY

WWW.VIPREMIUM.VN SECC, 799 NGUYỄN VĂN LINH, Q.7 01-04/06/2023

KOL LIVESTREAM VIPREMIUM 2023

CÁC SẢN PHẨM TRƯỚC LĨNH VỰC
NHÀ CỬA - NỘI THẤT THỜI TRANG LÀM ĐẸP THỰC PHẨM - ĐỒ UỐNG

THỨ SÁU 02 THÁNG 6 15:00 - 17:00

LIVE #1 - BOOTH #8 HIẾU PHẠM
LIVE #1 - BOOTH #3 HỒ NGỌC NHƯ
LIVE #2 - BOOTH #10 TÚ HƯƠNG

WWW.VIPREMIUM.VN SECC, 799 NGUYỄN VĂN LINH, Q.7 01-04/06/2023

KOL LIVESTREAM VIPREMIUM 2023

CÁC SẢN PHẨM TRƯỚC LĨNH VỰC
NHÀ CỬA - NỘI THẤT THỜI TRANG LÀM ĐẸP THỰC PHẨM - ĐỒ UỐNG

THỨ BẢY 03 THÁNG 6 12:00 - 14:00

LIVE #1 - BOOTH #3 YẾN HICHI
LIVE #2 - BOOTH #16 THUY LINH
LIVE #3 - BOOTH #3 PHẠM THU DƯƠNG

WWW.VIPREMIUM.VN SECC, 799 NGUYỄN VĂN LINH, Q.7 01-04/06/2023

KOL LIVESTREAM VIPREMIUM 2023

CÁC SẢN PHẨM TRƯỚC LĨNH VỰC
NHÀ CỬA - NỘI THẤT THỜI TRANG LÀM ĐẸP THỰC PHẨM - ĐỒ UỐNG

THỨ BẢY 03 THÁNG 6 15:00 - 17:00

LIVE #1 - BOOTH #3 QUYNH MEX
LIVE #2 - BOOTH #16 KANG PHAN
LIVE #3 - BOOTH #3 LIÊN THẢO

WWW.VIPREMIUM.VN SECC, 799 NGUYỄN VĂN LINH, Q.7 01-04/06/2023

03
SHOW
RESULT

EXHIBITOR/VISITOR ANALYSIS

EXHIBITOR ANALYSIS

Satisfaction Survey Results

VISITOR ANALYSIS

The registration results of visitors





Satisfaction Survey Results

- Date: 2023. 6. 4 (Sun)
- By offline and online survey
- Response Status: 141 companies have completed (response rate of 72%).

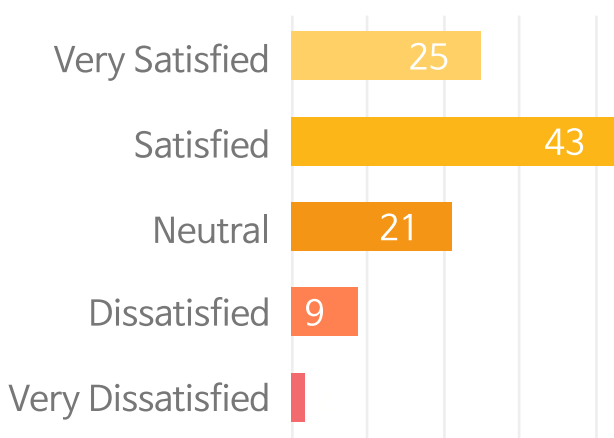
OBJECTIVES

*Percentage of 'Very Satisfied'

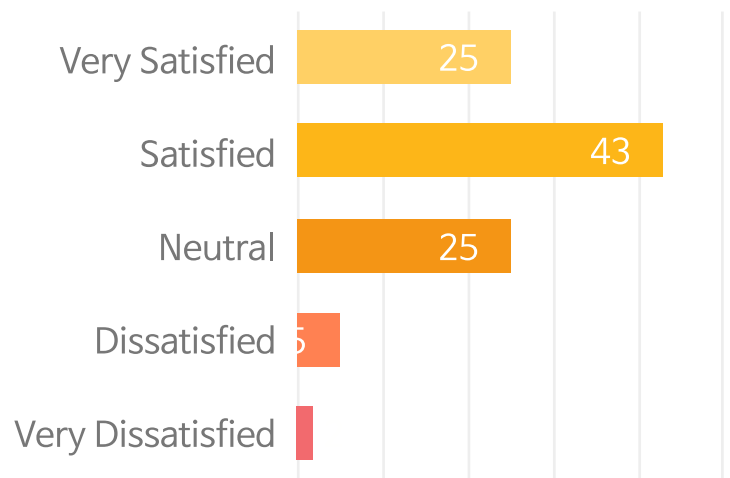


(Unit: %)

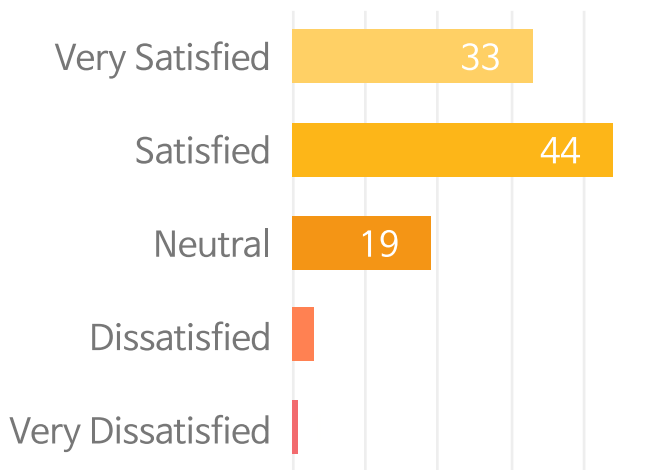
Booth Design



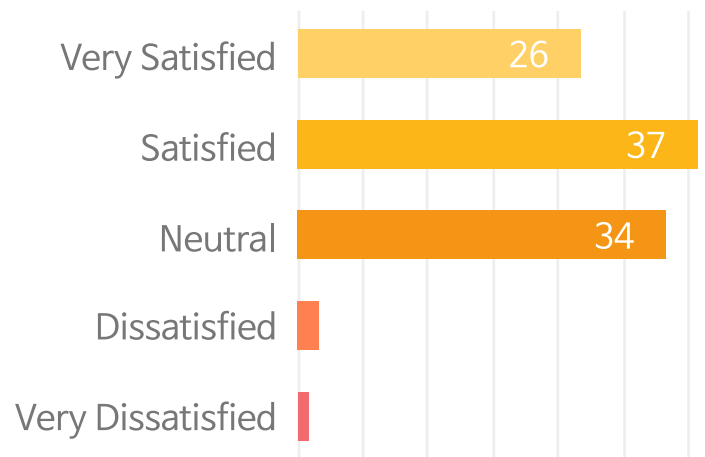
Exhibition Promotion



Exhibition Management

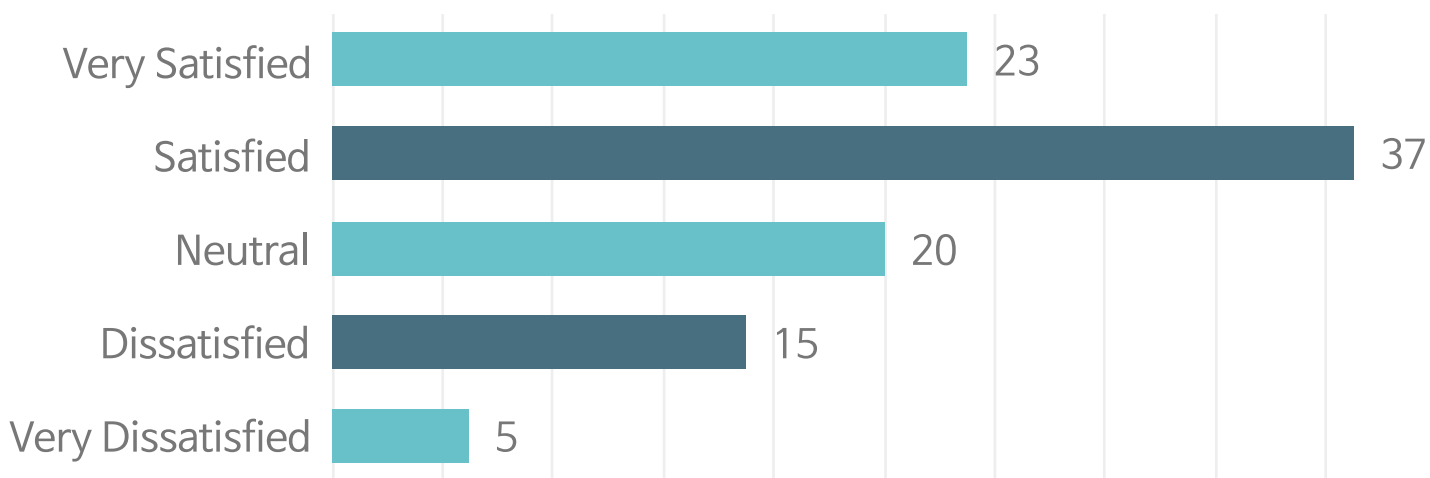


Concurrent Event



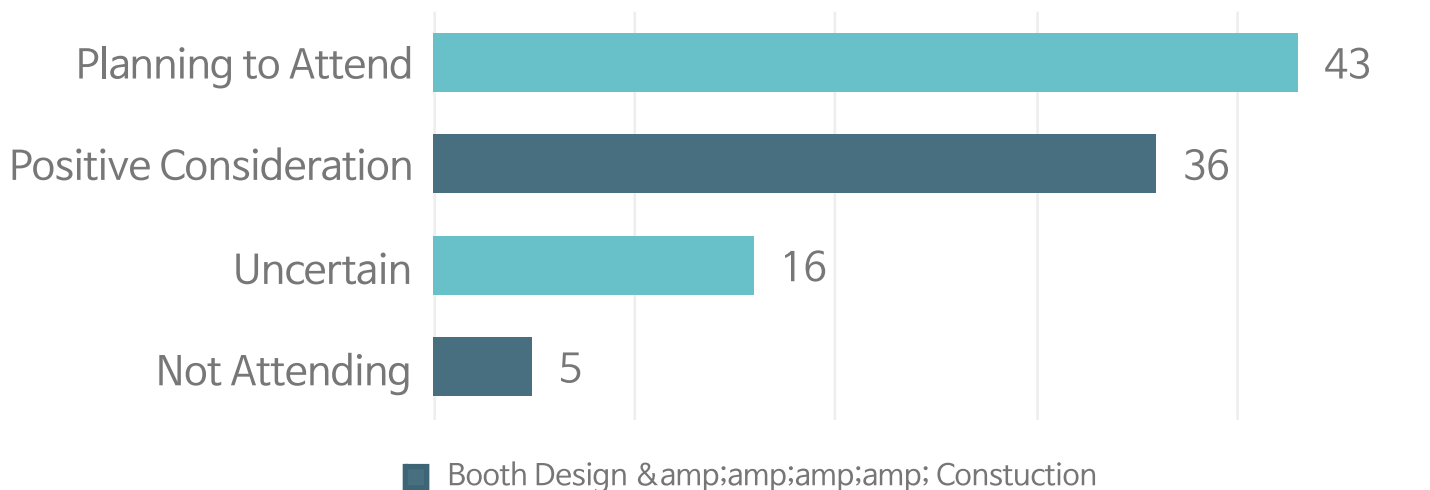
(Unit: %)

Buyers



2024 Participation Intent

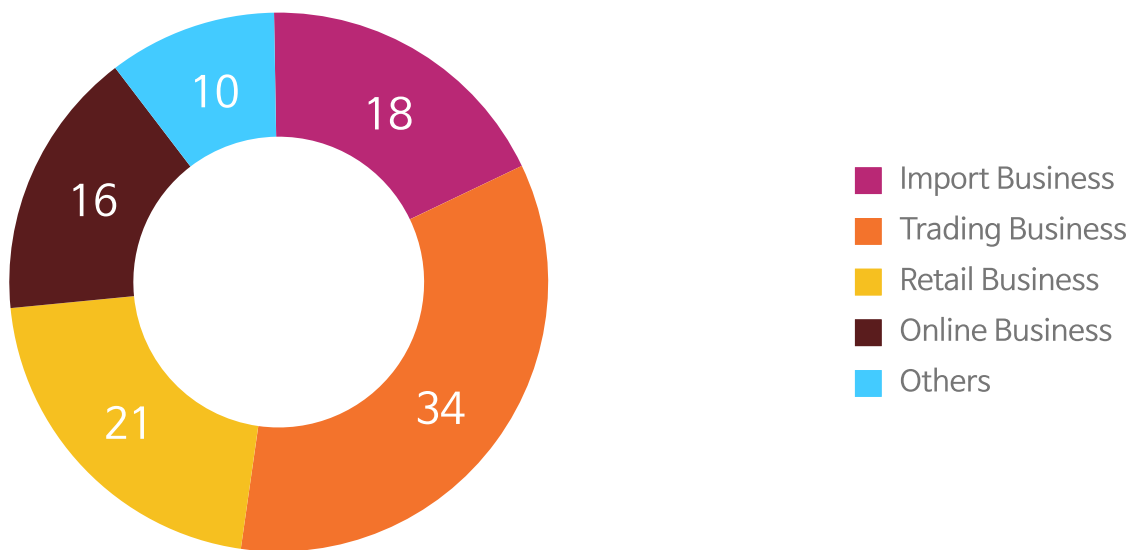
* Approximately 80% are planning to attend OR considering positively for 2024 Exhibition



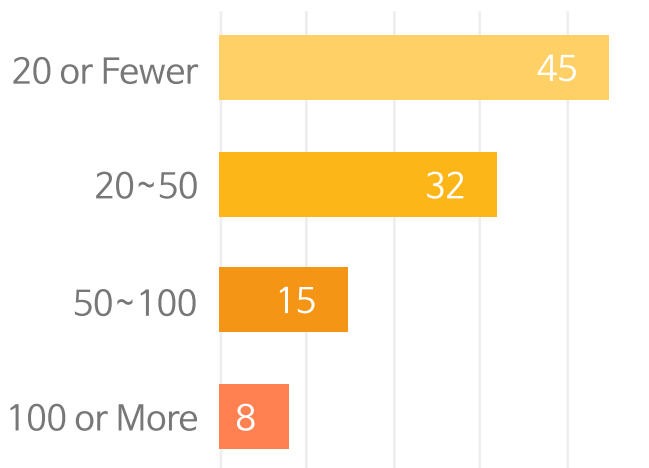
(Unit: %)

Business Type

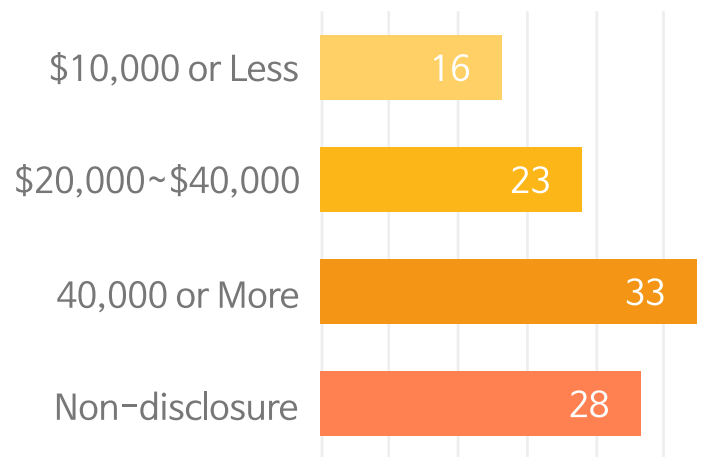
*Multiple Responses



Number of Employees



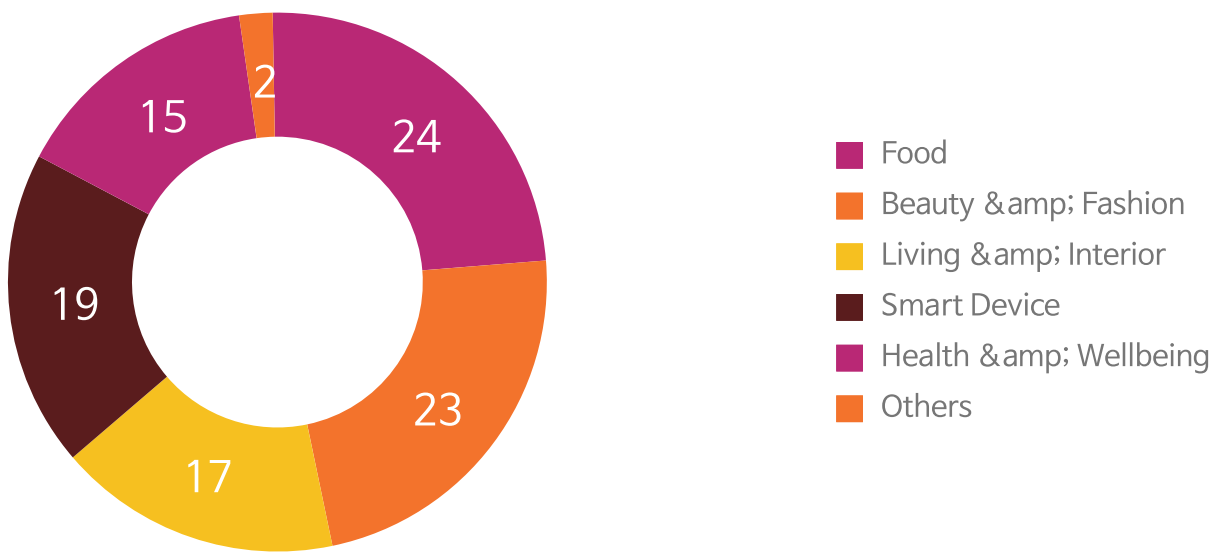
Annual Revenue



(Unit: %)

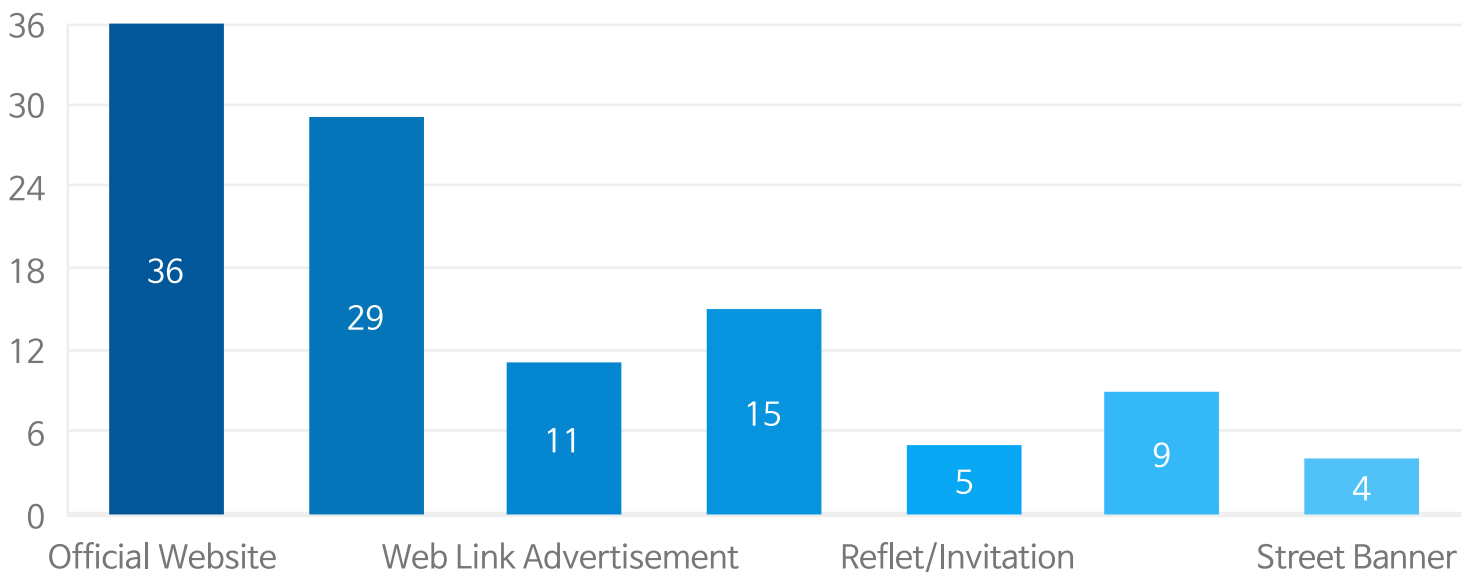
Interest

*Multiple Responses



Visit Route

*Multiple Responses



04
MARKETING
REPORT

ADVERTISING & PR RESULTS

SOCIAL MEDIA ADS & PR

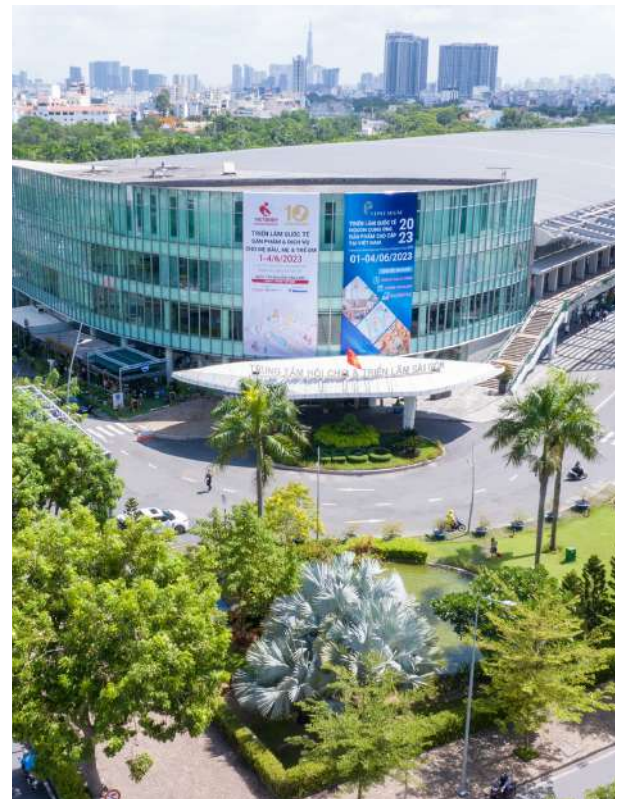
MEDIA ADS

GDN(Google)

TV Channel

PRESS RELEASE

ONLINE PROMOTION



Key Promotion Results for VIPREMIUM 2023

#01



META(Facebook)

Focused Advertising on Facebook which holds the highest Market Share in the Local SNS Market

- Page Post
- Messenger
- Click to Web

#02



GDN(Google)

Google Display Advertisement in both Vietnamese and English

#03



YOUTUBE

Maximum 120,000 clicks on the 2023 VIPREMIUM Teaser Video which Targeted General Audience

#04



TIKTOK

Promotion aimed at a General Audience with 2023 Teaser Video and 2022 Show Report

#05



LINKEDIN

Targeted B2B Buyers in Vietnam and Other Countries for Advertising campaigns

Online Promotion Status



Key Performance Indicators (KPIs)

Secondary KPIs

4.062.606 REACHES

15.630.191 IMPRESSION

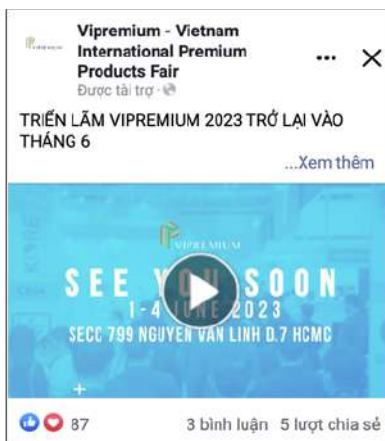
242.261 ENGAGEMENT

157 INBOX

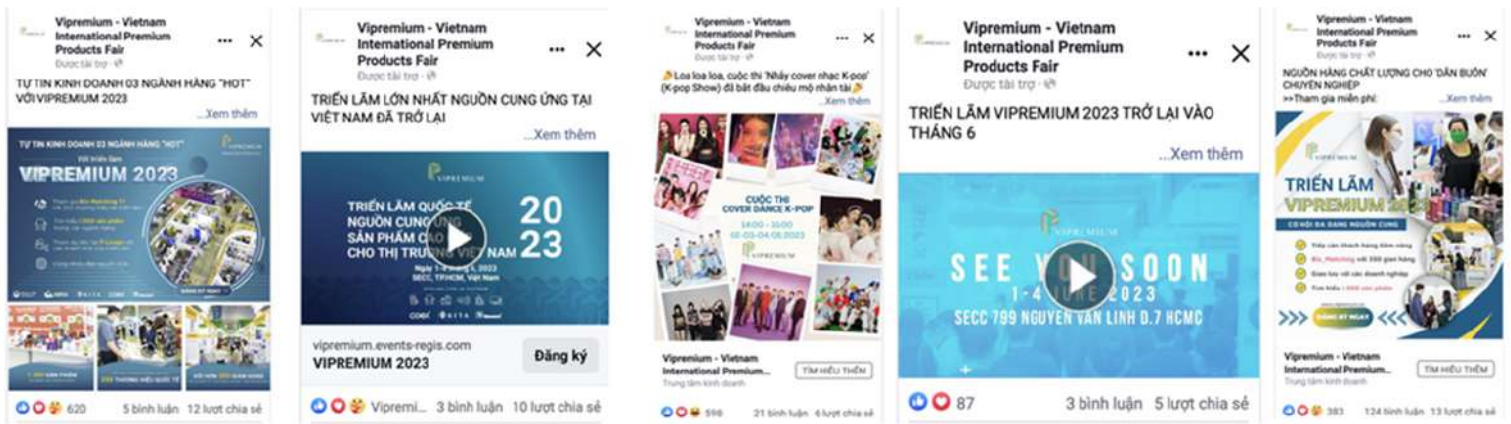
Primary KPIs

413.188 CLICKS

269.241 VIEW



Facebook



Youtube

* 226,172 Views & 474,567 Ad Exposure



Teaser 01



Teaser 02



Day 1



Day 2



Day 3

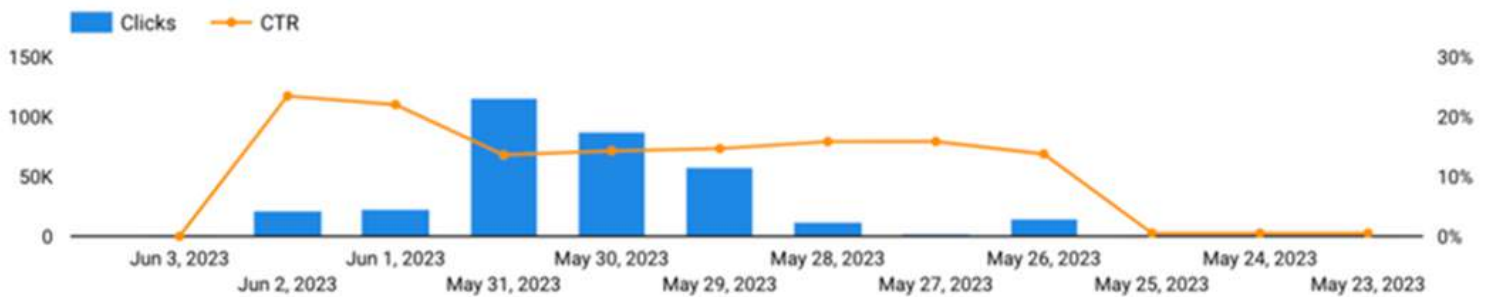


Day 4



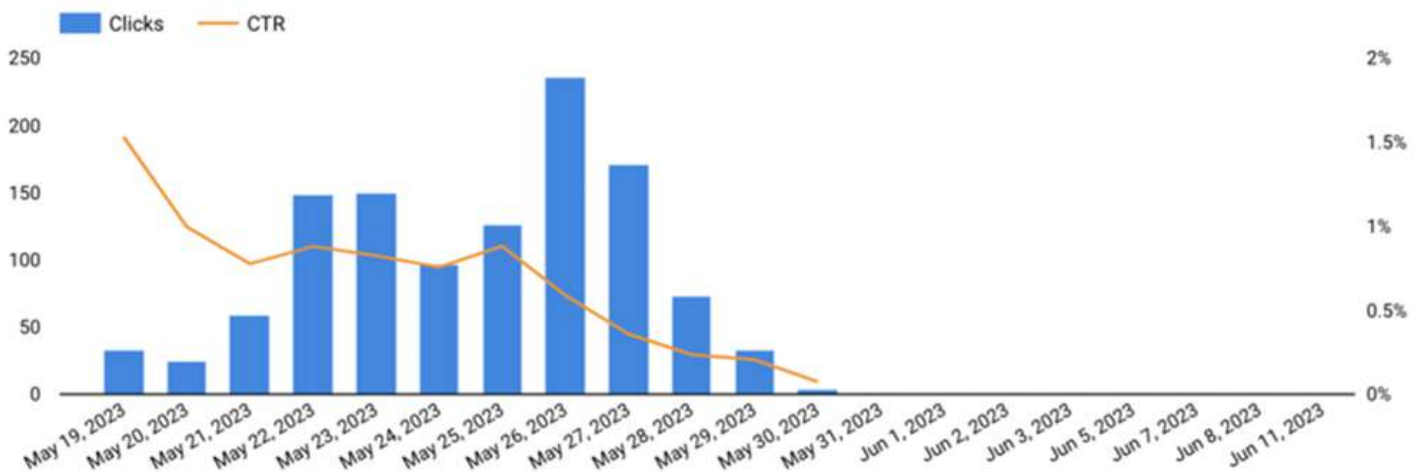
Tiktok

* 780,000 Views on Hashtag #VIPREMIUM in total



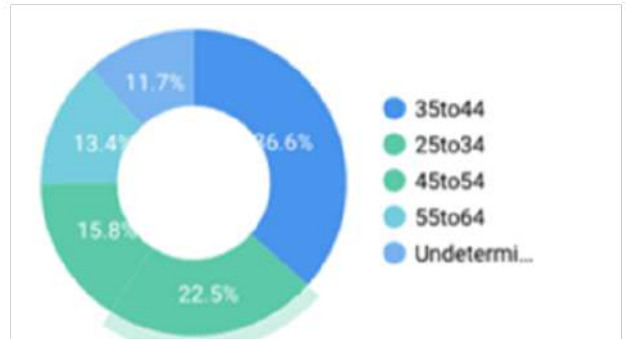
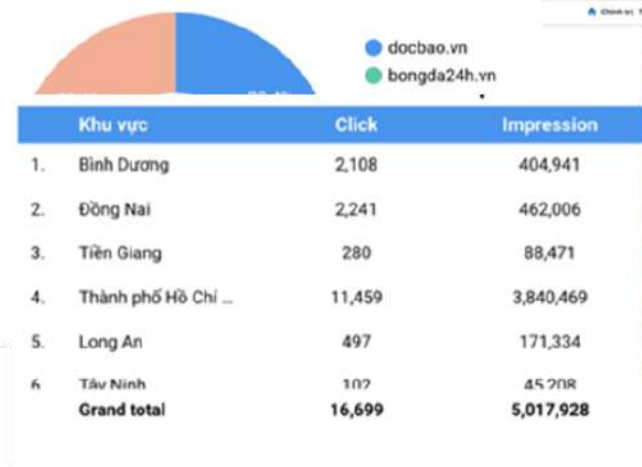
LinkedIn

* 214,482 Ad Exposure & 1,550 Clicks





* 5 million Ad Exposure & 16,699 Clicks



* Primary Exposure Targets are Individuals Aged 35-44, Residing in Ho Chi Minh, Densely Populated Areas OR Northern Vietnam

TV Channel



[HTV9](#)



[FBNC](#)



[VTC10](#)



194 thương hiệu tham dự triển lãm quốc tế nguồn cung ứng Vipremium
Vipremium là triển lãm hàng đầu về nguồn cung ứng tại Việt Nam. Triển lãm năm nay...
Zing

[Zing News](#)



Có một "Hàn Quốc thu nhỏ" tại triển lãm quốc tế VIPREMIUM 2023
Triển lãm VIPREMIUM 2023 về nguồn cung ứng sản phẩm thuộc lĩnh vực thời trang...
kenh14.vn

[Kenh14](#)



Đón đầu xu hướng làm đẹp mới từ các thương hiệu Hàn Quốc tại VIPREMIUM 2023
Bạn có biết đâu là xu hướng làm đẹp mới của năm nay? Câu trả lời sẽ có tại Triển lãm...
afamily.vn

[afamily](#)



CƠ HỘI HỢP TÁC GIAO THƯƠNG TẠI TRIỂN LÃM QUỐC TẾ NGUỒN CUNG ỨNG VIPREMIUM 2023
Triển lãm VIPREMIUM 2023 về nguồn cung ứng sản phẩm thuộc lĩnh vực thời trang...
kinhdoanhplus.vn

[kinhdoanhplus](#)



VIPREMIUM 2023: Triển lãm quốc tế nguồn cung ứng hàng đầu tại Việt Nam
VTV.vn - Triển lãm Quốc tế Nguồn Cung ứng Sản phẩm Cao cấp cho thị trường Việt Nam...
vtv.vn

[VTV](#)



Gần 200 thương hiệu tham gia triển lãm quốc tế cung ứng
Triển lãm quốc tế Nguồn cung ứng sản phẩm cao cấp cho thị trường Việt Nam...
vnexpress.net

[VnExpress](#)



Không gian nội thất đẳng cấp tại triển lãm VIPREMIUM 2023
VIPREMIUM 2023 là triển lãm quốc tế về nguồn cung ứng tại Việt Nam, diễn ra từ...
tuoitre.vn

[Tuoi Tre](#)



COEX và VMARK ký thỏa thuận hợp tác tại Triển lãm Quốc tế VIPREMIUM 2023
pcds.vn - COEX và VMARK ký thỏa thuận hợp tác tại Triển lãm Quốc tế VIPREMIUM...
phongcachdoisong.vn

[Phong Cách Dơi Song](#)



Lễ ký kết thỏa thuận hợp tác giữa COEX và VMARK tại Triển lãm Quốc tế VIPREMIUM 2023
vedettemagazine tạp chí vedette
www.vedettemagazine.vn

[Vedette Magazine](#)



Xu hướng sống 'đậm chất Hàn' tại triển lãm quốc tế VIPREMIUM 2023 | Tạp chí Lifestyle - Chuyên trang giải trí và mua...
Nền công nghiệp phim truyền hình, âm nhạc đỉnh cao của Hàn Quốc đã tạo nên...
vnlifestyle.com

[Life Style](#)



Webinar



Webinar with Relevant Agencies for Pre-Boom Up

Participants: Association CEO, COO, Sales Managers, and Equivalent Positions from Relevant Agencies.

When: May 12, 2023, From 14:00 To 16:30

- Agenda:
- Keynote Presentations on Topics such as Digital Transformation, OMO (Online-Merge-Offline) Model Changes, and Case Studies.
 - Promotional activities for VIPREMIUM attendees and a lucky draw.



2024 —

SEE YOU NEXT YEAR

2024.5.30 - 6.2

