

SHOW REPORT

COFFEE EXPO 2022



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SHOW OVERVIEW



Coffee Expo Vietnam 2022 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.

Coffee Expo is organized by Coex Vina in collaboration with Vinexad, supported by the Vietnam Coffee Cocoa Association (VICOFA) and Buon Ma Thuot Coffee Association, with diamond sponsor DMCC and silver sponsor Funding Societies.



Coming to Coffee Expo 2022, businesses, retailers, importers and distributors can meet 1:1 through the biz-matching program. Visitors can easily learn about new and carefully selected products at the "New & hot products showcase" area.



NEW PRODUCT
SẢN PHẨM TIÊU BIỂU MỚI TRONG NĂM



CON-CURRENT EVENTS

The final round of Vietnam Coffee Challenge was held at COFFEE EXPO VIETNAM. There are 3 rounds of competition: Brew Challenge, Roast Challenge and Pour Challenge. With the participation of 36 top constestant from all over Vietnam. This event brings many value to the industry, as well as create a playground for all coffee lover.

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 Appl iance,
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

Training Class



LỊCH TRAINING CLASS TRAINING CLASS SCHEDULE

03.11.2022

ORGANIZED BY	ACTIVITIES
11:20 - 12:15 VIETNAM BARISTA SCHOOL	SENSORY - CHẠM CÀ PHÊ TỪ MỌI GÓC QUAN
13:35 - 14:15 KAFFA VIET NAM	CÁC MÓN SÁNG TẠO TRÊN NỀN CÀ PHÊ VỚI MÁY PHA CÀ PHÊ CIME
14:15 - 15:15 HƯƠNG NGHIỆP Á ẬU	GIỚI THIỆU CẨM NHÃN HƯƠNG VỊ VÀ THƯỜNG THỨC CÀ PHÊ PHA CHẾ THỦ CÔNG
15:15 - 16:00 BUTTERY	BUTTERY IN TOWN

04.11.2022

ORGANIZED BY	ACTIVITIES
10:30 - 11:15 VIETNAM COFFEE CHALLENGE - LY GIA VIEN	ITALIAN COFFEE MENU IN FULL
11:20 - 12:15 CAPHESACH.ORG	BETTER PLAN TO START A COFFEE SHOP
13:35 - 14:15 PROFILEPRINT	DRIVING THE FUTURE OF COFFEE WITH ARTIFICIAL INTELLIGENCE/MACHINE LEARNING
14:15 - 15:15 HƯƠNG NGHIỆP Á ẬU	NGHỆ THUẬT TRANG TRÍ HIỆN ĐẠI THEO HÌNH THỨC PLATED DESSERT

05.11.2022

ORGANIZED BY	ACTIVITIES
10:30 - 11:15 VIETNAM BARISTA SCHOOL	SENSORY - CHẠM CÀ PHÊ TỪ MỌI GÓC QUAN
11:20 - 12:15 CAPHESACH.ORG	BETTER PLAN TO START A COFFEE SHOP
13:35 - 14:15 VIETNAM COFFEE CHALLENGE - LY GIA VIEN	BREWING FOR BEGINNERS
14:15 - 15:15 HƯƠNG NGHIỆP Á ẬU	HƯỚNG DẪN KỸ THUẬT TRANG TRÍ DÒNG BÁNH MOUSSE

At Coffee Expo 2022, the barista community and coffee lovers, as well as businesses in coffee, tea and bakery field can participate in our free seminar. In which we provide free classes about coffee and baking. Organized by professional training institution such as Vietnam Barista School, Eurasian Vocational Training, etc.

Experts and Professionals share their knowledges and demonstrate their skill. Visitors can participate in our training class with the help from teachers.



1800
REGISTRATIONS



721
ATTENDEES

Highlights Moments



Exhibitor Satisfaction

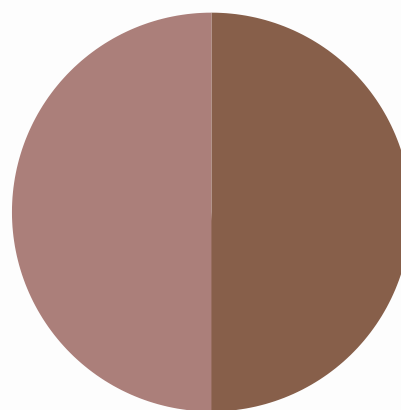
Not Satisfied Good Very Satisfied



Exhibitor Opinions

NEXT YEAR SHOW PARTICIPATION RATE

Positive Considering
50%



Yes
50%



Mr. Al Suwaidi Saeed / Director / DMCC Coffee Centre

Vietnam is the 2nd largest coffee production country in the world, therefore Vietnam is a very important market to us. This is the first time we join Vietnam Coffee Expo, and it has been very successful so far. We will join the show next year because it's very important to us to be part of the coffee community especially in Vietnam.

Mr. Richard Khoo / Global Head Sales & Marketing / Asia Dragon Group

This is the first time we join a coffee exhibition in Vietnam, but this won't be the last. This is a very good start, and I'm impressed. And I expect it would be even bigger and better. The show has been very relevant to our brands. We want to go global. Vietnam is the 2nd biggest coffee export country in the world. Coffee Expo is a good coffee show for everyone to participate.



Mr Lê Giang / Roaster / Phương Vy

This is our 3rd times joining Coffee Expo. Our expectation is to find customers from export, import field, as well as coffee lover to share the love of coffee to everyone. When we join Coffee Expo, we feel very excited with the large number of visitors and a wide variety of costumers. We will definitely join next year exhibition.



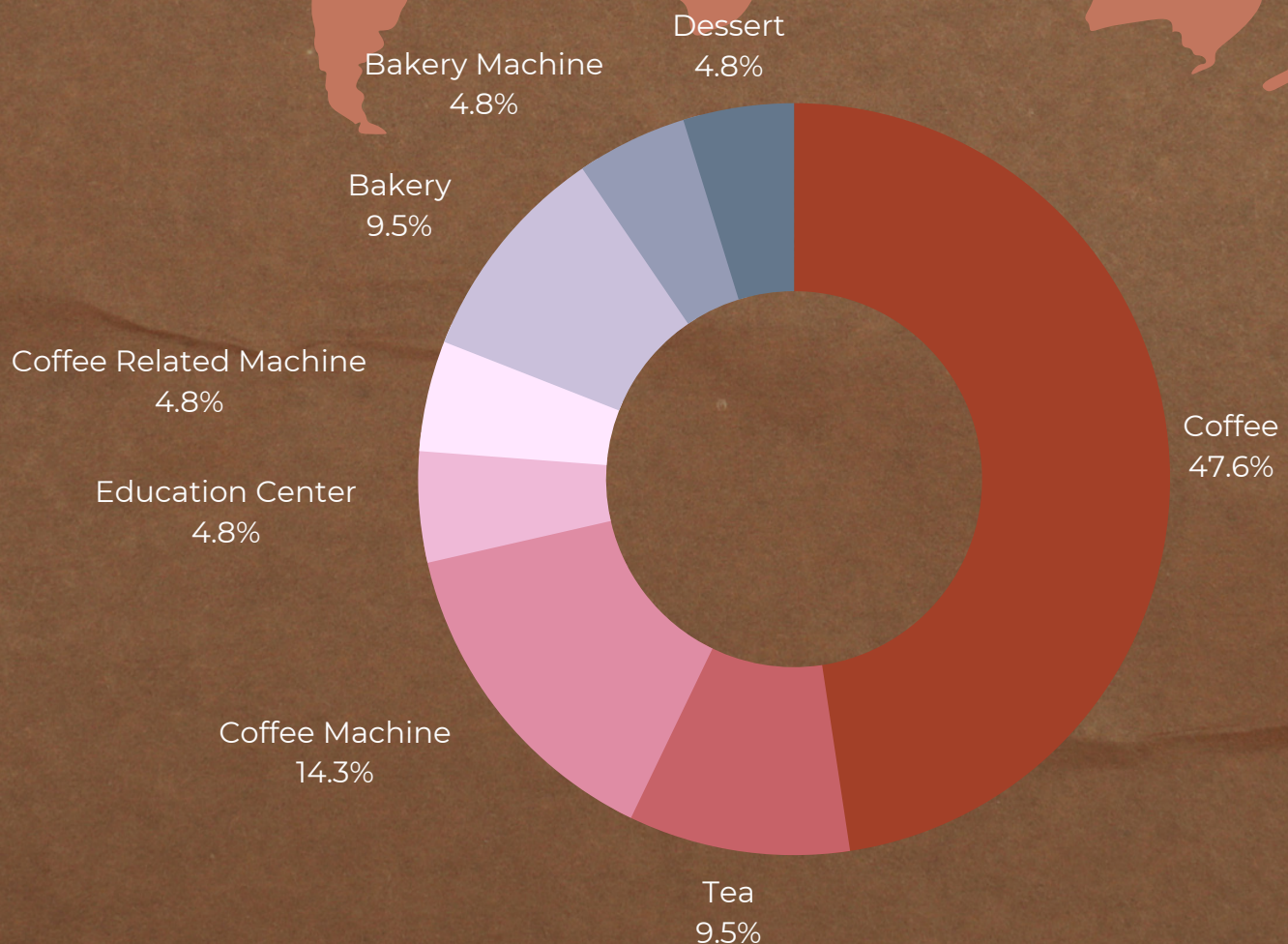
VISITOR CLASSIFICATION

VISITORS FROM 18 COUNTRIES

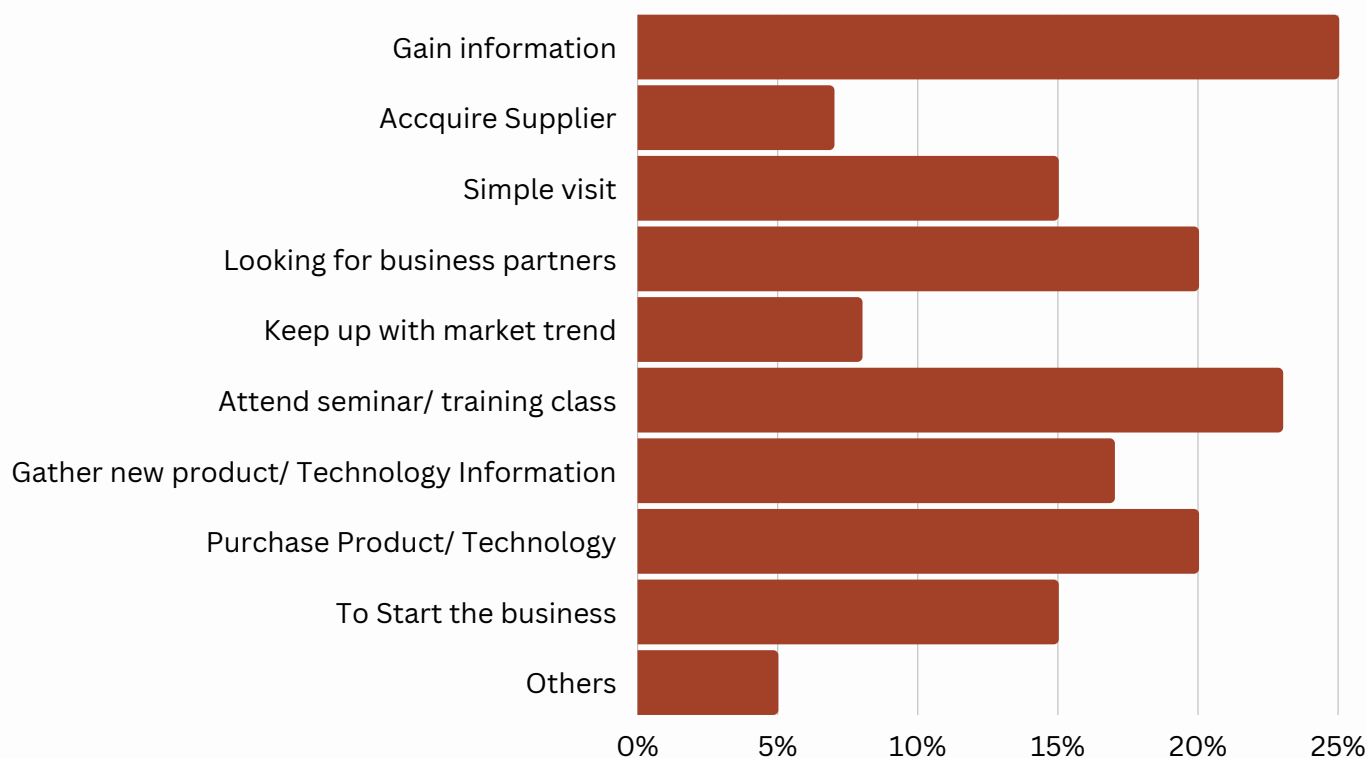
Korea
Taiwan
Australia
Britain
Cambodia
Canada

France
Hong Kong
India
Indonesia
Japan
Italy

Dubai
Malaysia
Thailand
Philippine
U.S.A
Germany

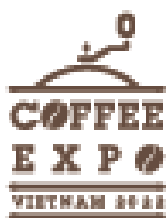


VISITING PURPOSE



VIETNAM COFFEE CHALLENGE

The competition gathers the top 36 contestants from Hanoi, Da Nang and Ho Chi Minh City. The final round was held 3 days from 03-05/11 at Coffee Expo Vietnam. The total prize value is up to 150 million in cash and many valuable gifts from sponsors.



BREW CHALLENGE WINNER



POUR CHALLENGE WINNER



ROAST CHALLENGE WINNER

Thank You



Contact Us

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