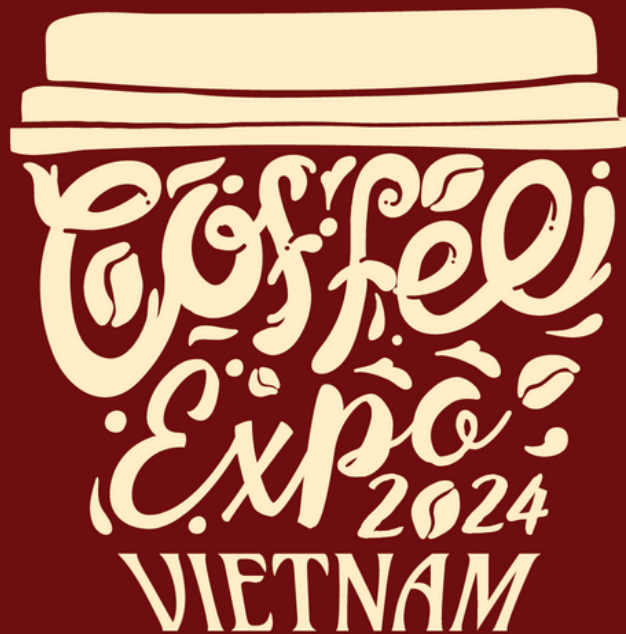


0
COFFEE
EXPO
VIETNAM 2024



31.10 - 02.11.2024

SECC, D.7, HCMC



coex



Vineyard®



RESULT FROM COFFEE EXPO 2023

- Exhibition: COFFEE EXPO 2023
- Organizer: **coex** 
- Exhibition date: 02-04.11.2023
- Exhibition Venue: SECC, D.7, HCMC
- Co-located show: VIETRF 2023
- Diamond Sponsor: **DMCC**
COFFEE CENTRE
- Supporting Association:  
- Co-Organize Event: **VIETNAM COFFEE CHALLENGE**



250
BRANDS

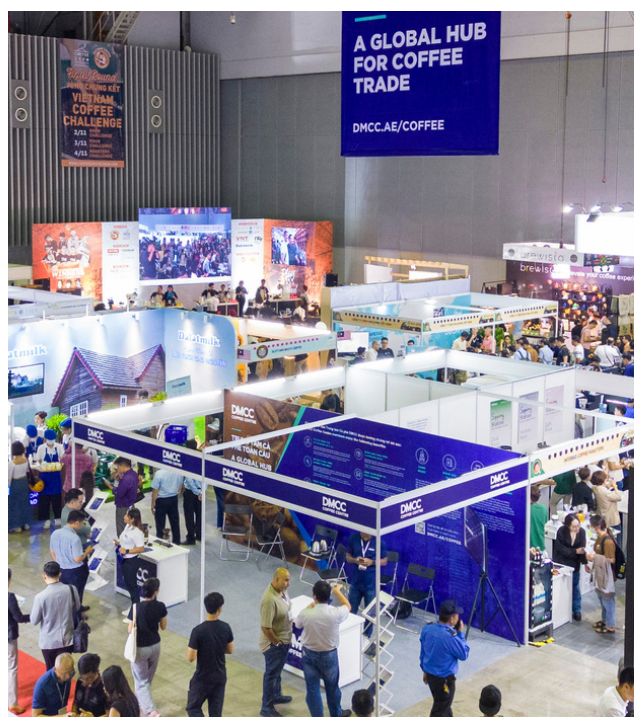


200
BOOTHs



18,510
visitors

Coffee Expo Vietnam 2023 is the leading trade event in the coffee, tea, and bakery industry, showcasing the most cutting-edge technologies, products, and services. The exhibition features a wide range of offerings, including ingredients, machinery, utensils, desserts, and more from top domestic and international brands.



The Coffee industry in Vietnam has experienced significant growth in recent years. With a surge in both domestic consumption and international demand, Vietnam has become a key player in the global coffee market. This flourishing industry has made **Coffee Expo** a favored hub for businesses looking to introduce new products, find strategic partners, and expand their market presence.

SHOW OVERVIEW

-  **Title:** COFFEE EXPO VIETNAM 2024
-  **Venue:** 799 NGUYEN VAN LINH, DISTRICT 7, HCMC
-  **Dates:** Oct 31st - 2nd Nov, 2024
-  **Organizers:** coex  vinesad®

Buyer Profile

-  Hotel/ Resort
-  Press/ Publisher
-  Importers, Exporter and trading company
-  Multinational Wholesale/ Retail businesses
-  Coffee/ Dessert related businesses operator
-  International/ Foreign Organization
-  Consulting
-  Barista/ Patisserie
-  Coffee shop/ Franchise Owner
-  Preliminary founders, store owners, investors and occupants

Exhibit Items



PREMIUM COFFEE & TEA

Green beans
Roasted beans
Capsule Coffee
Instant Coffee
Tea
Beverage



INGREDIENTS

Syrup
Sauce
Powder
Smoothie
Puree



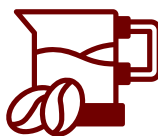
DESSERTS

Bakery
Ice-cream
Chocolate
Cheese



MACHINERY & FACILITIES

Coffee Machine
Related Machinery
Facilities



COFFEE AND TEA RELATED PRODUCTS

Home cafe products
Teaware
Small Appliance
Interior Tools



EDUCATION & CONSULTING

Related media
Education Center
Counsulting

CO-LOCATED EVENTS



Renowned for its diverse tea varieties, Vietnam produces both traditional and specialty teas, appealing to domestic and international consumers alike. The industry's expansion is driven by favorable climate conditions, modern cultivation practices, and increasing recognition of Vietnamese teas for their quality and distinct flavors. **The Tea Expo Vietnam 2024** has always been a part of Coffee Expo, demonstrate the connection between the tea and coffee industries.

The Bakery Expo Vietnam 2024 is a vibrant showcase of the latest trends and innovations in bakery & dessert industry. This co-located event provides a unique opportunity for professionals and enthusiasts to explore a diverse array of artisanal pastries, cutting-edge baking equipment, and collaborative possibilities between the worlds of bakery and coffee.



The **Vietnam Coffee Challenge**, a highlight within **Coffee Expo**, brings together skilled baristas from across the country to compete in three thrilling competitions: **Brew Challenge**, **Pour Challenge**, and **Roastery Challenge**. This exciting event serves as a platform for showcasing the exceptional talents and expertise of baristas in crafting the perfect cup of coffee.

2023
RESULT



Vietnam International Retailtech & Franchise Show Vietrf 2024 is the **LARGEST** and **ONLY** Retail-Technology & Franchise **SHOW** in Vietnam. Attendees can expect to see a wide range of innovative retail technology solutions and a variety of franchise opportunities from well-known brands across various industries (especially the Coffee Industry).



BENEFITS FOR EXHIBITORS PARTICIPATING IN COFFEE EXPO VIETNAM 2024



Networking
Opportunities



Effective Marketing
and Promotion



Business
Expansion



Early-Bird
Benefits



Research/ Insights
Of the Latest trend

PARTICIPATION GUIDELINES

☛ PARTICIPATION PROCEDURE

APPLICATION DEADLINE

Early bird Deadline:
June 14th, 2024
General Deadline:
Aug 30th, 2024

DOWN PAYMENT

Submit 50% of the total booth cost with your application form

FINAL PAYMENT

Remaining 50% of the total booth cost + additional utility fees
Deadline: Oct 1st, 2024



31.10 - 2.11.2024

Submit Application and Incidental Service Forms: Send a copy of your business registration certificate and related documents to Coffee Expo Vietnam 2024 office via Email. hoangmy@coex.vn

☛ APPLICATION GUIDELINES

| Booth Type | | Space Only | Standard | Premium booth |
|----------------------|-----------------------------------|---|--|---|
| Booth Type | | | | |
| Specification | | <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 June 14, 2024 | 64,800,000 VNĐ | 72,800,000 VNĐ | 100,800,000 VNĐ |
| | General Price August 30, 2024 | 72,000,000 VNĐ | 79,200,000 VNĐ | 108,000,000 VNĐ |
| Overseas Exhibitor | Early Bird Price June 14, 2024 | 2.800 USD | 3.100 USD | 4.300 USD |
| | General Price August 30, 2024 | 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: SHBKRS

In Vietnam

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

COFFEE EXPO VIETNAM 2024

Thank You



CONTACT US

For any further questions or inquiries, please do not hesitate to reach out to us.



Phone

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0903 904 903 (Ms. Hoang My)



Email

hoangmy@coex.vn



Website

www.coffeeexpovietnam.com



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