

# COFFEE EXPO VIETNAM 2024



31.10.2024 (THU) – 2.11.2024 (SAT)  
SECC, DISTRICT 7, HCMC



# Exhibition Overview

## EXHIBITION INFORMATION

### COFFEE EXPO VIETNAM 2024

DATE	31.10.2024 (Thu) – 2.11.2024 (Sat), 3 days
VENUE	Saigon Exhibition & Convention Center (SECC)
SCALE	100 companies, 200 booths (4,400m <sup>2</sup> )
ORGANIZER	COEX
SUPPORTING ASSOCIATION	Vietnam Coffee Cocoa Assosiation, Buon Ma Thuot Coffee Association
CO-LOCATED	Vietnam Int'l Retailtech & Franchise show 2024
CONCURRENT EVENTS	Tea Expo 2024, Bakery Expo 2024, Wines and Brews Expo Vietnam 2024, Vietnam Coffee Challenge 2024, Roastery Experience, New Product Showcase
BUYER PROFILE	<ul style="list-style-type: none"><li>• Coffee/Dessert related business operator</li><li>• Multinational wholesale/retail businesses</li><li>• Importers, exporters and trading companies</li><li>• Preliminary founders, store owners, investors and occupants</li><li>• Barista/Patisserie</li><li>• Coffee shop/Franchise owner</li></ul>

## EXHIBITION ITEM



### | PREMIUM COFFEE & TEA

Green Beans, Roasted Beans, Tea, Capsule Coffee, Instant Coffee, Beverage



### | MACHINERY & FACILITIES

Coffee Machine, Related Machinery, Facilities



### | INGREDIENTS

Syrup, Sauce, Powder, Smoothie, Puree



### | DESSERTS

Bakery, Ice-cream, Chocolate, Cheese



### | COFFEE & TEA RELATED PRODUCTS

Home Cafe Products, Teaware, Small Appliance, Interior Tools



### | EDUCATION & CONSULTING

Related Media, Education Center, Consulting

## Why Coffee Expo Vietnam?

### 01

#### VIETNAM'S LEADING COFFEE, TEA AND PASTRY SPECIALIZED TRADE SHOW

The exclusive opportunity to entering Vietnam and neighboring markets with the long-standing and reputable specialized coffee, tea and pastry exhibition in Vietnam.



### 02

#### STRATEGIC MARKETING HUB

With over a decade of expertise, we excel in attracting visitors and enhancing exhibitors' brand image, providing an ideal platform for marketing and promotion.



### 03

#### THE BEST WAY TO MEET YOUR ASEAN PROSPECTS

Successful attracting potential Buyers from Vietnam and ASEAN countries through high-quality domestic and international network, create a gateway for exhibitors to enter this promising market.



### 04

#### EXTENDING YOUR MARKET REACH BEYOND THE EXHIBITION

Promoting Coffee Expo Vietnam in collaboration with family exhibitions "Seoul Coffee Expo" and "Food Week", we offer integrated marketing services that amplify your brand's presence on a global scale.



# Why Vietnam?

## VIETNAM COFFEE, FOOD & BEVERAGE MARKET



**10%**  
ANNUAL  
GROWTH



WORLD'S  
**2nd**



**8.2%**  
ANNUAL  
GROWTH

### IN COFFEE CONSUMPTION

The International Coffee Association (ICO) announces that coffee consumption among Vietnamese people is increasing by 10% annually.

### IN EXPORT VOLUME

Vietnam is the second-largest coffee exporter in the world, only after Brazil. Vietnamese coffee is presented in more than 70 countries and territories.

### FOOD & BEVERAGE MARKET

According to Statista's forecast, the average growth rate of Vietnam's F&B market in the period from 2023 to 2027 will reach about 8.2%/year.

# Results from Coffee Expo Vietnam 2023

(\*Co-located show: Vietnam Int'l Retailtech & Franchise show 2023)



**11** countries



**250** brands



**200** booths

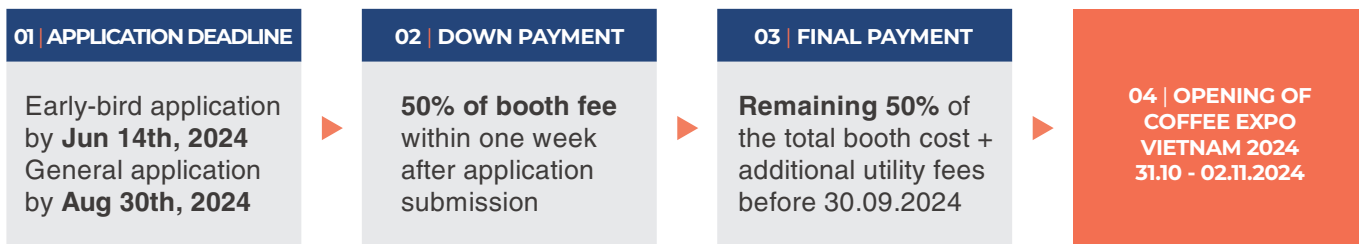


**18,510** visitors



# Participation Guidelines

## PARTICIPATION PROCEDURE



## BOOTH TYPE AND DETAILS PROVIDED

BOOTH TYPE	SPACE ONLY	STANDARD	PREMIUM
Example			
Details	<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 start 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 lights</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 5A/220V (Max 600W)</li> </ul> </li> <li>Marketing support package. Please contact the Organizer for more details.</li> </ul>
Price			
Early-bird application by <b>14.06.2024</b>	<b>2,800 USD</b>	<b>3,100 USD</b>	<b>4,300 USD</b>
General application by <b>30.08.2024</b>	<b>3,100 USD</b>	<b>3,400 USD</b>	<b>4,600 USD</b>

\* 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.

\* Price does not include VAT

\* The design for premium booth can be changed



**COFFEE EXPO VIETNAM  
SECRETARIAT**

Overseas (Mr. Leo)  
T. +82-2-6000-8127  
E. junusong@coex.co.kr  
coexoverseas@gmail.com  
Line ID: junusong  
Wechat ID: leo\_song\_coex

Vietnamese (Ms. Nga)  
T. +84 283 622 3327  
P. +84 937 432 414  
(Zalo/Whatsapp/Wechat)  
E. hangnga@coex.vn

Website  
coffeexpovietnam.com

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# Co-located Events

## TEA EXPO VIETNAM 2024

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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.

## BAKERY EXPO VIETNAM 2024

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**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, cuttingedge baking equipment, and collaborative possibilities between the worlds of bakery and coffee.



## WINES AND BREWS EXPO VIETNAM 2024

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For the first time, there will be a dedicated space showcasing the latest in wine, spirits, beer, and beyond. **Wines and Brews Expo Vietnam 2024** is an opportunity for exhibitors and visitors to connect with industry leaders, explore cutting-edge trends, expand network and unlock unparalleled business opportunities in food and beverage industry.

# VIETNAM COFFEE CHALLENGE 2024



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.

**KẾT QUẢ 2023**

**324**  
contestants

**31**  
judges

**12**  
sponsors

**3**  
winners

## ROASTERY EXPERIENCE 2024

Following the success of 2023, **Roastery Experience 2024 x Workshop** aims to build a strong coffee community connecting industry experts and coffee lovers. In this zone, attendees explore roasting techniques, meet roasters, savor coffee/creative drink and engage in captivating workshop sessions as well as "Quay" Bar Challenge.

## 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 2024**.

## Co-located Exhibition



**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 wellknown brands across various industries (especially the Coffee Industry).

# 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. ”



## Contact us

### Overseas (Mr. Leo)

T. +82-2-6000-8127

E. [junussong@coex.co.kr](mailto:junussong@coex.co.kr)

[coexoverseas@gmail.com](mailto:coexoverseas@gmail.com)

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Wechat ID: leo\_song\_coex

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P. +84 937 432 414  
(Zalo/Whatsapp/Wechat)

E. [hangnga@coex.vn](mailto:hangnga@coex.vn)

### Website

[coffeexpvietnam.com](http://coffeexpvietnam.com)