

COFFEE

EXPO

VIETNAM

2021

COFFEE EXPO  
VIETNAM 2021

4 - 6 Nov, 2021

Saigon Exhibition & Convention  
Center(SECC), HCMC



# COFFEE EXPO VIETNAM 2021

Nov 4<sup>th</sup> - 6<sup>th</sup>, 2021 | SECC, Ho Chi Minh City, Vietnam

- ☛ **Title** Coffee Expo Vietnam 2021
- ☛ **Venue** SECC - 799 Nguyen Van Linh St., D.7, HCMC, Vietnam
- ☛ **Dates** Nov 4<sup>th</sup> - 6<sup>th</sup>, 2021
- ☛ **Organizers**  
- ☛ **Concurrent Events**
  - Biz-Matching Program
  - Workshop & Training Class
- ☛ **Buyer Profile**
  - Hotel/ Resort
  - Coffee/ Dessert related businesses operator
  - Coffee shop/ franchise owner
  - Press/ Publisher
  - International/ Foreign Organization
  - Preliminary founders, store owners, investors and occupants
  - Importers, exporter and trading company
  - Consulting
  - Multinational Wholesale/ Retail businesses
  - Barista/ Patisserie
- ☛ **Co-located Show** Vietnam International Retailtech + Franchise Show
- ☛ **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





# Result from 2020



- **Exhibition:** COFFEE PAVILION 2020
- **Organizer:** Coex - Vinexad
- **Exhibition date:** December 17 - 19, 2020
- **Exhibition venue:** SECC - 799 Nguyen Van Linh St, D.7, HCMC
- **Co-located show:** Vietnam Int'l Retailtech & Franchise Show



**60**  
Brands



**117**  
Booths



**12,859**  
Visitors



## TRAINING CLASS

**648 Pre-registers**  
**Over 2000 Attendees**  
**Over 3000 gifts were given to visitors**



**Ms. Yen Tran**  
Marketing Manager  
ASIA CUBES LTD., CO

I was really surprised because the number of attendees was higher than expected. At my booth, I saw awesome customers, who came to learn about products and services.

The organizers hosted the event very well, and the marketing programs attracted many visitors. We will definitely participate in the exhibition next year



**Ms. Chu Hoi**  
Sales Manager  
TAN NHAT HUONG

Actually this year, our company planned to participate in exhibitions, but most of them were canceled. At the end of the year, the economic got better. We have displayed new products that we also want to introduce to target customers. At first, it was very surprising, I thought that the exhibition will attract fewer visitors due to the influence of covid-19. However, unexpected there were so many people attending

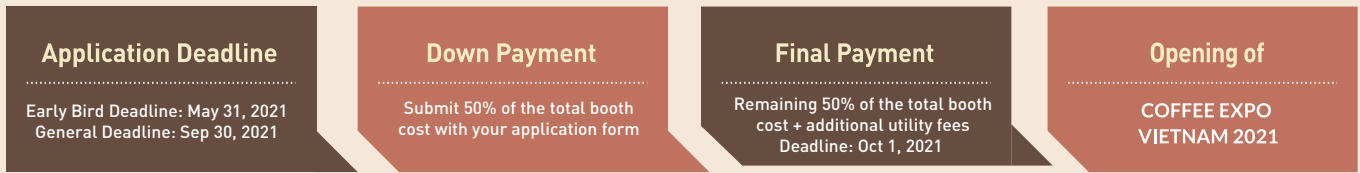


**Ms. Van Lam**  
Marketing Manager  
OLAM VIETNAM

We realized, at the present HCMC controls the pandemic very well. And this is the first time that OLAM launches its products to the market, so this is a great opportunity to meet and expand potential customers. It was quite surprising because I thought there would be a decrease in the number of visitors, but after 3 days, the number of visitors was surprisingly large, exceeding the initial expectation. We are satisfied with the result of the exhibition

# Participation Guidelines

## Participation Procedure

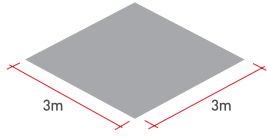
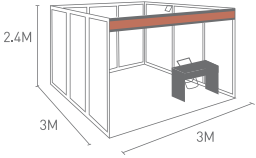



✉ **Submit Application and Incidental Service Forms**

Send a copy of your business registration certificate and related documents to **Coffee Expo Vietnam 2021** office via fax or email.

Contact **T** (+84) 28 2221 7628 **F** (+84) 903 904 903 **E** hoangmy@coex.vn **W** www.vietnamcoffeefair.com

## Application Guidelines

Booth Type		Space Only	Standard	Premium booth
Booth Type				
Specifications		<ul style="list-style-type: none"> <li>• Only Raw space will be provided. (Unit: 3mx3m/Booth)</li> <li>• Extra stand construction is possible organizer.</li> <li>• Additional facilities should be applied separately if necessary</li> </ul>	<ul style="list-style-type: none"> <li>• Standard Shell Booth will be provided</li> <li>• Specifications:                             <ul style="list-style-type: none"> <li>- Company signboard</li> <li>- Carpet flooring and trash bin</li> <li>- 1 Information desk with 2 chairs</li> <li>- 2 Fluorescent light</li> <li>- 1 Power outlet 5A/220V (Max 600W)</li> </ul> </li> <li>• Additional facilities should be applied separately if necessary</li> </ul>	<ul style="list-style-type: none"> <li>• Specialized Premium Booth design will be provided</li> <li>• Specifications:                             <ul style="list-style-type: none"> <li>- Upgraded Fascia board</li> <li>- Carpet flooring and trash bin</li> <li>- 1 Information desk with 2 chairs</li> <li>- 1 Consultation round table with 2 chairs</li> <li>- 1 Fluorescent light and 2 Spotlights</li> <li>- 1 Power outlet 5A/220V (Max 600W)</li> </ul> </li> <li>• Marketing support package. Please contact the Organizer for more details</li> </ul>
		<ul style="list-style-type: none"> <li>• Additional order of Electricity and Furniture is available, kindly place orders to the organizers.</li> <li>• Usage of rental items must follow regulations of the exhibition hall, the service suppliers and the organizers.</li> </ul>		
Local Exhibitor	Early Bird Price May 31, 2021	<b>58.000.000 VND</b>	<b>65.000.000 VND</b>	<b>90.000.000 VND</b>
	General Price Sep 30, 2021	<b>65.000.000 VND</b>	<b>72.000.000 VND</b>	<b>98.000.000 VND</b>
Overseas Exhibitor	Early Bird Price May 31, 2021	<b>2.700 USD</b>	<b>3.000 USD</b>	<b>3.900 USD</b>
	General Price Sep 30, 2021	<b>3.000 USD</b>	<b>3.300 USD</b>	<b>4.200 USD</b>

\* Early bird applicants will receive a discounted participation fee, priority in booth allocation, and benefits from various media promotions, such as emails, newsletters, press releases, etc.

### Make Payment to

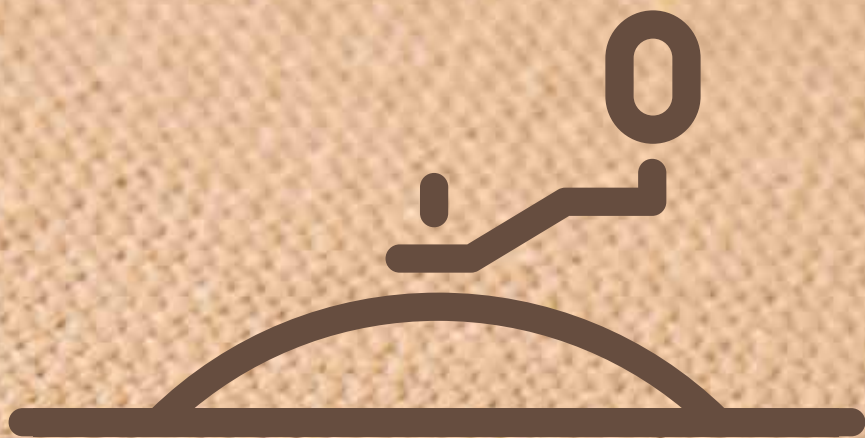
#### In Korea :

- Account Name : COEX
- Account NO. : 140-000-113217
- Bank Name : SHINHAN BANK, WORLD TRADE CENTER BRANCH, Seoul, Ko
- Swift code : SHBKRRSE

#### In Vietnam:

- Account Name: VINEXAD
- Account No: 0021000000172
- Bank Name: Vietcombank Hanoi, Vietnam
- Swift Code: BFTVVNVX





**C**  **FFEE**

**E X P** 

---

**VIETNAM 2021**

---

**THANK YOU**

**& SEE YOU IN 2021**