



**VIETNAM INT'L  
COFFEE & DESSERT FAIR**

Secretariat

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**VIETNAM INT'L  
COFFEE & DESSERT FAIR**

June 1<sup>st</sup> - 3<sup>rd</sup>, 2017 | SECC, Ho Chi Minh City, Vietnam

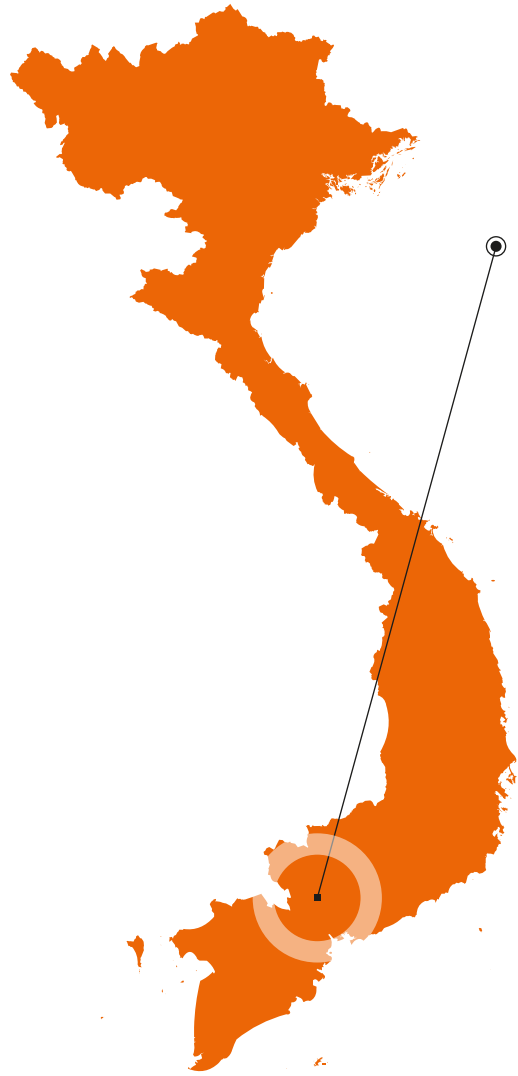
Organizer |

**coex**



## Why Vietnam

- Robust consumption market based on **high economic growth** (GDP has grown by 6.7% in 2015)
- **The fastest growth rate** of mid-income earners among Asia-Pacific nations (expected to triple by 2020)
- 51% of the market lead by women shaping wide-spread trends such as dining out.



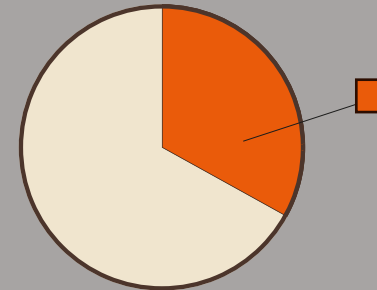
### Why Ho Chi Minh City

- **The economic center** of Vietnam
- A big consumer base of high income earners that are highly open to a Western lifestyle
- **Often chosen as the initial entry point in to the Vietnamese market**

## Vietnamese Market Trends

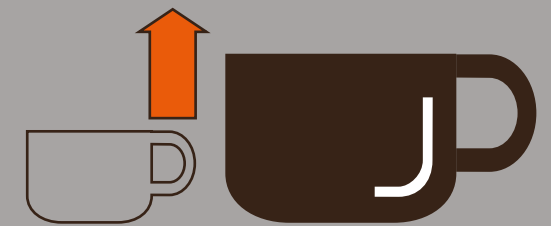


**14%**  
Cafe market size increases 14% per year



**21%**  
Market value of chained specialist coffee shops is 21% per year

**15%**  
Number of cafes are expected to increase about 15% in 5 years



**9.5%**  
Average growth rate of domestic coffee consumption is 9.5%

# VIETNAM INT'L COFFEE & DESSERT FAIR

June 1<sup>st</sup> – 3<sup>rd</sup>, 2017 | SECC, Ho Chi Minh City, Vietnam

- **Title** Vietnam International Coffee & Dessert Fair
- **Venue** SECC, Ho Chi Minh City, Vietnam
- **Dates** June 1<sup>st</sup> (Thu) – June 3<sup>rd</sup> (Sat), 2017
- **Organizers** Coex, VICOFA (Vietnam Coffee and Cocoa Association)
- **Concurrent Events**
  - Gold Label (Brand-new Product Showcase)
  - One-day Class
  - Vietnam Super Barista Championship
  - Marketing Stage
  - Biz-Matching Program
- **Buyer Profile**
  - Coffee / Dessert related businesses operator
  - Multinational wholesaler / retailer
  - Importers, exporters and trading companies
  - Preliminary founders, store owners, investors and occupants
  - Coffee shop / franchise owner
  - Barista / Patisier
- **Co-located Show** Vietnam International Retail + Franchise Show 2017
- **Exhibit Items**

Premium Coffee & Tea	Green Beans, Roasted Beans, Capsule Coffee, Instant Coffee, Tea, Beverage
Ingredients	Syrup, Sauce, Powder, Smoothie, Puree
Coffee & Tea Related Products	Home Cafe Products, Teaware, Small Appliance, Interior Tools
Machinery & Facilities	Coffee Machine, Related Machinery, Facilities
Desserts	Bakery, Ice-cream, Chocolate, Cheese
Education & Consulting	Related Media, Education Center, Consulting



## Participation Procedure

**Submit Application**

Early-bird : Jan. 31, 2017  
General : Apr. 1, 2017

**Send Down Payment**

50% of the total booth cost due within 1 week of application submission

**Send Final Payment**

Remaining 50% of the total booth cost + additional utility fees

**Opening of VIETRF 2017**

June 1 - 3, 2017

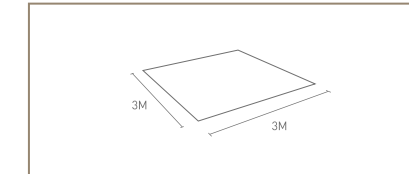
✉ **Application Submission** Submit the application to Vietnam Coffee & Dessert Fair 2017 office via fax or email.  
Contact T +82.2.6000.8138 F +82.2.6944.8302 E vietnam@coex.co.kr

## Application Guideline

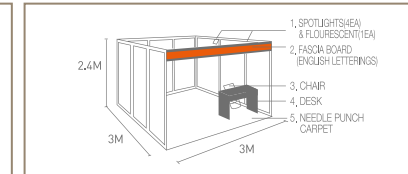
### Participation Fee [Currency : USD]

Category	Space Only	Shell Scheme	Premium Booth
Application Deadline			
Early Bird Registration Jan 31, 2017	\$ 2,400	\$ 2,600	\$ 3,600
General Registration Apr 1, 2017	\$ 2,600	\$ 2,800	\$ 3,800

### Booth Information



- Space Only**
- Provides only exhibition space
  - Install a separate booth after receiving approval of the organizer
  - Utilities and additional services can be requested at an additional charge



- Shell Scheme**
- Basic type of booth is provided
  - Booth Specification
    - Booth sign with the company name and booth number
    - Carpet flooring
    - 1 information desk and 2 chairs
    - Fluorescent lights with electricity up to 1kw
    - 1 power outlet and waste basket
  - Utilities and additional services can be requested if necessary

### Premium Booth

- Specially designed booth
- Booth Specification
  - Fascia board
  - Carpet flooring
  - 1 information desk and meeting table
  - 4 chairs
  - Fluorescent lights with electricity up to 1kw
  - 1 power outlet and waste basket
- Advertisements on official show directory
- Logo exposure as VIP client on show advertisement
- Utilities and additional services can be requested if necessary



### Business Program [Currency : USD]

	Type		
	Gold Label	One-day Class	Marketing Stage
Exhibitor	\$700/ Product	\$1,000/ Session	\$1,000/ Session
Non-Exhibitor	\$1,400/ Product	\$2,000/ Session	\$2,000/ Session
Note	Exhibit space (50cm x 50cm), SNS promotion, Special section in official show directory *Limited to 2017 new products	Seminar room (120min, Max. 20 people) Audio / Video system	Marketing stage inside the exhibition hall (120 min, Max. 50 people), Audio system

### Payment Information

Submit application form and begin with payment procedure

Payment Procedures

- **Down Payment**  
Due within 7 days of submit participation contract form
- **Final Payment**  
At least 30days before opening day of Vietnam Int'l Coffee & Dessert Fair 2017
- **Utilities and Additional Services**  
Due within 7 days of application submission

Make Payment to

- Account Name : Coex
- Account No. : 140-000-113217
- Bank Name : SHINHAN BANK, World Trade Center Branch, SEOUL, KOREA
- Swift Code : SHBKKRSE

# Business Program

## 01. Gold Label

: Optimized marketing platform for brand-new products

Gold Label is a special platform displaying a range of brand new products for 2017. At Vietnam's leading coffee exhibition, you can gauge the market reaction and collect customer feedback.

### Details

- Provide modularized exhibit space and design
- Release article on Gold Label products
- Special section in official show directory, leaflet, and show guide

### How to apply

Submit Application including introduction of product, catalogue, and photo [vietnam@coex.co.kr]

\* Limited to 2017 new products

## 03. One-day Class

: Participatory and Experiential Marketing Platform

Participants can listen to professional lectures from experts with hard to find industry knowledge. There will be a number of opportunities for brand exposure through the recruitment of participants and class promotion. With hands-on marketing experiences, participants can become more familiar with your products.

### Details

Special educational session in seminar room (Max. 20 people), Pre-registration and on-site registration

### Provided

Podium, Audio / Video System, Table and Chairs

### Participation Fee

USD 1,000 (Exhibitor) / USD 2,000 (Non-Exhibitor)

## Vietnam Super Barista Championship

Vietnam Super Barista Championship 2017 is one of the special events that is hosted to recognize and promote the talented and professional baristas throughout Vietnam. The winner will have a chance to join WORLD SUPER BARISTA CHAMPIONSHIP 2018 in Seoul, South Korea.

• **Schedule** : June 1st-3rd, 2017 • **Venue** : Inside exhibition hall

<b>First Prize</b>  30 million VND + Cup	<b>Second Prize</b>  10 million VND	<b>Third Prize</b>  5 million VND
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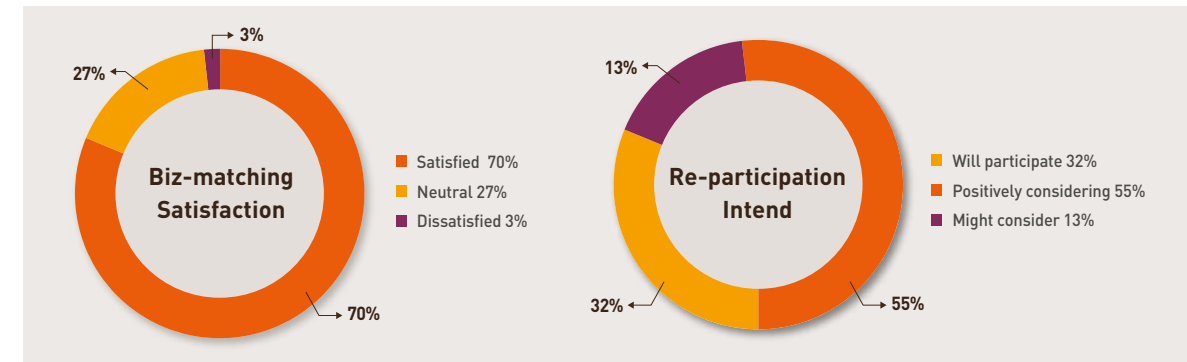
# Report on VIETCF 2016

## Results from VIETCF 2016

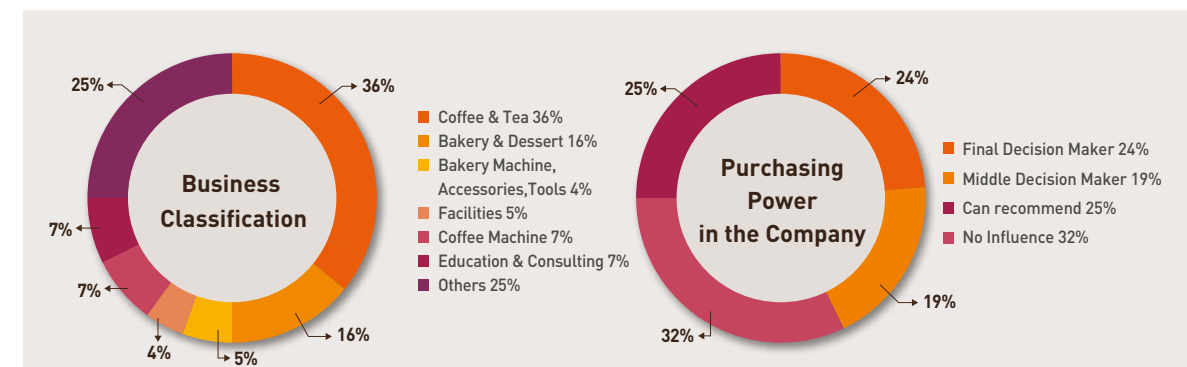
- **Dates** : June 8(Wed) - June 10(Fri), 2016
- **Venue** : SECC (Saigon Exhibition & Convention Center), HCMC, Vietnam
- **Number of Companies and Booths** : 250 exhibitors, 177 booths, 15 countries
- **Number of Visitors** : 37,600 visitors from 24 countries



## Exhibitors Analysis



## Visitors Analysis



<b>Meeting Result</b> 5,500 meeting	<b>Discussed</b> USD 123,000,000	<b>Expected to be signed within a year</b> USD 66,600,000
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