

COFFEE PAVILION VIETNAM

17TH DEC - 19TH DEC 2020

SHOW REPORT 2020



SHOW OVERVIEW

Coffee Pavilion Vietnam 2020 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.



This is the fifth exhibition organized by Coex Vietnam and co-organized by Vietnam National Trade Fair & Advertising Company (Vinexad) and media support of Cafef.vn

Although the Covid exploded again before the show, we are delighted to have successfully organized the exhibition. With the participation of many suppliers from Vietnam and Korea. Thousands of visitors over the 3-day exhibition.

SHOW OVERVIEW

60

BRANDS

117

BOOTHS

12,859

VISITORS



EXHIBIT ITEMS



1. PREMIUM COFFEE & TEA

2. INGREDIENTS

3. COFFEE & TEA RELATED PRODUCTS

4. MACHINERY & FACILITIES

5. DESSERTS

6. EDUCATION & CONSULTING

COFFEE PAVILION 2020

HIGHLIGHT PICTURE



HIGHLIGHT PICTURE



EXHIBITOR OPINIONS

PEOPLE BEHIND THE BRAND



CUBES ASIA



TAN NHAT HUONG



OLAM GROUP

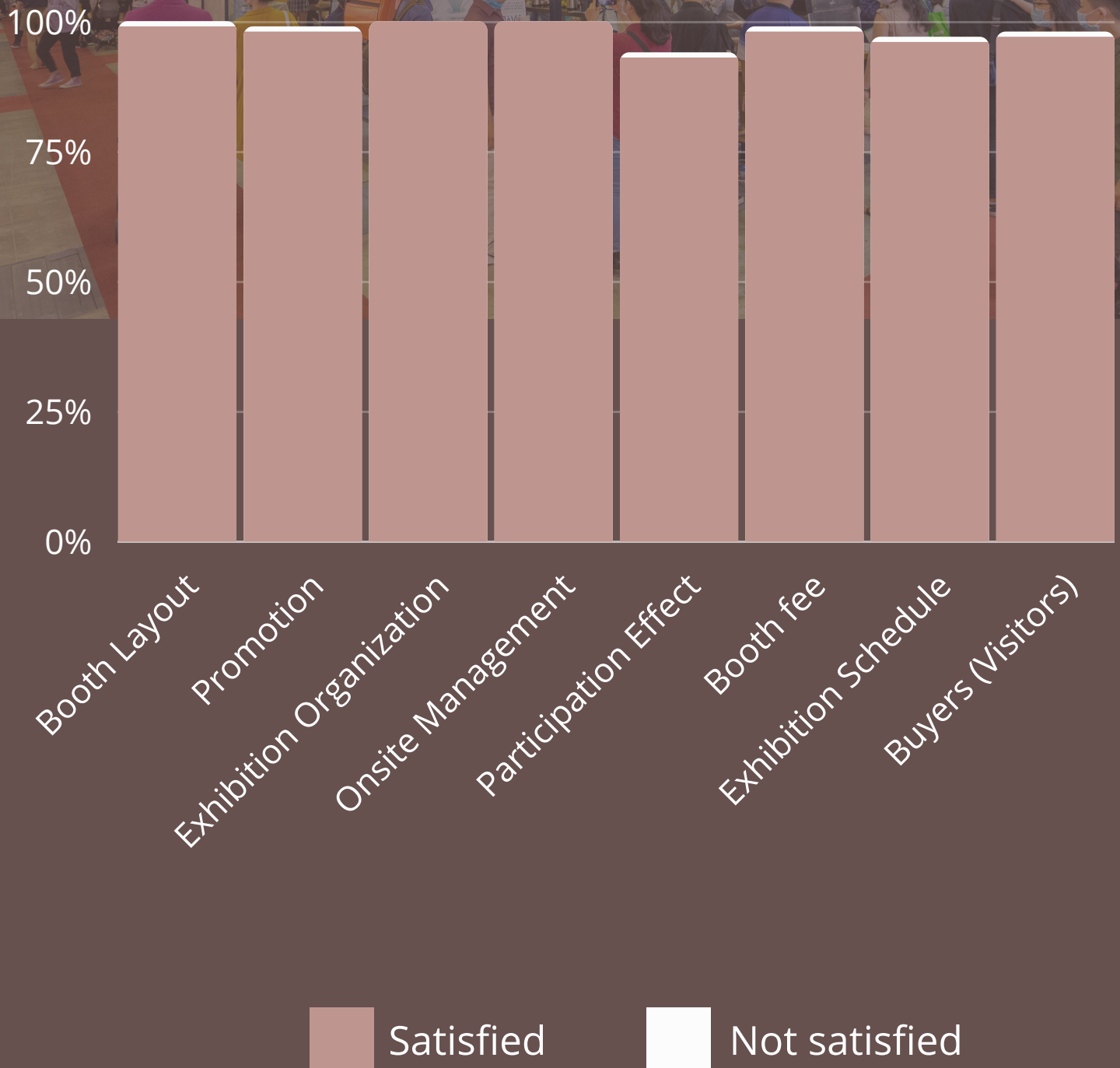
We are very surprised with COFFEE 2020 this year because the number of visitors is larger than expected. Individual customers are quite interested in and give positive feedback to the product.

COFFEE 2020 is one of the coffee events to be held in 2020. At the end of the year, the situation is better, our company wants to take advantage of it to introduce new products to customers.

We realized that at the present, Ho Chi Minh City is in very good control of the pandemic. This is the time when OLAM launches its products to the market, so this is a great opportunity to meet and expand potential customers.

COFFEE PAVILION 2020

EXHIBITOR SATISFACTION





40%

30%

20%

10%

0%

Importer/ Trading
Wholesale/ Retail
Media
Association
Government
Logistics
Consulting
Construction
Coffee shop

EXHIBITOR SATISFACTION

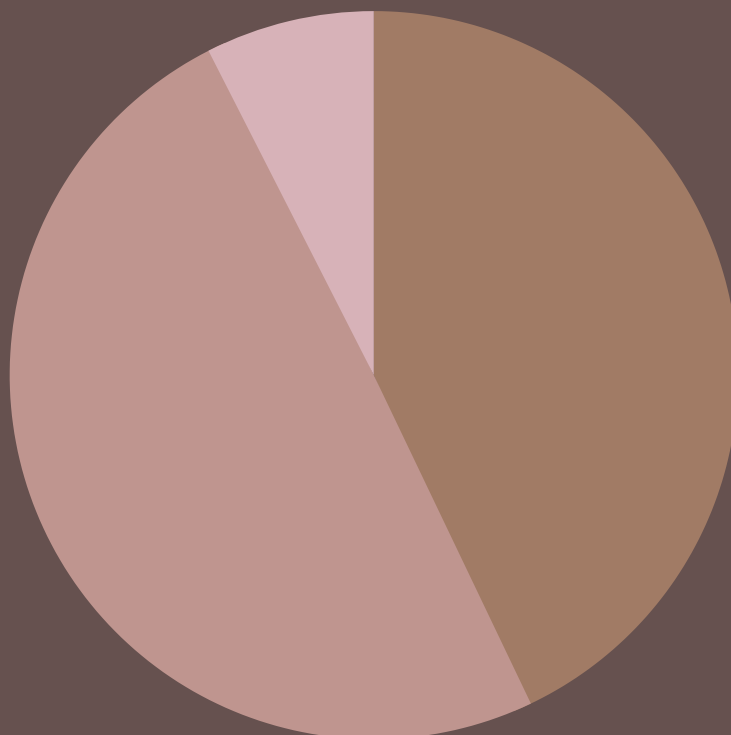
Will you join next year?

92,5%

Exhibitors said that they will join next year.

Because of Covid's influence we have few exhibitors, but by complying with Covid's prevention regulations, we successfully organized the show, hope next year will be a better year.

Not sure 7.5%



Yes

49.6%

42.9%

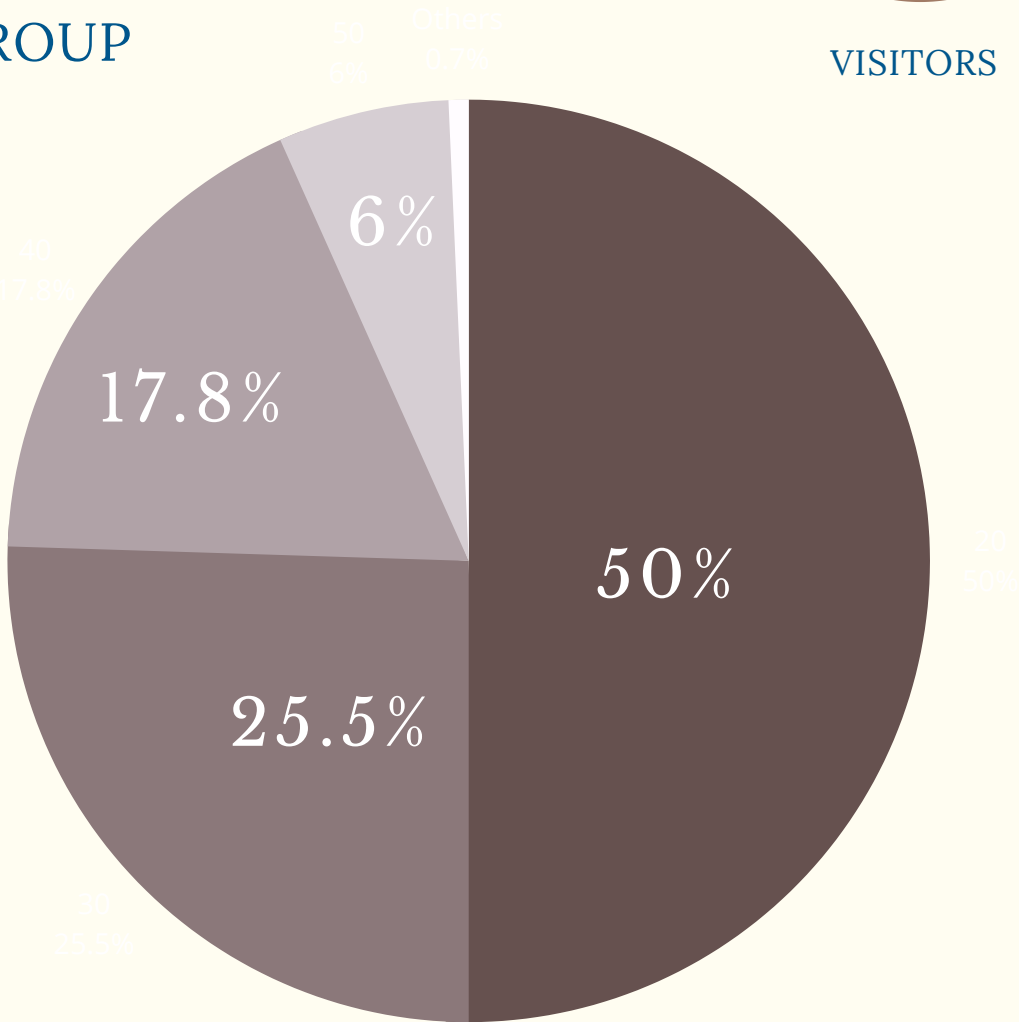
Positively
considering

VISITOR CLASSIFICATION

12,859

AGE GROUP

VISITORS



20



30



40



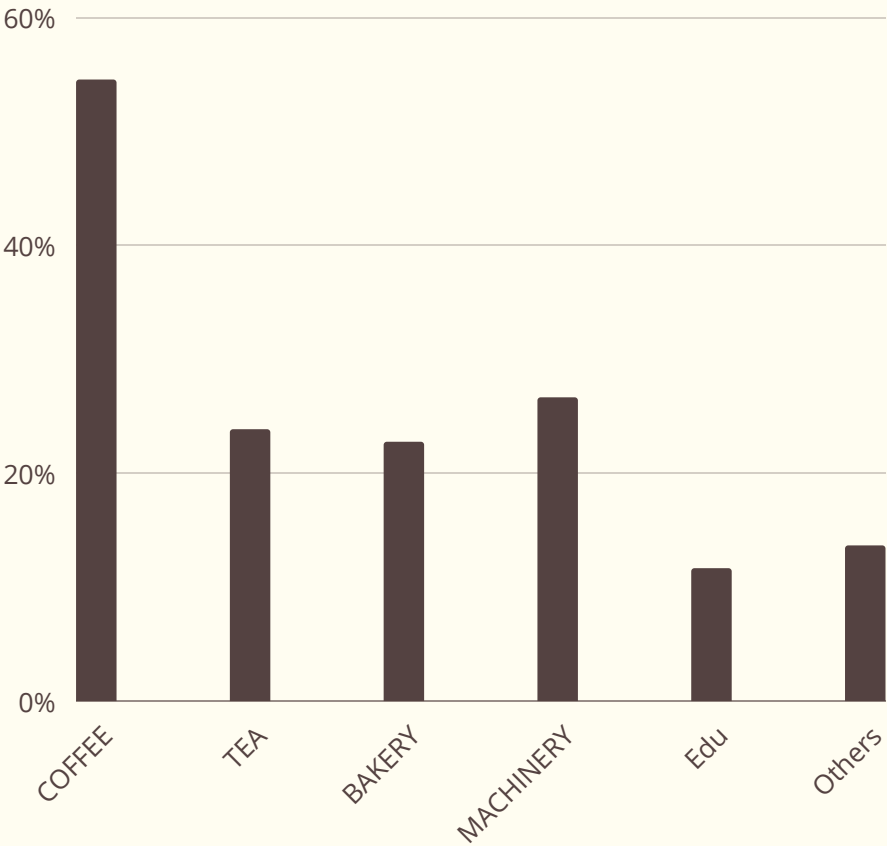
50



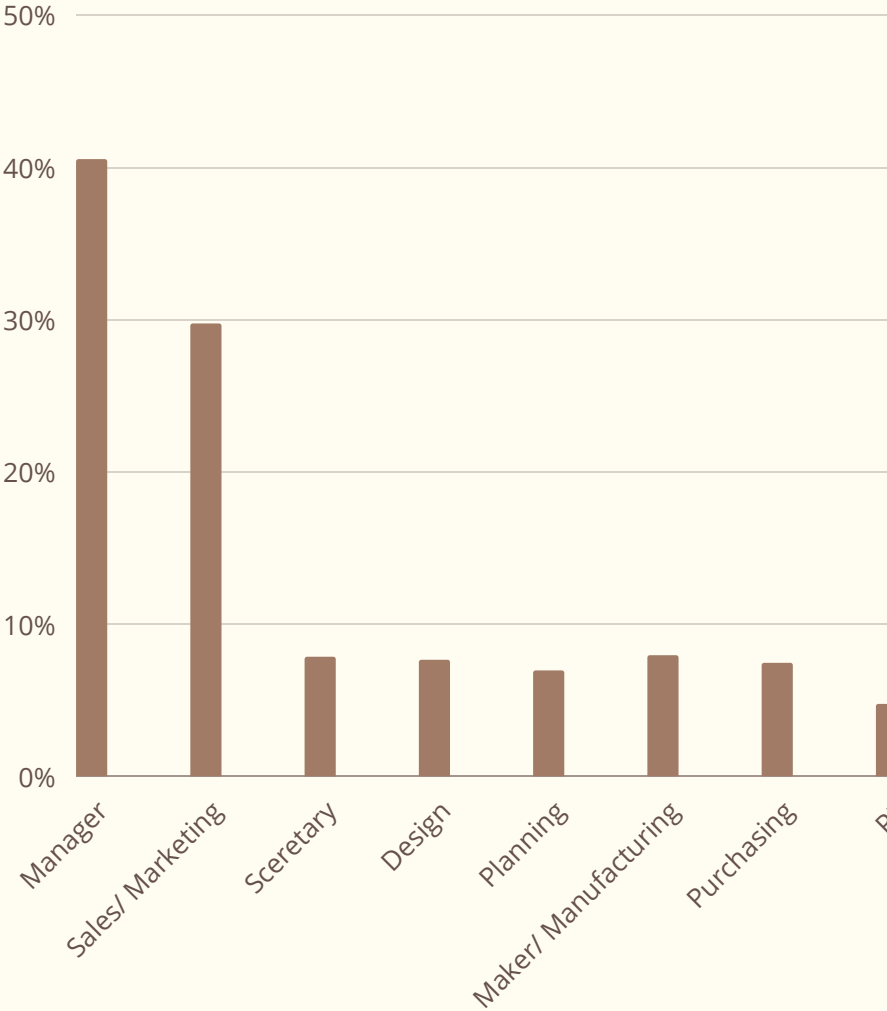
Others

VISITOR CLASSIFICATION

BUSINESS SCOPE

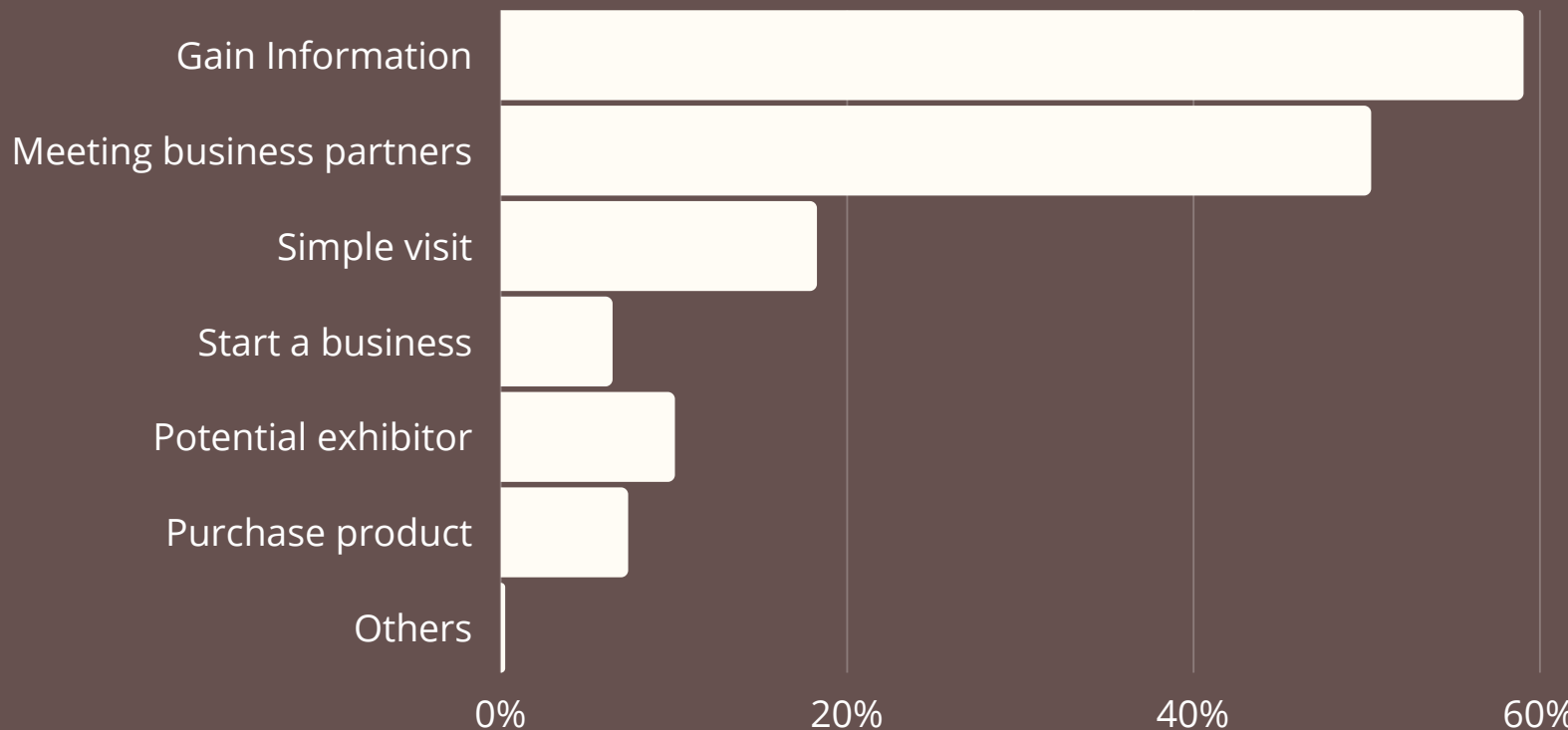


POSITION

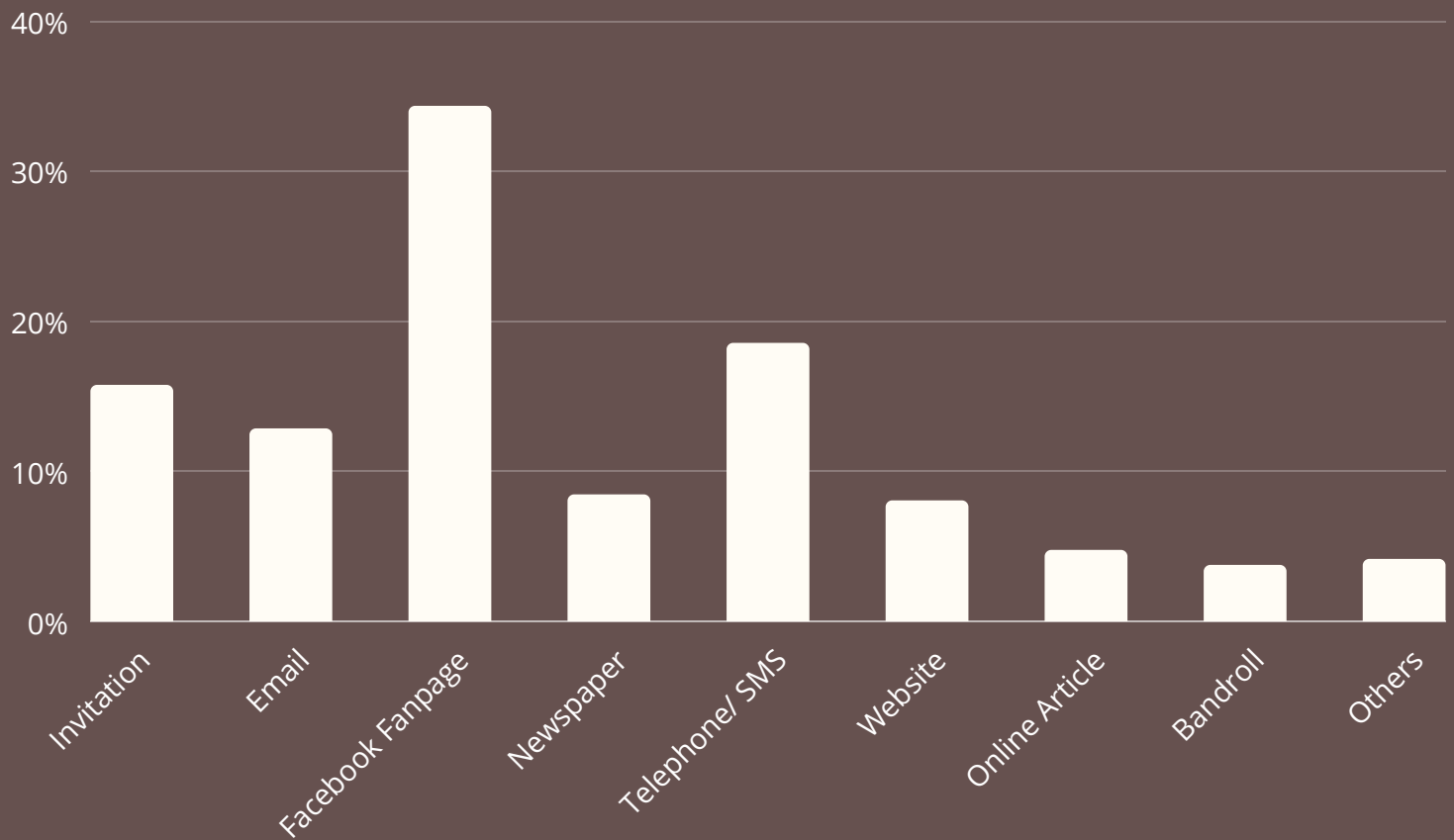


VISITING PURPOSE

27,1% Final Decision
23,5% Medium Decision
20,9% Recommendation
25,2% Not Influence



HOW DO THEY KNOW COFFEE PAVILION 2020?



CONCURRENT EVENT TRAINING CLASS

CLASS
2020



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



CLASS
2020



COFFEE PAVILION VIETNAM 2020

TRAINING CLASS

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



COFFEE TRAINING CLASS SCHEDULE

Ngày / Date	Giờ / Hour	Đơn vị tổ chức / Organized by	Hoạt động / Activities
Thứ Năm Thursday 17.12.20	10:30 - 11:15	CUBES Coffee Competence	Xu hướng trà tại Việt Nam và công thức trà lạnh Thảo Mộc Trái Cây Tea trend in Vietnam and hot tea recipes - Herbal Fruity Iced Tea
	11:20 - 12:15	Olam Professional	Phương pháp cảm quan đánh giá chất lượng cà phê Discover the sensory coffee languages
	12:30 - 13:30	KAFFA	Phát triển công thức Bingsu và cà phê Bingsu and Coffee
Thứ Sáu Friday 18.12.20	10:30 - 11:15	CUBES Coffee Competence	Các loại trà. Tại sao trà trái cây và trà thảo mộc là lựa chọn tốt nhất cho bạn Different kinds of tea. Why fruit tea and herbal tea are best choice for you
	13:35 - 14:15 14:15 - 15:15	Nhat Hien	Bánh và thức uống phong cách Giáng sinh Christmas melodies (Cakes & Drink)
Thứ Bảy Saturday 19.12.20	10:30 - 11:15	CUBES Coffee Competence	Xu hướng trà tại Việt Nam và công thức trà Sangria Lạnh Tea trend in Vietnam and cold tea recipes - Sangria Iced Tea
	11:20 - 12:15	Olam Professional	Giải mã kỹ thuật rang cà phê: Bí kíp tạo ra hương vị ấn tượng Explore the subtle art & science of coffee roasting that will thrive your business
	13:35 - 14:15 14:15 - 15:15	Nhat Hien	Bánh và thức uống phong cách Giáng sinh Christmas melodies (Cakes & Drink)
	15:15 - 16:00	QAVIET	Kinh doanh quán cà phê: chia sẻ từ những người làm quán. Coffee shop business: share from the owners (Effoc, Okkio, Workshop)





COFFEE PAVILION VIỆTNAM 2020

Dec 17th - 19th, 2020 | SECC, Ho Chi Minh City, Vietnam



THANKS FROM

coex

Vinacard

LÀ VIỆT
COFFEE

Olam
Professional

CUBES
Coffee Competence

SIEUTHICAFFE.VN

KAFFA

UCC
Good Coffee Smile

Nhat Huong
BAKER LOVE

FANCY FOODS

CONTACT

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TIGER