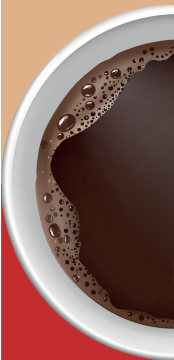


COFFEE EXPO VIETNAM 2023



02-04 NOVEMBER, 2023
SECC, HCMC, VIETNAM



RESULT FROM 2022



260
Brands



250
Booths



14,152
Visitors



892
Buyers

- **Exhibition:** **COFFEE EXPO 2022**
- **Organizer:** Coex - Vinexad
- **Exhibition date:** 03 - 05 November 2022
- **Exhibition Venue:** SECC - 799 Nguyen Van Linh St, D.7, HCMC
- **Co-located show:** Vietnam Int'l Retailtech & Franchise Show
- **Diamond Sponsor:** **DMCC**
COFFEE CENTRE
- **Supporting Association:**  

TRAINING CLASS



1800
Registration



721
Attendees

EXHIBITOR FEEDBACK



Mr. Al Suwaidi Saeed / Director / DMCC Coffee Centre

Vietnam is the 2nd largest coffee production country in the world, therefore Vietnam is a very important market to us. This is the first time we join Vietnam Coffee Expo, and it has been very successful so far. We will join the show next year because it's very important to us to be part of the coffee community especially in Vietnam.

Mr. Richard Khoo / Global Head Sales & Marketing / Asia Dragon Group

This is the first time we join a coffee exhibition in Vietnam, but this won't be the last. This is a very good start, and I'm impressed. And I expect it would be even bigger and better. The show has been very relevant to our brands. We want to go global Vietnam is the 2nd biggest coffee export country in the world. Coffee Expo is a good coffee show for everyone to participate.



Mr Lê Giang / Roaster / Phương Vy

This is our 3rd times joining Coffee Expo. Our expectation is to find customers from export, import field, as well as coffee lover to share the love of coffee to everyone. When we join Coffee Expo, we feel very excited with the large number of visitors and a wide variety of costumers. We will definitely join next year exhibition.

SHOW OVERVIEW

- **Title** COFFEE EXPO VIETNAM 2023
- **Venue** SECC - 799 Nguyen Van Linh St., D.7, HCMC, Vietnam
- **Dates** Nov 2nd - 4th, 2023
- **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

● Exhibit Items



Green beans Instant Coffee
Roasted beans Tea
Capsule Coffee Beverage



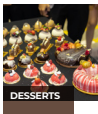
Syrup Smoothie
Sauce Puree
Powder



Home cafe products
Teaware
Small Appliance
Interior Tools



Coffee Machine
Related Machinery
Facilities



Bakery
Ice-cream
Chocolate
Cheese



Related media
Education Center
Consulting

CO-LOCATED

BAKERY EXPO VIETNAM and TEA EXPO VIETNAM will return in 2023 at COFFEE EXPO VIETNAM 2023 from 02-04 November 2023 at SECC HCMC, 799 Nguyen Van Linh District 7.



TEA EXPO VIETNAM 2023

Vietnam is now ranked 7th and 5th worldwide in terms of tea production and exports, respectively. Vietnamese tea products are exported to 74 countries and territories. This is a huge opportunity for the tea industry to grow. TEA EXPO VIETNAM 2023 is a place for brands to introduce products to a wide range of customers. Expanding your business by doing business meeting with traders from all round the world.



BAKERY EXPO VIETNAM 2023

The Vietnamese bakery market is currently one of the largest potential markets in the Asia-Pacific region. With the current strong growth rate, we welcome you to the Bakery Expo Vietnam 2023. Exhibitors can showcase bakery related product, from ingredients, machinery to baking courses, kitchenware etc.



Vietnam International Retailtech & Franchise Show Vietrf 2023 will be co-located with Coffee Expo 2023. is the LARGEST and ONLY Retail-Technology & Franchise SHOW in Vietnam. Vietrf 2023 offers many informative seminar at our show, which is a good opportunity for exhibitors who is interested in doing franchise




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 2022 office via fax or email. Fax: (+84) 903 904 903 | Email: hoangmy@coex.vn

Application Guidelines

Booth Type		Space Only	Standard	Premium booth
Booth Type				
Specifications		<ul style="list-style-type: none"> Only Raw space will be provided. (Unit: 3m x 3m/Booth) with nothing else Booth design, Booth construction and related costs are under exhibitor's account Booth design must be approved by the organizers before exhibitors starting the constructions. Additional facilities should be applied separately if necessary 	<ul style="list-style-type: none"> Standard Shell Booth will be provided (Unit: 3m x 3m/Booth) Specifications: <ul style="list-style-type: none"> - Company signboard - Carpet flooring and trash bin - 1 Information desk with 2 chairs - 2 Fluorescent light - 1 Power outlet 5A/220V (Max 600W) Additional facilities should be applied separately if necessary 	<ul style="list-style-type: none"> Specialized Premium Booth design will be provided (Unit: 3m x 3m/Booth) Specifications: <ul style="list-style-type: none"> - Upgraded Fascia board - Carpet flooring and trash bin - 1 Information desk with 2 chairs - 1 Consultation round table with 2 chairs - 2 Fluorescent lights with electricity up to 10kw - 1 Power outlet 5m/220V (Max 600W) Marketing support package. Please contact the Organizer for more details.
		<ul style="list-style-type: none"> Additional order of Electricity and Furniture is available, kindly place orders to the organizers. Usage of rental items must follow regulations of the exhibition hall, the service suppliers and the organizers. 		
Local Exhibitor	Early Bird Price June 16, 2023	64,800,000 VND	72,800,000 VND	100,800,000 VND
	General Price August 31, 2023	72,000,000 VND	79,200,000 VND	108,000,000 VND
Overseas Exhibitor	Early Bird Price June 16, 2023	2.800 USD	3.100 USD	4.300 USD
	General Price August 31, 2023	3.100 USD	3.400 USD	4.600 USD

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

MAKE PAYMENT TO

In Korea:
Account Name: COEX
Account No.: 140-000-113217
Bank Name: SHINHAN BANK,
WORLD TRADE CENTER BRANCH,
SEOUL, KOREA
Swift code: SHBKRRSE

In Vietnam
Account Name: VINEXAD
Account No.: 0021000000172
Bank Name: Vietcombank Hanoi,
Vietnam
Swift code: BFTVWBVX



Email: hoangmy@coex.vn (Ms. My - Project Manager)

Website: www.vietcoffeeair.com