

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**

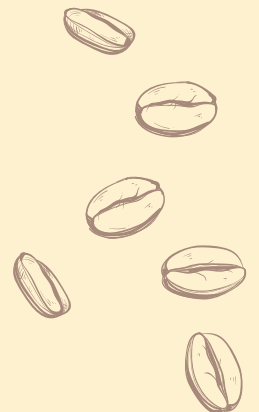
Actually this year, our company planned to participate in exhibitions, but most of them were canceled. At the end of the year, the economic got better. We have displayed new products that we also want to introduce to target customers. At first, it was very surprising, I thought that the exhibition will 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 3<sup>rd</sup> - 5<sup>th</sup>, 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 3<sup>rd</sup> - 5<sup>th</sup>, 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

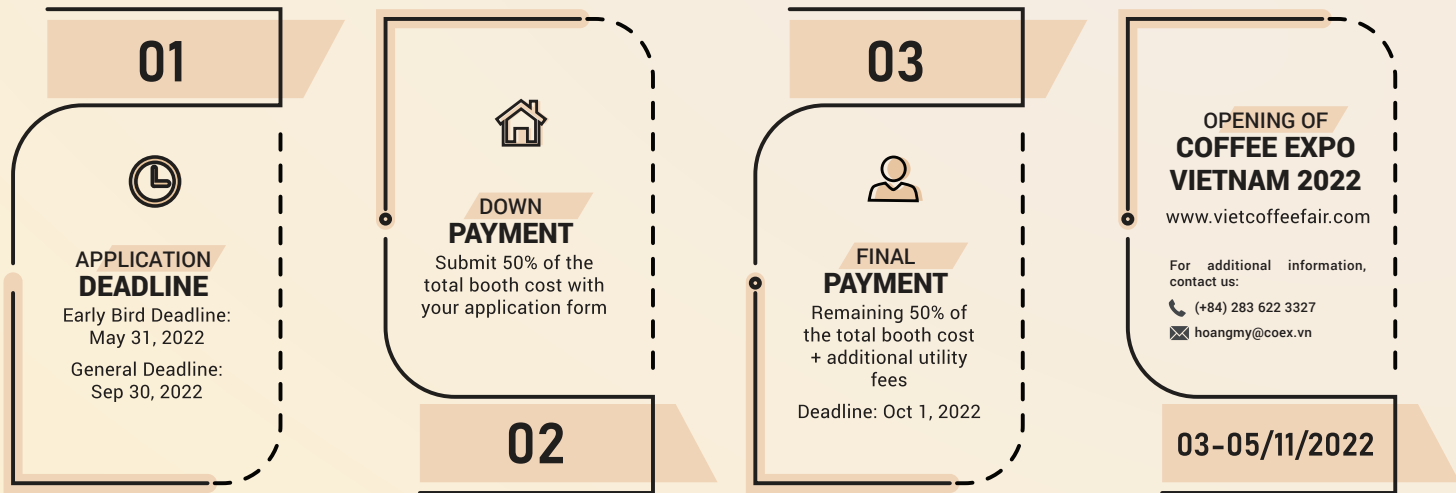
### Education & Consulting



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"> <li>Only Raw space will be provided. (Unit:3mx3m/Booth) with nothing else</li> <li>Booth design, Booth construction and related costs are under exhibitor's account</li> <li>Booth design must be approved by the organizers before exhibitors starting the constructions.</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 (Unit:3mx3m/Booth)</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 (Unit:3mx3m/Booth)</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>- 2 Fluorescent lights with electricity up to 1Kw</li> <li>- 1 Power outlet 5am/220V (Max 600W)</li> </ul> </li> <li>Marketing support package. Please contact the Organizer for more details</li> </ul>
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



# COFFEE EXPO VIETNAM 2022

# THANK YOU

Contact us:

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