



coex



Vinexad



SHOW REPORT

COFFEE EXPO VIETNAM

ORGANIZER BY

COEX - VINEXAD - VICOFA

**HIGHLIGHT
FEATURE**

**BAKERY
EXPO
VIETNAM 2019**

**TEA
EXPO
VIETNAM 2019**

www.vietcoffeefair.com

**31 OCT-
02 NOV
2019**

www.vietcoffeefair.com/ www.facebook.com/vietcoffeefair

Contact via email hoangmy@coex.vn / (+84) 28 2221 7628



SHOW OVERVIEW

Coffee Expo Vietnam 2019 is the most prominent commercial event in coffee, tea & bakery; A place to showcase high-class coffee & tea technologies, products and services, including ingredients, machines & utensils, desserts and other related products from well-known domestic and international brands.



80 Brands



10 Countries



210 Booths



19,598 Meetings

This is the fourth exhibition organized by Coex Vietnam and co-organized by Vietnam National Trade Fair & Advertising Company (Vinexad), Vietnam Coffee Association (Vicofa), and media support of Coffee T&I Magazine. The event was held on October 31 - November 2, 2019 at Saigon Exhibition & Convention Center (SECC), District 7, Ho Chi Minh City.

Coffee Expo 2019 is the best place to gather raw materials, machines, coffee, tea and bakery in the industry, and is the perfect place for businesses in the coffee and bakery industry to expand their business internationally. This exhibition is also expected to provide valuable opportunities for business owners, coffee and bakery shop owners to find high quality items; market research and investment in industry leaders; Meeting and cooperating with potential domestic and international partners.



EXHIBIT ITEMS

1/ PREMIUM COFFEE & TEA

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

2/ INGREDIENTS

Syrup, Sauce, Powder, Smoothie, Puree

3/ COFFEE & TEA RELATED PRODUCTS

Home Café products, Tea ware, Small Appliance, Interior tools

4/ MACHINERY & FACILITIES

Coffee Machine, Related Machinery, Facilities

5/ DESSERTS

Bakery, Ice-cream, Chocolate, Cheese

6/ EDUCATION & CONSULTING

Related media, Education Center, Consulting

CONCURRENT EVENT

In the framework of the program, a series of concurrent events was held.

Vietnam Super Barista 2019 Contest (VNSBC 2019): Co-organized by Coex, Tan Nhat Huong and Saigon Bartender Association (SBA).

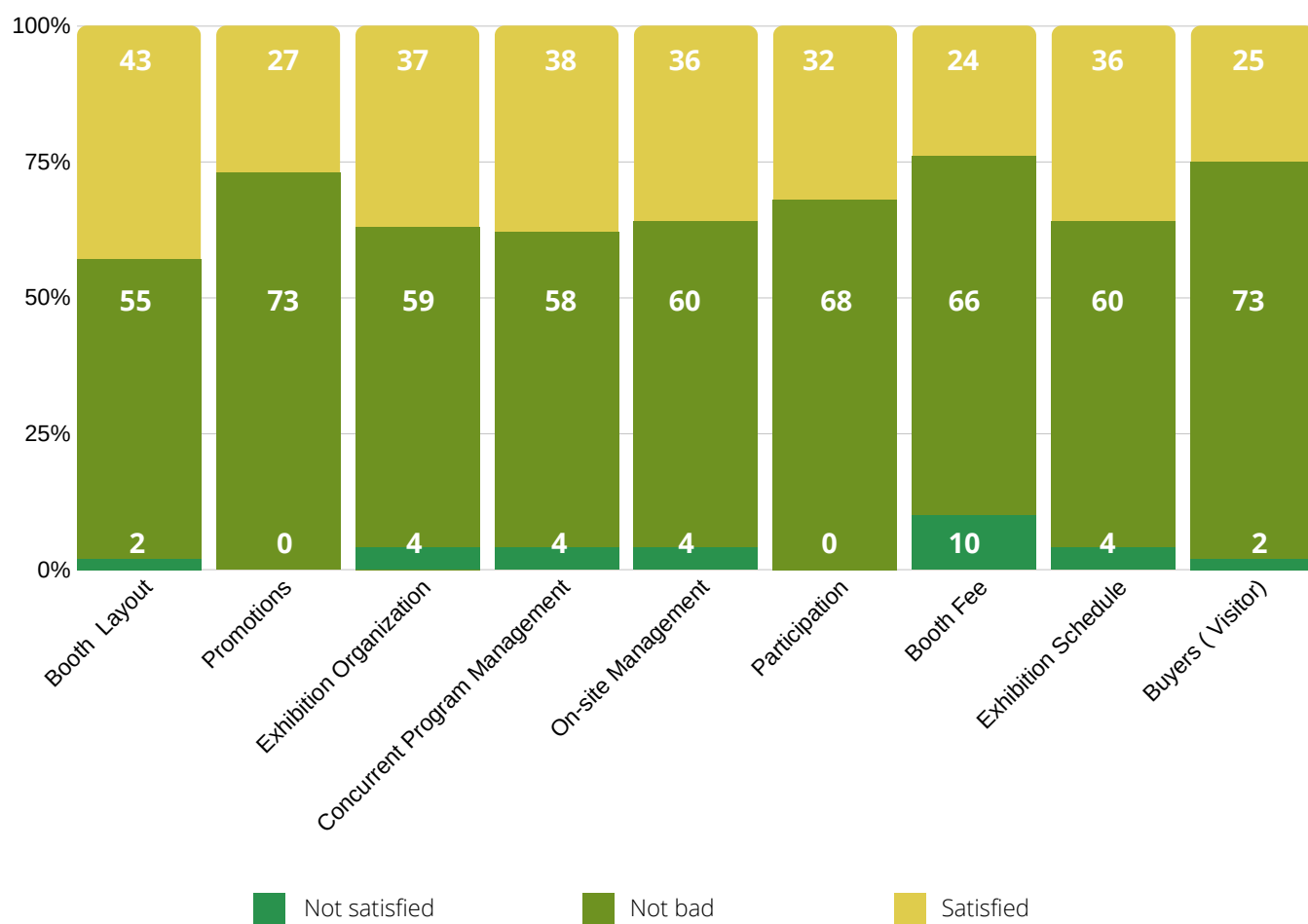
International Coffee Roast Master Championship 2019 (ICRMC 2019): Secondly held in Vietnam, ICRMC.VN 2019 - International Coffee Roast Competition in Vietnam.

Training class: At the exhibition, Barista community or businesses that are doing business in coffee shops, pastries, restaurants, hotels, ... was able to participate in the training sessions with latest recipes.





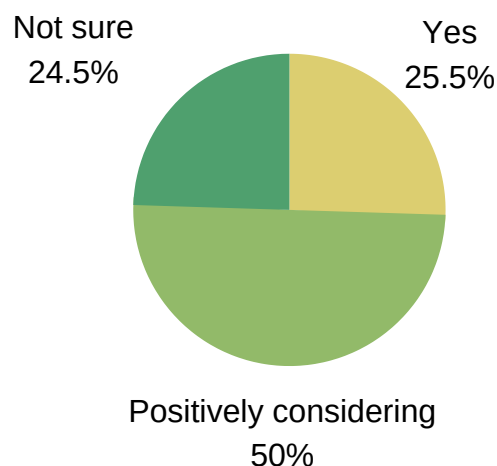
EXHIBITOR SATISFACTION



EXHIBITOR OPINIONS



WILL YOU JOIN NEXT YEAR?



75.5% POSITIVELY
CONSIDERING FOR
NEXT YEAR SHOW

0% CHOSE "NO"



**An Nam
Professional**

This is my 2nd time participating in Coffee Expo. Coffee Expo atmosphere is also very exciting this year. The first day, the second day, the third day, we all had a lot of people come to join this year. I have been successfully found a lot of customers, especially customers in the coffee industry and coffee shops as well as the customers that are related to the hospitality industry.



Cubes

We are the leading equipment supplier for coffee machine in Vietnam so we must be here. I think it is especially interesting for us is the combination of the Coffee Expo together with the Franchise, because that gives us also more customers which are important for our business. So i am very happy with the traffic this year. We will join the Coffee Expo 2020 because for us, this is a wonderful marketplace.



Epicure Vina

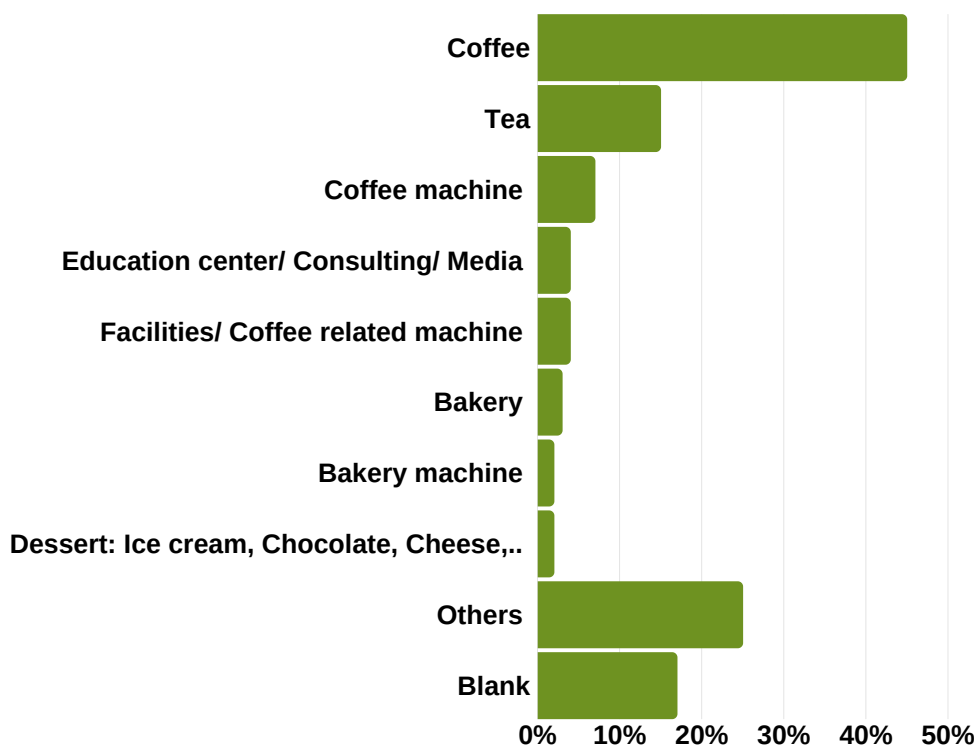
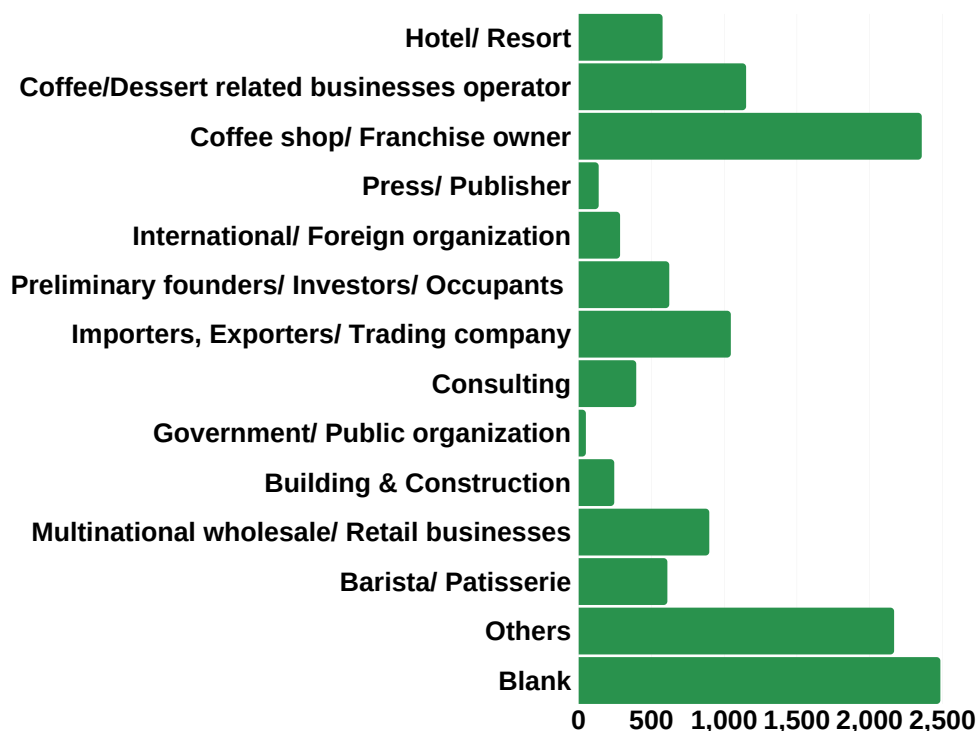
It is a great opportunity and a great platform for us as a company to showcase our products. We can see that in Vietnam, the specialty market is growing a lot. And that's why it's very important for us to ride on this wave. I think it was a very good chance to introduce our new machine to the customers and see the feedback from the market.



Volcano

This is our second time participating. Coffee Expo this year is very bustling and vibrant, visitors are very crowded and very interested in the products. It is certain that our company will continue to participate in next year's Coffee Expo.

VISITOR CLASSIFICATION



Visitors are from 23 countries:

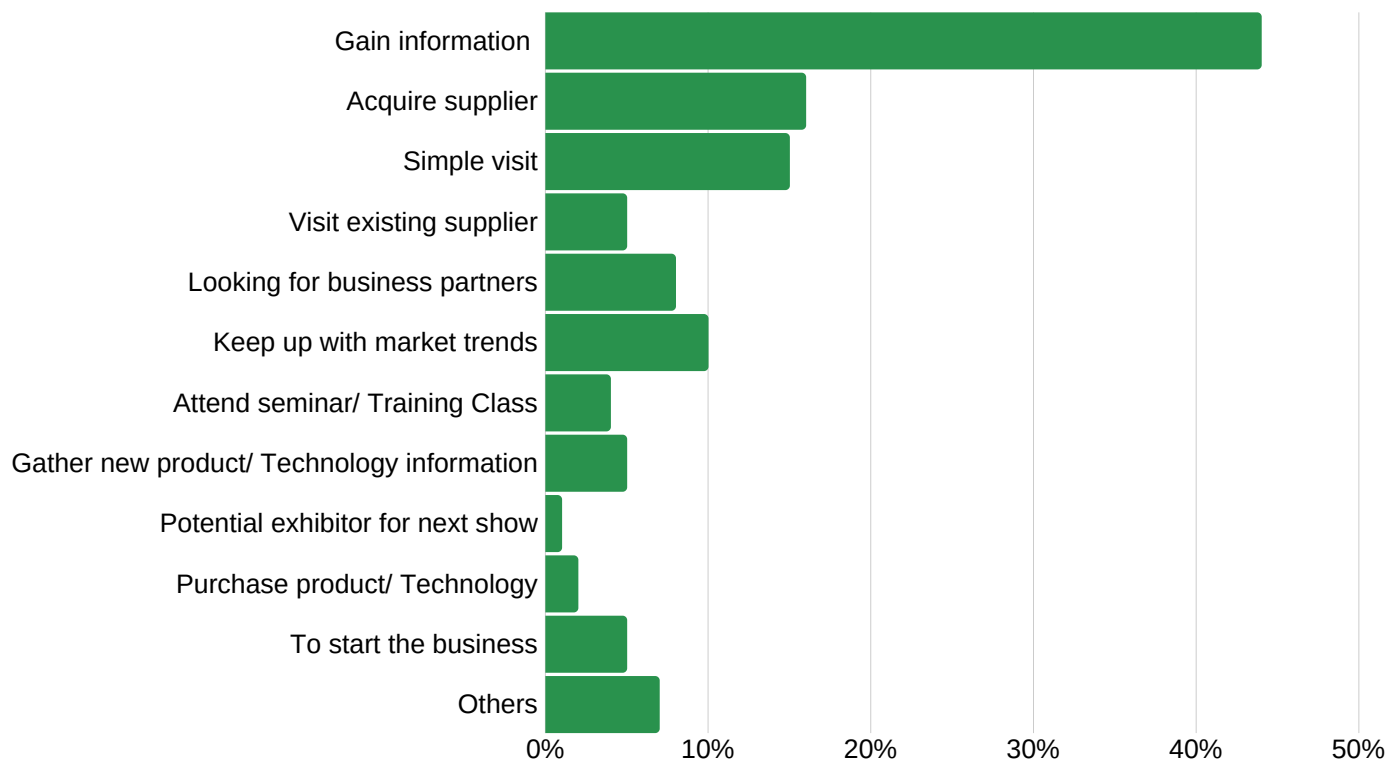
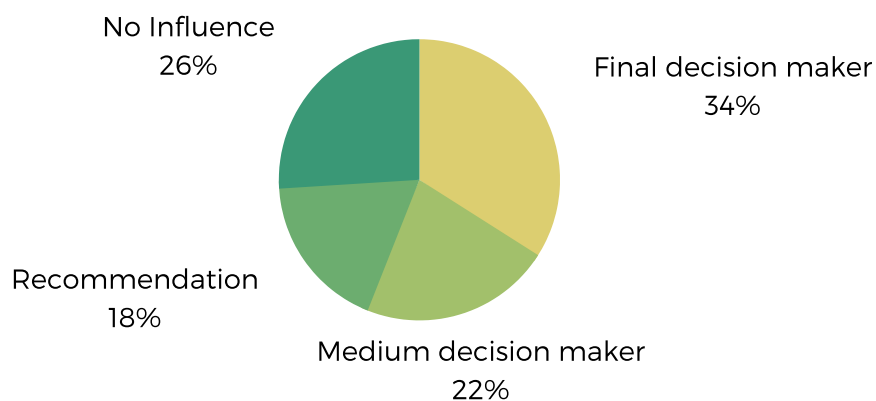
- Australia
- Britain
- Cambodia
- Canada
- China
- France
- Korea
- HongKong
- India
- Indonesia
- Japan
- Russia
- Malaysia
- Myanmar
- Philippine
- Singapore
- Taiwan
- Thailand
- USA
- Germany
- England
- Italy
- Israel



VISITING PURPOSE



- 30% is the increase in visitors compared to 2018
- 50% is the increase in oversea visitors compared to 2018



CONCURRENT EVENT

- Vietnam super barista championship 2019 (VNSBC 2019)
- International Coffee Roast Master Championship 2019 (ICRMC 2019)
- Training Class

CONCURRENT EVENTS ARE THE STRONGEST POINT WHICH ATTRACTS VISITORS AND CREATES THE GOOD OPPORTUTNITY FOR EXHIBITORS IN BRANDING”

Within 4 days, the activities such as VNSBC, ICRMC, Training class, door-gift were very successful. Each event was attracts different kind of visitor,



VIETNAM SUPER BARISTA CHAMPIONSHIP 2019

With a total prize of nearly VND 200 million, VNSBC has gradually become a professional and large playground for young people who are passionate about coffee making. The championship is drawing the attention of many young people and investors.



A man in a grey shirt is operating a large, professional-grade coffee roasting machine. The machine is black with stainless steel components, including a hopper at the top and a collection bin at the bottom. A flexible silver duct is attached to the side. In the background, a banner for the 'Taste Master Championship' is visible, featuring various national flags and the word 'Vietnam'.

INTERNATIONAL COFFEE ROAST MASTER CHAMPIONSHIP 2019

Second time being organized in Vietnam, ICRMC is gradually being welcomed by young people who are pursuing professional coffee industry. Not only is one of the leading international competitions for the coffee roasting industry in Vietnam, this competition also attracts young people who are active in the field of coffee with a total prize value of up to 130 million VND.



TRAINING CLASS

THỨ NĂM | 31/10/2019

ĐƠN VỊ TỔ CHỨC

CHỦ ĐỀ

EPICURE
Coffee Solutions

COFFEE
VOLCANO
FARM TO CUP

BAIKAL

NESPRESSO
PROFESSIONAL

idocean

- Chiết xuất cà phê Espresso
- Brewing de Cà phê
- Nước trong pha chế trà và cà phê
- Nespresso Giải pháp chuyên nghiệp trong ngành
- Nitro 101: Chia sẻ các ứng dụng của nitro trên
- uống được pha chế từ cà phê Luave và syrup Captain

THỨ SÁU | 01/11/2019

SHIN CÀ PHÊ

COFFEE
VOLCANO
FARM TO CUP

QÀ VIỆT

STAR

idocean

- Shin Cà phê: Tự hào là đơn vị kết nối với nông dân
- Brewing de Cà phê
- Giá trị văn hóa cà phê Việt Nam từ góc nhìn của ng
- cà phê đặc sản
- Xu hướng Botanical Coffee
- Wind of Change: Xu hướng thức uống mùa đông
- công thức mới lạ và độc đáo

THỨ BẢY | 02/11/2019

EPICURE
Coffee Solutions

COFFEE
VOLCANO
FARM TO CUP

idocean

- Chiết xuất cà phê Espresso
- Tea Party: Các ứng dụng độc đáo cùng trà TeaEspresso
- Brewing de Cà phê

COFFEE EXPO VIETNAM 2019

BAKERY EXPO VIETNAM 2019

TEA EXPO VIETNAM 2019

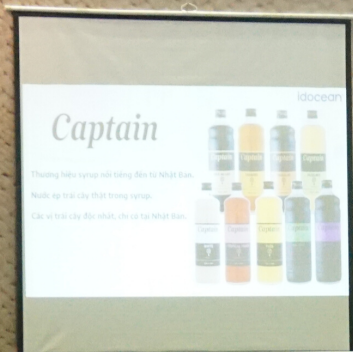
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TRAINING

Organizer: coex

Vietnam

Vietnam



Matcha

2000 online registrations and welcomes nearly 500 visitors every day. The program is drawing the attention of many young people and investors in the industry.



THANK YOU



ORGANIZER



CO-ORGANIZER



CO-ORGANIZER

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Contact via email hoangmy@coex.vn | (+84) 28 2221 7628