

Vietnam International Premium Products Fair 2024

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





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01. OVERVIEW

2024 Vietnam International Premium Products Fair

STYLISH LIFE IN VIETNAM, VIPREMIUM

Title	2024 Vietnam International Premium Products Fair
Dates	30 May - 2 June, 2024
Venue	SECC Hall A, HCMC, Vietnam
Organizer	Coex, Korea International Trade Association (KITA), VINEXAD
Exhibit Items	Living & Interior, Fashion & Beauty, Food & Beverage
Expected Scale	200 Exhibitors, 250 Booths
Co-located Show	2024 Vietnam International Maternity · Baby&Kids Fair
Buyer Profile	1) Retail : Wholesalers, Department Stores, Online Malls and others in retail industry 2) Trade Business : Trade Delegations, Exporters/Importers and others in trade industry 3) Manufacturing : OEM Providers, MRO Buyers and others in manufacturing industry

01. OVERVIEW



Vietnam is currently one of the most successful emerging economies in the world with a consistently high economic growth rate with more than 98 million residents. Especially, consumer goods are one of the main industries that is growing rapidly in Vietnam. To target this emerging market and connect local and international exhibitors with domestic and overseas buyers, **Coex launched the 1st Vietnam International Premium Products Fair (VIPREMIUM) successfully in 2018.**

Coex has a strong background in **sales promotion** and the **living supplies industry**. For example, COEX has been organizing one of the biggest sourcing fairs on housewares, cosmetics, and sales promotion items in South Korea called "Seoul Int'l Sourcing Fair". Moreover, Coex has been expanding its business overseas since 2009 by successfully launching the VIPREMIUM and the Jakarta International Premium Products Fair. **Our premium products fair has now become a brand and we are continuously trying to strengthen our position in the ASEAN market.**

We strongly believe that the Vietnam International Premium Products Fair **will provide an optimal business opportunity for both local and international companies.**

Coex Global Business Team

02. WHY VIPREMIUM - Coex

Connect Experience

Venue Business

Exhibition Organizer

Event Management

As Korea's leading exhibition organizer, Coex organizes 30 international exhibitions in Korea and overseas



Coex is the most experienced PCO and PEO, serving 30 international conferences, exhibitions and mega events a year



Coex consults management service to other centers; Changwon Exhibition and Convention Center and, WTC Binh Duong New City Expo in Vietnam



Coex manages and operates Korea's most popular international event venue, Coex Center serving 2,500 events a year

Event Business

MICE Consulting Group

Coex Venue Management

02. WHY VIPREMIUM - Coex



Vietnam International Premium Products Fair
30 May - 2 JUNE, 2024
SECC, HCMC, VIETNAM



Seoul International Sourcing Fair
4 - 6 DECEMBER, 2024
COEX, SEOUL, KOREA



Jakarta International Premium Products Fair
5 - 8 SEPTEMBER, 2024
JCC, JAKARTA, INDONESIA

Coex has been organizing one of the top sourcing fairs for consumer goods in South Korea, Seoul International Sourcing Fair (SIPREMIUM) for over 36 years. With the success of SIPREMIUM, Coex has successfully launched Vietnam International Premium Products Fair (VIPREMIUM) and Jakarta International Premium Products Fair (JIPREMIUM) in 2018. Coex's experience and database make VIPREMIUM the perfect platform for local and international exhibitors to grow their business by connecting with local and overseas buyers.

02. WHY VIPREMIUM- Vietnam

A VAST CONSUMER GOODS MARKET POTENTIAL

Having a vast consumer goods market potential with a population of 98 million (16th largest in the world) and an average age of 32.5

EMERGING CONSUMER GOODS MARKET

Vietnam's middle-class consumer segment is expected to increase by 36 million people over the next 10 years, ultimately becoming 75% of the total population by 2030

A KEY GATEWAY TO ASEAN MARKET

Vietnam's domestic market provides excellent opportunities for consumer goods SMEs to develop export routes into the ASEAN region



02. WHY VIPREMIUM- VIPREMIUM

Global Marketplace



The only exhibition for premium consumer goods in Vietnam that can provide opportunities to **meet with local buyers and buyers throughout Southeast Asia**, such as Indonesia and Thailand.

Accredited Recruits



Well-established buyers recruited by Association of Vietnam Retailers, Vietnam Chamber of Commerce & Industry, and the Vietnam Small and Medium Business Support Center(SMEDEC2).

Marketing Programs

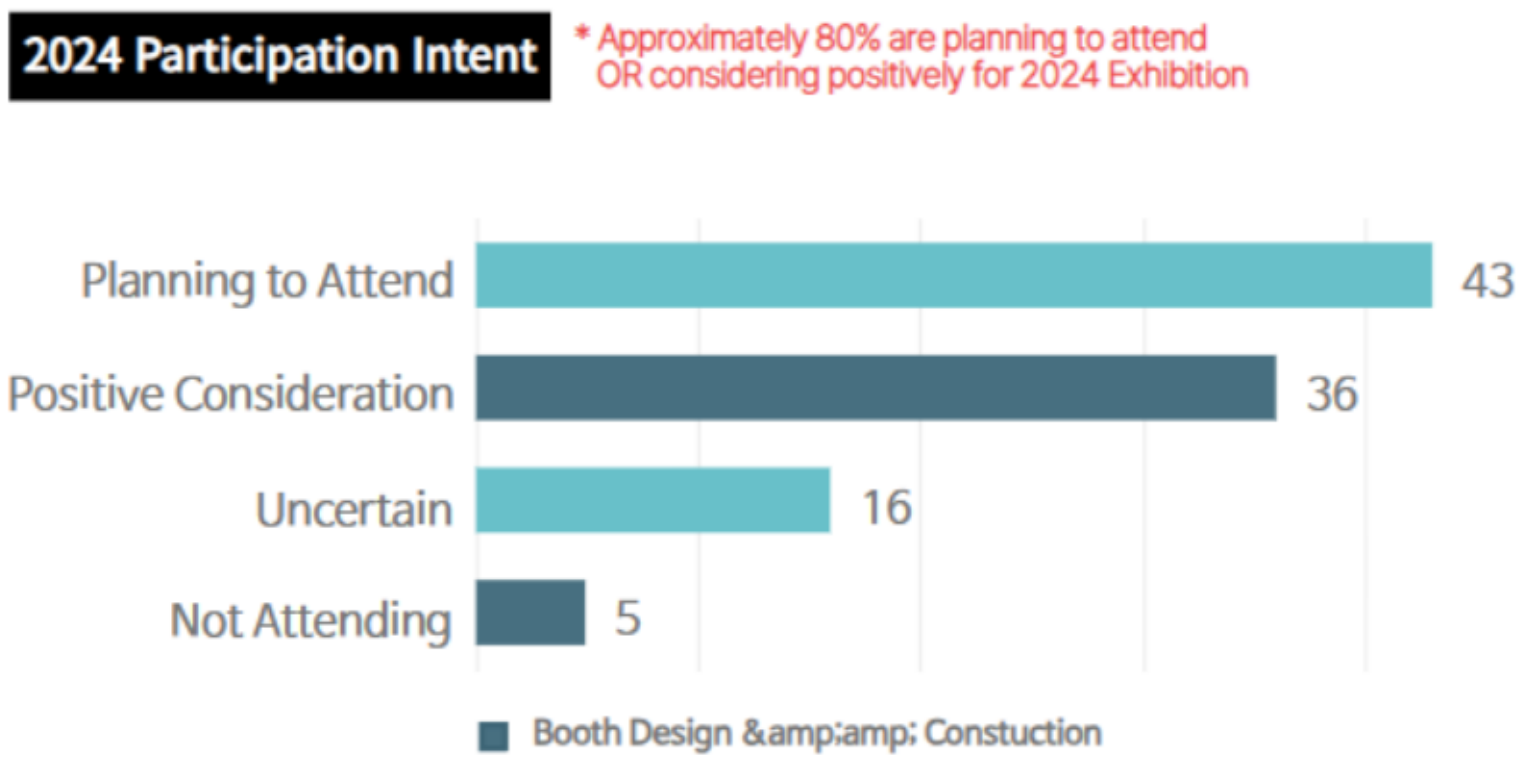


Features programs such as 1:1 Biz matching program, Influencer and social media marketing, Photo and live studio that can **provide efficient marketing effects**.

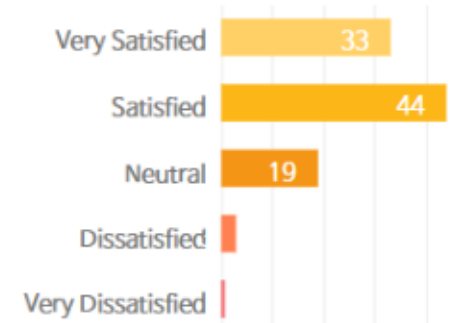
02. WHY VIPREMIUM- 2023 Result

197 Companies from **5** Countries
15,802 Visitors and **1,317** Biz Matching

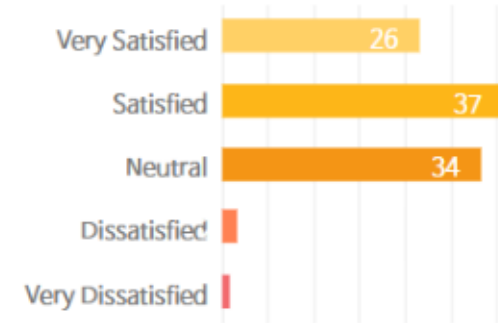
Approximately **80% of participants** plan to attend or consider positively for the 2024 exhibition.
Over **70% of exhibitors** were content about booth design, exhibition management, and exhibition promotion.



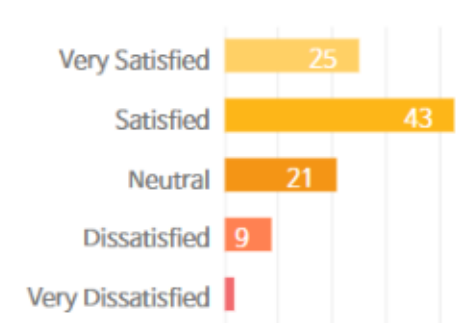
Exhibition Management



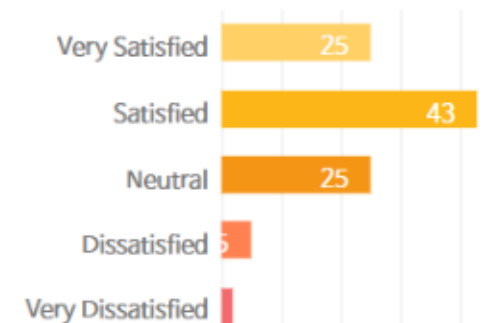
Concurrent Event



Booth Design



Exhibition Promotion



02. WHY VIPREMIUM-2023 Result



03. PROGRAMS

1:1 BUSINESS MATCHING PROGRAM

Opportunity to meet with local and overseas buyers with high purchasing power



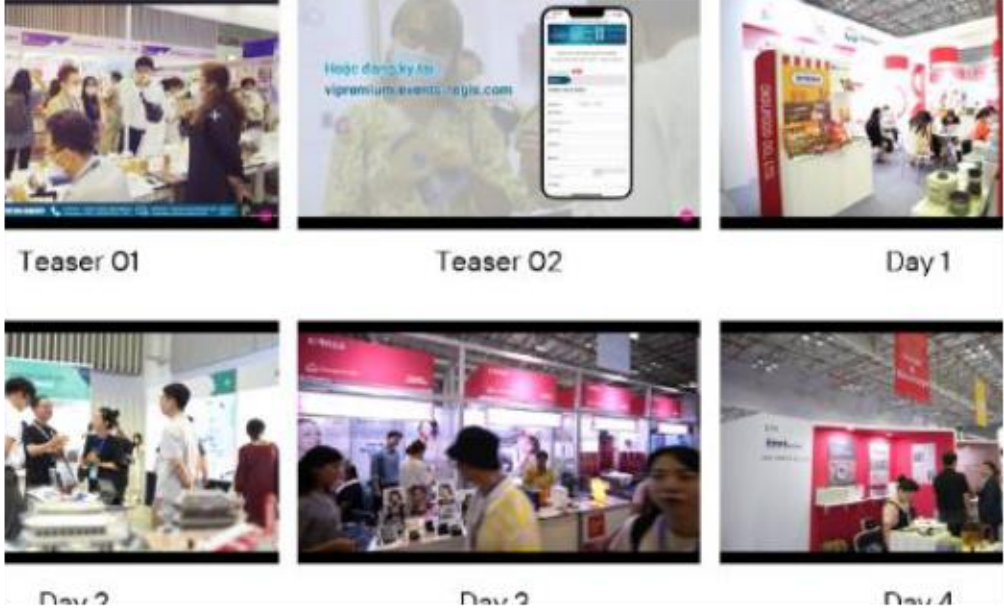
PHOTO AND LIVE STUDIO

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



INFLUENCER AND SOCIAL MEDIA MARKETING

Active promotion through local influencers and social media



STAGE EVENTS

Various programs that can promote exhibitors' products and attract visitors such as cooking show and fashion show



03. PROGRAMS

WEBINAR/ SEMINAR

Seminar programs that help exhibitors to explore both the local and overseas consumer goods market



NETWORKING RECEPTION

An evening event offers exhibitors the opportunity to connect with buyers, local government agencies



E - Newsletter

Distribute Newsletter with exhibitors' promotion section to selected local and overseas buyers 10 Times | 20,677 target



PREMIUM HOME PAVILION

Special Collaboration Zone Featuring local & international products to showcase Living and Interior Trends



04. APPLICATION

01

SUBMIT EXHIBITOR APPLICATION FORM

Complete Exhibitor Application Form and submit via email. (coexoverseas@gmail.com)
Please Note Exhibitors will be registered on a first come, first serve basis

[DOWNLOAD APPLICATION FORM](#)

02

MAKE A PAYMENT

100% of the total booth cost and utility fees must be sent via bank transfer. The final deadline is 5 April, 2024. Invoice will be issued individually once we receive your application form.

03

COMPLETE ADDITIONAL FORMS

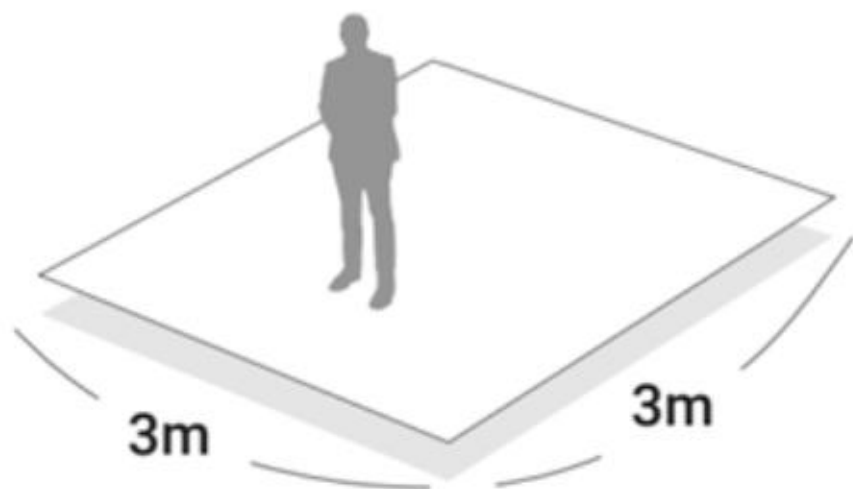
Submit all exhibitors forms, such as Badge Order Form, Fascia Board Name Order Form and Official Directory Order Form, and utilities form

* PAYMENT SCHEDULE

Down payment: Down Payment (50%) Within 1 week of application submission

Final payment: Balance (50%) by 5 April, 2024

04. APPLICATION - Booth Details

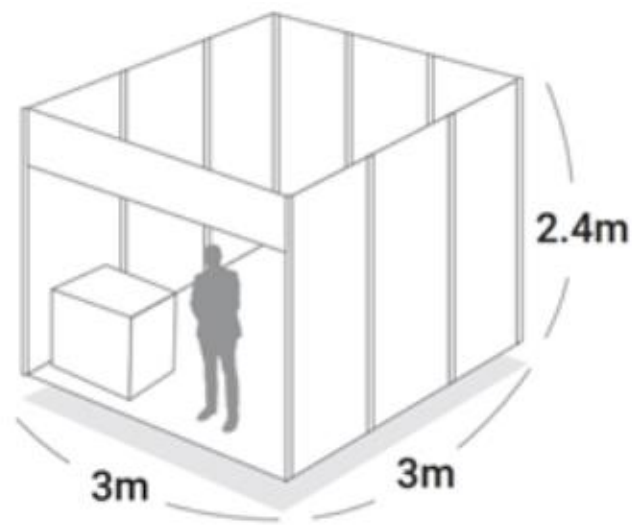


SPACE ONLY (MIN. 2 BOOTHS)

EARLY BIRD (~ 16 FEB 2024) USD 2,800

GENERAL USD 3,100

- Only raw space provided (3x3 m/booth)
- Booth must be approved by organizers before installation
- Additional facilities should be applied for separately if needed



STANDARD

EARLY BIRD (~ 16 FEB 2024) USD 3,100

GENERAL USD 3,400

- Standard Shell Booth provided
- Equipment:
 - Company signboard and booth number
 - Pytex flooring
 - 1 information desk with 1 chair
 - 1kW lighting (including power)
 - 1 power outlet, 1 trash bin
- Additional facilities should be applied for separately if needed



PREMIUM (MIN. 6 BOOTHS)

EARLY BIRD (~ 16 FEB 2024) USD 4,300

GENERAL USD 4,600

- Specialized Premium Booth design will be proposed by the secretariat and may be subject to change after consultation.
- Equipment:
 - Company signboard and booth number
 - Pytex flooring
 - 1 information desk with 1 chair
 - 1 consultation desk with 4 chairs
 - 1kW lighting (including power)
 - 1 power outlet, 1 trash bin
- Apply separately for any additional facilities

For more information,
please contact the VIPREMIUM Secretariat

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REGISTER

