

COFFEE EXPO VIETNAM 2025



30(Thu) Oct - 1(Sat) Nov, 2025
SECC, HCMC, Vietnam



**BREW
THE CONNECTION**

**TASTE
THE PASSION**



Exhibition Overview

EXHIBITION INFORMATION

COFFEE EXPO VIETNAM 2025

DATE	30.10.2025 (Thu) - 01.11.2025 (Sat), 3 days
VENUE	Saigon Exhibition & Convention Center (SECC)
SCALE	150 Companies, 300 Booths (4,400 sqm)
ORGANIZER	Coex
SUPPORTING ASSOCIATION	Vietnam Coffee Cocoa Association, Buon Ma Thuot Coffee Association
CO-LOCATED	Vietnam Int'l Retailtech & Franchise show 2025
CONCURRENT EVENTS	Tea Expo 2025, Bakery Expo 2025, Wines and Brews Expo 2025, Grand Coffee Challenge 2025, CEV Awards 2025, Café Workshop, Roastery Experience, New Product Showcase
BUYER PROFILE	<ul style="list-style-type: none">• Coffee/Dessert related business operator• Restaurant and hotel (HORECA) professionals• Multinational wholesale/retail businesses• Importers, exporters and trading companies• Preliminary founders, store owners, investors• Barista/Patisserie• Coffee shop/Franchise owner

EXHIBITION ITEMS

 PREMIUM COFFEE & TEA Green Beans, Roasted Beans, Specialty Tea, Traditional Tea, Capsule Coffee, Instant Coffee, Beverage	 KITCHEN EQUIPMENT, LIVING & KITCHEN WARE Cutlery, Tableware, Silverware, Storage, Porcelain and Accessories
 COFFEE, TEA RELATED PRODUCTS Home Café Products, Teaware, Small Appliance, Interior Tools	 MACHINERY & FACILITIES Coffee Machine, Related Machinery, Facilities
 DESSERTS AND BAKERY Bakery, Pastry, Gelato, Ice-cream, Chocolate, Cheese	 PACKAGING MATERIALS Packaging machine, Cup, Bag, Box
 INGREDIENTS Syrup, Sauce, Powder, Smoothie, Puree	 EDUCATION & CONSULTING Related Media, Education Center, Consulting

Why Coffee Expo Vietnam?

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.

EXPLORING THE LATEST PRODUCTS, TECHNOLOGIES, AND TRENDS IN THE COFFEE INDUSTRY

Stay ahead of the curve by discovering cutting-edge products, innovations, and emerging market trends shaping the future of the coffee, tea, bakery and beverage industry.

PROMOTE YOUR BUSINESS, ELEVATE YOUR BRAND

Maximize your brand exposure, showcase your products to thousands of potential customers and business partners and extend your market reach beyond the exhibition.

A GREAT CHANCE TO GROW YOUR NETWORK OF CUSTOMERS AND BUSINESS PARTNERS

Seize the opportunity to engage with top buyers, key distributors, and industry leaders. Build strategic partnerships, unlock exclusive opportunities, and take your business to the next level.

01

02

03

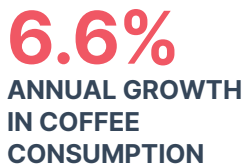
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Why Vietnam?

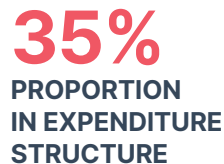
VIETNAM COFFEE, FOOD & BEVERAGE MARKET



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



The domestic coffee consumption during the period 2025 - 2030 is forecasted to grow at an average annual rate of about 6.6%, according to the Vietnam Coffee and Cocoa Association.



According to VNDIRECT, spending on food and beverages accounts for the largest share in the monthly expenditure structure of Vietnamese consumers, about 35% of total spending.

Results from Coffee Expo Vietnam 2024



(*): Vietnam, South Korea, China, Malaysia, Hong Kong, Taiwan, Turkey, UAE, Spain, U.S.A, the Netherlands, Japan, Indonesia, Belgium, Singapore, Italy



CONCURRENT EXHIBITION: VIETRF - VIETNAM INT'L RETAILTECH & FRANCHISE SHOW



Participation Guidelines

PARTICIPATION PROCEDURE

01 | APPLICATION DEADLINE

Early-bird application by **Jun 30th, 2025**
General application by **Aug 31th, 2024**

02 | DOWN PAYMENT

50% of booth fee within one week after signing contract

03 | FINAL PAYMENT

Remaining 50% of the total booth cost before **Sep 30th, 2025**

4 | OPENING OF COFFEE EXPO VIETNAM 2025
30.10 - 01.11.2025

BOOTH TYPE AND DETAILS PROVIDED

BOOTH TYPE	SPACE ONLY	STANDARD	PREMIUM	
Example				
Details	<ul style="list-style-type: none"> Only Raw space will be provided (Unit : 3mx3m/Booth) with nothing else Booth design, Booth construction and related costs are under exhibitor's account Booth design must be approved by the organizers before exhibitors start the constructions Additional facilities should be applied separately if necessary 	<ul style="list-style-type: none"> Standard Shell Booth will be provided (Unit : 3mx3m/Booth) Specifications: <ul style="list-style-type: none"> • Company signboard • Carpet flooring and trash bin • 1 Information desk with 2 chairs • 2 Fluorescent lights • 1 Power outlet 5A/220V (Max 600W) Additional facilities should be applied separately if necessary 	<ul style="list-style-type: none"> Specialized Premium Booth design(**) will be provided (Unit:3mx3m/Booth) Specifications: <ul style="list-style-type: none"> • Upgraded Fascia board • Carpet flooring and trash bin • 1 Information desk with 2 chairs • 1 Consultation round table with 2 chairs • 2 Fluorescent lights with electricity up to 1Kw • 1 Power outlet 5A/220V (Max 600W) Marketing support package. Please contact the Organizer for more details. 	
Price	Early-bird application by 30.06.2025(+)	2,800 USD	3,100 USD	4,300 USD
	General application by 31.08.2025	3,100 USD	3,400 USD	4,600 USD

(*) Early registrants will enjoy preferential pricing, priority in booth location selection, and numerous benefits from various promotional activities such as email marketing, newsletters, press releases, etc.

(**) Premium booth designs may be subject to changes.



Concurrent Events



TEA EXPO VIETNAM 2025

Vietnam, known for its diverse tea varieties, produces both traditional and specialty teas. The industry thrives on favorable climate, modern cultivation, and global recognition for quality and unique flavors. **Tea Expo Vietnam 2025**, part of Coffee Expo, highlights the synergy between tea and coffee industries.



BAKERY EXPO VIETNAM 2025

The Bakery Expo Vietnam 2025 highlights trends and innovations in the bakery and dessert industry, featuring artisanal pastries, advanced baking equipment, and opportunities for collaboration with the coffee sector.



WINES AND BREWS EXPO VIETNAM 2025

For the first time, there is a dedicated space showcasing the latest in wine, spirits, beer, and beyond. **Wines and Brews Expo Vietnam 2025** is an opportunity to connect with industry leaders, explore cutting-edge trends, and unlock unparalleled business opportunities in beverage industry.



GRAND COFFEE CHALLENGE 2025

The **Grand Coffee Challenge**, a centerpiece of the Coffee Expo, unites talented baristas globalwide to compete in three dynamic categories: the Brew Challenge, Pour Challenge, and Roastery Challenge. This special event provides a platform to showcase the exceptional skill and craftsmanship of baristas in creating the perfect cup of coffee.

GRAND COFFEE CHALLENGE 2024 RESULTS

3
WINNERS

20
SPONSORS

27
JUDGES

250
CONTESTANTS



Concurrent Events



CAFÉ WORKSHOP X



ROASTERY EXPERIENCE 2025

Café Workshop in Roastery Experience area seeks to foster a vibrant coffee community by connecting industry experts and enthusiasts. This dedicated zone offers attendees the opportunity to explore advanced roasting techniques, interact with professional roasters and bartenders, enjoy specialty coffee and creative beverages, and participate in engaging workshops and the dynamic "Quay" Bar Challenge.



CEV AWARD 2025

The **CEV Award** recognizes excellence across three exciting categories: New Rookie, Most Favorite Exhibitor, and Best Marketing Activities.



NEW PRODUCTS SHOWCASE

The **New Product Showcase** at Coffee Expo Vietnam 2025 highlights standout products and innovations from participating businesses, offering exceptional promotional opportunities.



Co-located Exhibition



VIETRF

VIETNAM INTERNATIONAL RETAILTECH & FRANCHISE SHOW VIETRF 2024

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



Mr. Mike Butler

DMCC - Head of Coffee

"We are delighting to be here at the Coffee Expo Vietnam. So far we have been thrilled with the results of the show, we have met many companies of interest to us. We're delighting to be a gold sponsor this year and to welcome Vietnamese companies to the Coffee Centre.

We hope to see you all again next year."



LAMVITA

Ms. Thuy An

LAMVITA - Sales Admin Manager

"This year marks the fourth time Lamvita has participated in Coffee Expo Vietnam. For Lamvita, this year's Coffee Expo demonstrates a higher level of professionalism with the presence of numerous well-known brands. By participating in the Coffee Expo Vietnam, Lamvita has achieved its goal of bringing the brand closer to the coffee community in Vietnam and beyond."



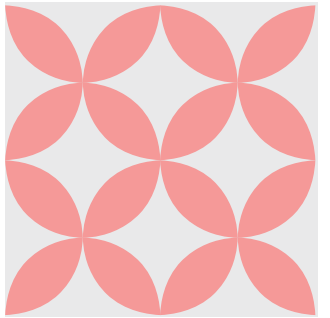
TIM CORP



Mr. Xuan Vu

Tim Corp - CEO

"Tim Corp's purpose in participating in this Coffee Expo Vietnam is to bring new products and experiences to customers in Vietnam's F&B sector. This exhibition is an ideal platform for Vietnamese businesses to showcase new items and solutions to customers. We see this as an event that the company should participate in annually to connect with customers and add more value to Vietnam's F&B industry."



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