

02-04/11/2023

SHOW REPORT

www.coffeeexpovietnam.com



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SHOW OVERVIEW

Coffee Expo Vietnam 2023 stands as the premier trade event within the coffee, tea, and bakery industry. It serves as a distinguished platform for the exhibition of cutting-edge technologies, products, and services related to coffee and tea, encompassing ingredients, machinery, utensils, desserts, and various other related products from both renowned domestic and international brands.

Coffee Expo Vietnam 2023 coordinated by **Coex Vina** in partnership with **Vinexad**, and with the support of esteemed organizations like the Vietnam Coffee Cocoa Association (VICOFA) and Buon Ma Thuot Coffee Association, featuring gold sponsor **DMCC**. The highlighted program encompasses a **Roastery Experience** with Coffee workshops, the **Final round of the Vietnam Coffee Challenge**, and **New Product Showcase** that introduces the latest trends in coffee products and machinery, solidifying **Coffee Expo Vietnam 2023** as an indispensable event for industry professionals and enthusiasts alike.



250
BRANDS



200
BOOTHS



18,510
visitors



COFFEE EXPO 2023 HIGHLIGHTS



**THOUSANDS
OF FREE GIFTS**



**ROASTERY
EXPERIENCE**



**NEW
PRODUCT
SHOWCASE**



**VIETNAM COFFEE
CHALLENGE**

THE SUCCESS OF VIETNAM COFFEE CHALLENGE

324
CONTESTANTS



31
JUDGES



12
SPONSORS



3
WINNERS



**ROASTERY
WINNER**



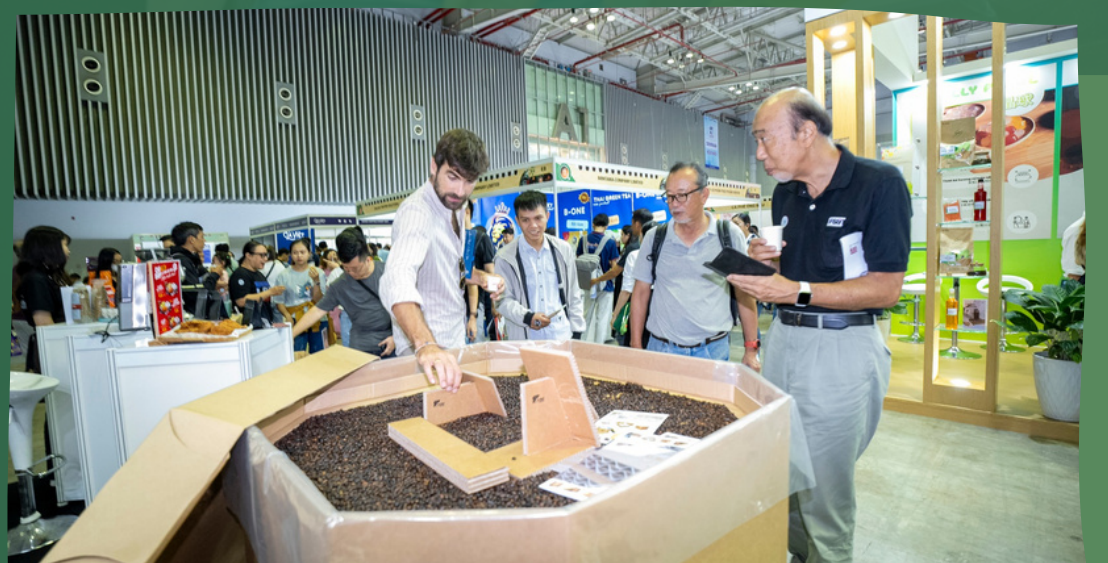
**POUR
WINNER**



**BREW
WINNER**

NEW PRODUCT SHOWCASE

From the latest coffee brewing machines to new flavors of coffee beans, this showcase is a coffee lover's dream come true. The **New Product Showcase** offers a unique opportunity for industry players to showcase their latest innovations and for attendees to experience firsthand what's new in the world of coffee. From small-scale coffee roasters to internationally recognized coffee brands, there is always something new to discover at the **Coffee Expo Vietnam 2023**.



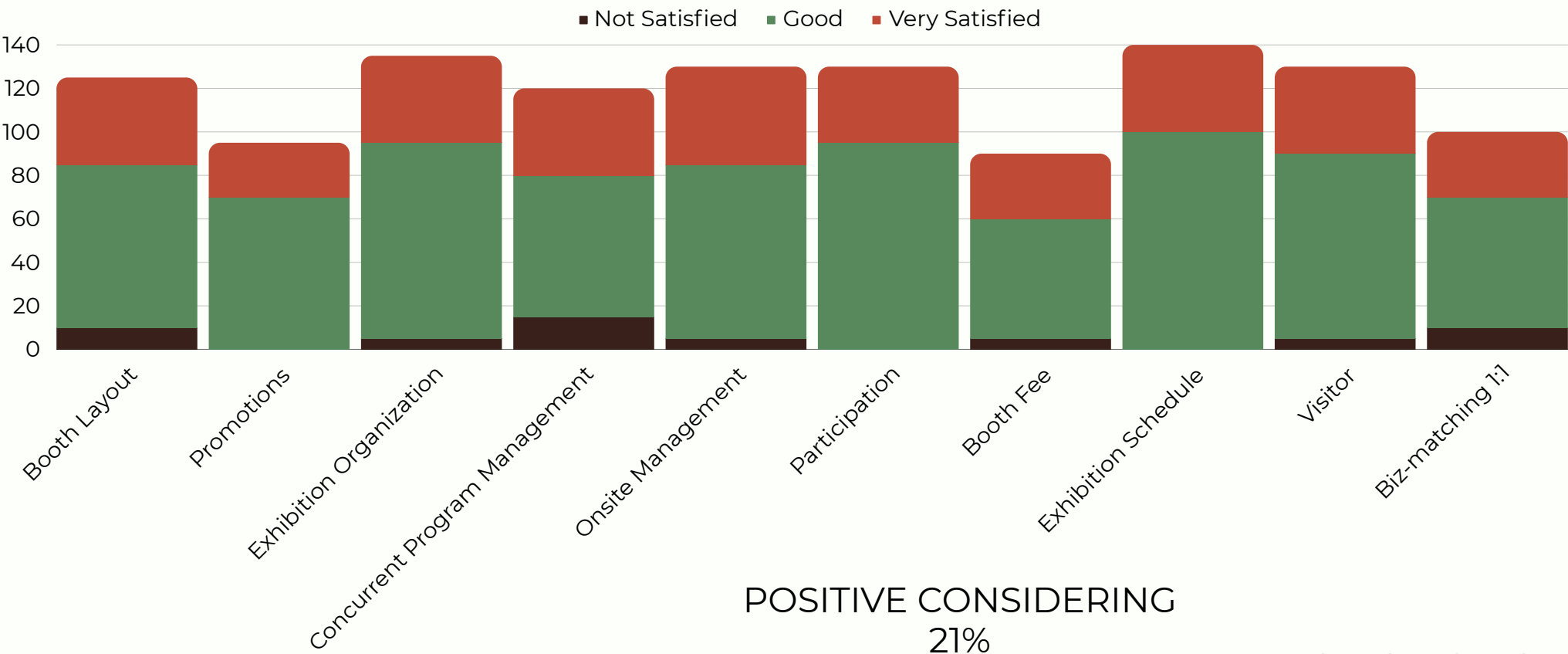
ROASTERY EXPERIENCE

The **ROASTERY EXPERIENCE** x **WORKSHOP** at this year's Coffee Expo has become a standout attraction. Developed from the annual Training Class, this year's **Training Workshop** in the **Roastery Experience** has received increased investment in both themes and the quality of each program. This program captures significant visitor interest. In this zone, attendees explore roasting techniques, meet roasters, savor coffee, and engage in captivating workshop sessions. Over the 3-day exhibition, the combined Roastery Experience and Workshops have drawn in a sizable and enthusiastic crowd.



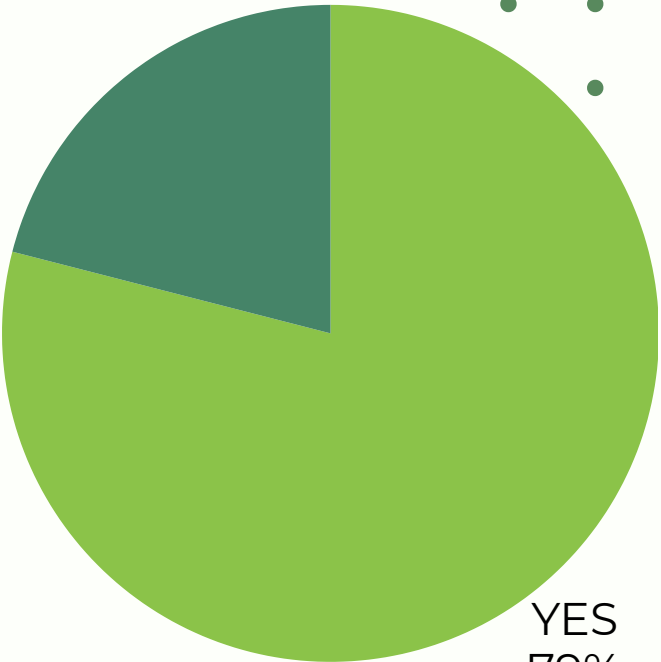


EXHIBITOR SATISFACTION



NEXT YEAR PARTICIPATION RATE

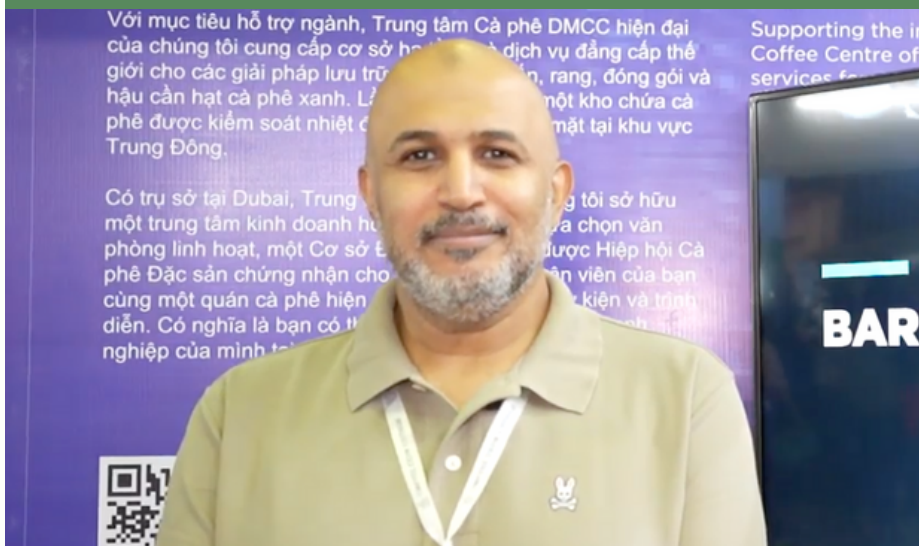
POSITIVE CONSIDERING
21%



YES
79%

EXHIBITOR OPINION

DMCC



This is the 2nd time for us to come to Vietnam. We see more visitors coming to the exhibition, and more relevant to our business as well. Vietnam has a very diverse and huge Coffee market, and for a center from Dubai like us, we think it's very important to us to be a part of the show. Base on the positive result, we are more than happy to see ourself in the show next year.

TRUNG NGUYEN



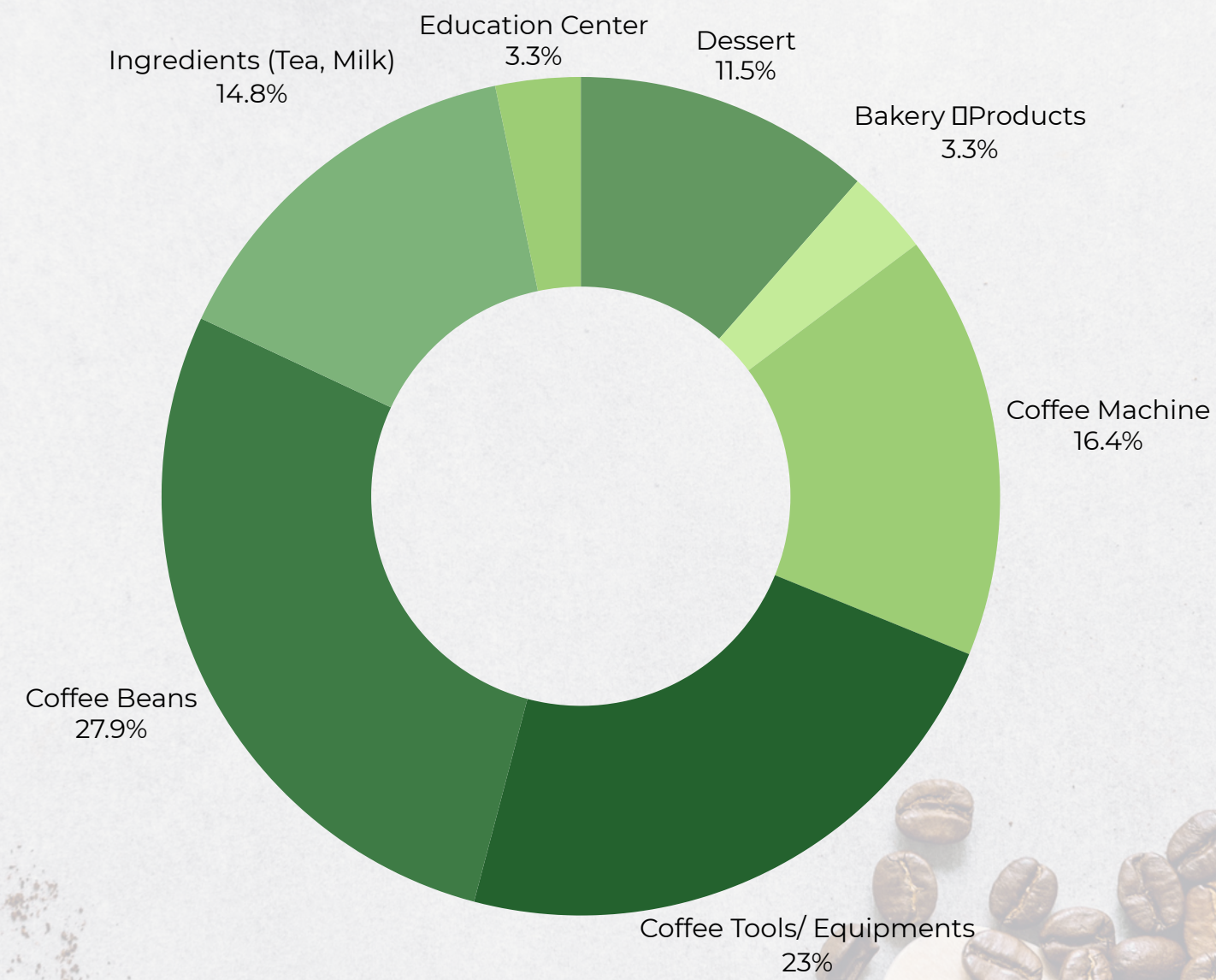
We join almost every international Coffee Exhibition, and every year we bring in a different concept. This time, we introduce the Trung Nguyen E-Coffee model to Coffee Expo. As Trung Nguyen has been with Coffee Expo for a long time, we are proud to be with Coffee Expo in the future as well. We would like to thanks the organizer for the support that help us successfully join the show.

VIETBLEND



This is our first time joining Coffee Expo as a Golden Sponsor of Vietnam Coffee Challenge. We want to accompany the barista community to promote the coffee material and products. We are very surprise that the atmosphere here is very energetic with the participation of a lot of investors and coffee enthusiast here. I believe that FnB sector will grow despites challenges. We will join the exhibiton next year and even the year after that

VISITOR CLASSIFICATION



VISITING PURPOSE

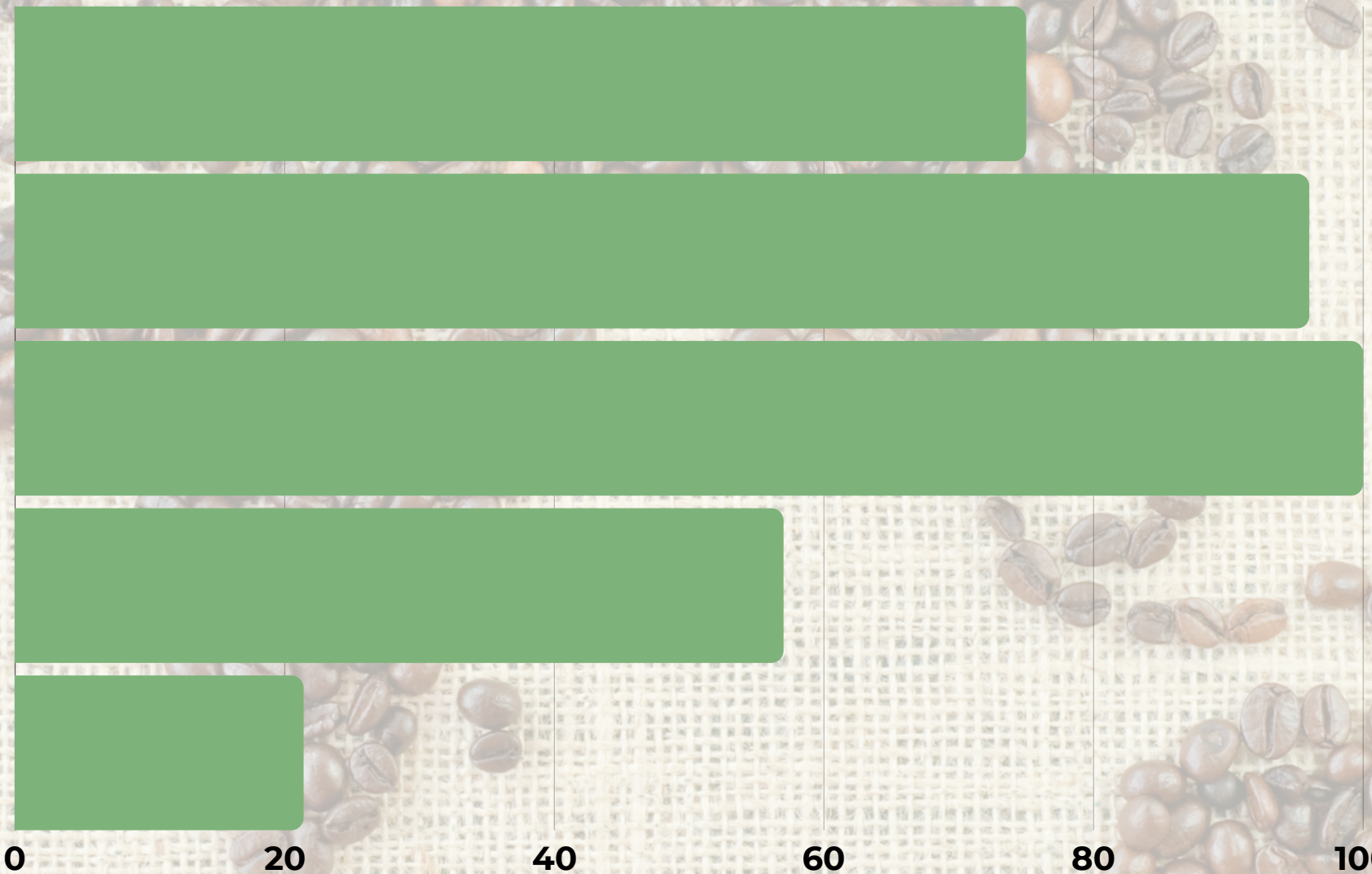
Looking for Importers/Distributors/Business Partners

Product Advertisement

Advertise the company and enhance the company image

Market research

Others



**VISITORS FROM
11 COUNTRIES**

Korea | Taiwan | Laos | Hong Kong | Japan | Italy |
Dubai | Malaysia | Thailand | Philippine | U.S.A

OUR EXHIBITORS

Organizers **coex** **Vinacard** Co-Organizer **Vietnam Coffee Challenge** Supporter **WCA** Gold Sponsor **DMCC COFFEE CENTRE**



ĐƠN VỊ TỔ CHỨC



NHÀ TÀI TRỢ ĐỘC QUYỀN



NHÀ TÀI TRỢ VÀNG



NHÀ TÀI TRỢ BẠC





THANK YOU

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