

COFFEE

EXPO

VIETNAM

2022

COFFEE EXPO
VIETNAM 2022

03 - 05 Nov, 2022

Saigon Exhibition & Convention
Center(SECC), HCMC

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



678
Pre-Register



2000
Attendees



>3000
Gifts were given to visitors

Exhibitors Feedback



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

Show Overview



COFFEE EXPO VIETNAM 2022

Nov 3rd - 5th, 2022 | SECC, Ho Chi Minh City, Vietnam

- Title** Coffee Expo Vietnam 2022
- Venue** SECC - 799 Nguyen Van Linh St., D.7, HCMC, Vietnam
- Dates** Nov 3rd - 5th, 2022
- 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 Product



Home cafe products
Teaware
Small Appliance
Interior Tools

Machinery & Facilities



Coffee Machine
Related Machinery
Facilities

Desserts



Bakery
Ice-cream
Chocolate
Cheese

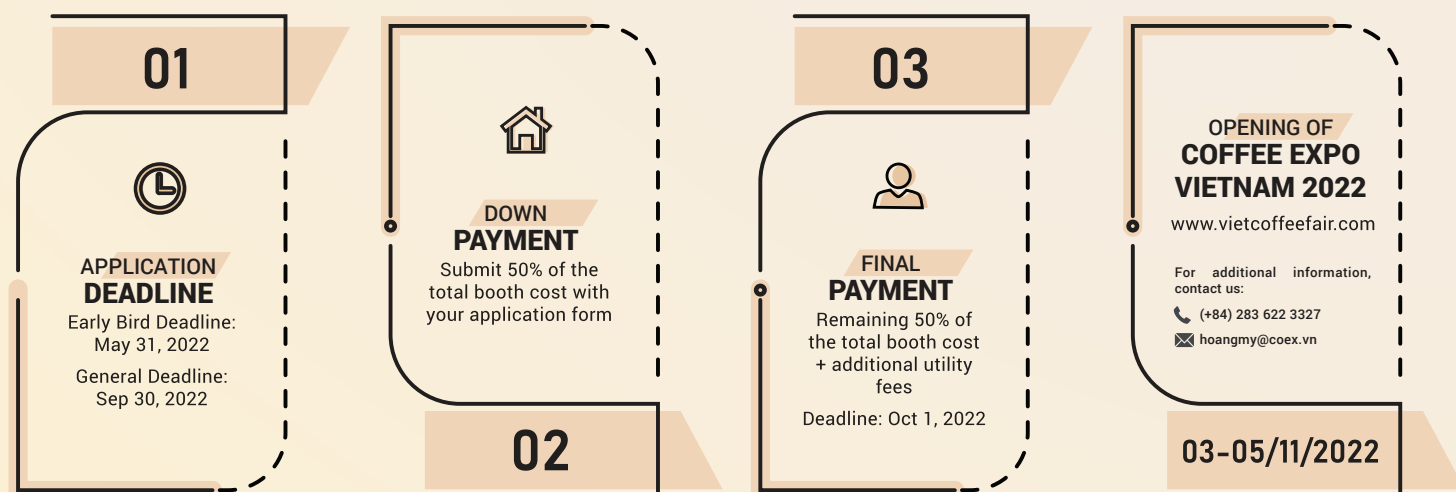
Education & Consulting



Related media
Education Center
Consulting

Participation 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: 3mx3m/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: 3mx3m/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: 3mx3m/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 1Kw - 1 Power outlet 5A/220V (Max 600W) Marketing support package. Please contact the Organizer for more details
Local Exhibitor	Early Bird Price May 31, 2022	58.000.000 VNĐ	65.000.000 VNĐ	90.000.000 VNĐ
	General Price Sep 30, 2022	65.000.000 VNĐ	72.000.000 VNĐ	98.000.000 VNĐ
Overseas Exhibitor	Early Bird Price May 31, 2022	2.700 USD	3.000 USD	3.900 USD
	General Price Sep 30, 2022	3.000 USD	3.300 USD	4.200 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 releases, 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: BFTVVBVX



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THANK YOU

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Facebook: <https://www.facebook.com/vietcoffeeair>