



COFFEE EXPO
VIETNAM

COFFEE EXPO VIETNAM 2026

29 (Thu) - 31 (Sat) Oct, 2026
SECC, HCMC, VIETNAM

coex

Exhibition Overview

EXHIBITION INFORMATION

COFFEE EXPO VIETNAM 2026

DATE	29.10.2026 (Thu) - 31.10.2026 (Sat), 3 days
VENUE	Saigon Exhibition & Convention Center (SECC), HCMC
SCALE	150 Companies, 300 Booths (4,400 sqm)
ORGANIZER	Coex
SUPPORTING ASSOCIATION	Vietnam Coffee Cocoa Association, Buon Ma Thuot Coffee Association
CO-LOCATED	Vietnam International Franchise Show 2026
CONCURRENT EVENTS	Café Workshop, Grand Coffee Challenge 2026, Tastecraft Masters Championship 2026, CEV Awards 2026, New Product Showcase
BUYER PROFILE	• Coffee & tea importers, distributors, roasters, café chains • F&B operators: restaurants, hotels, bars, bakeries • Retail & wholesale buyers: supermarkets, convenience & specialty stores • Beverage, bakery, dessert & dairy manufacturers • Foodservice, catering & hospitality procurement teams • Equipment, machinery & packaging distributors • E-commerce sellers & private-label developers • Baristas, coffee professionals, R&D and product developers • Training centers, consultants, investors & franchise developers

EXHIBITION ITEMS

 COFFEE Green Beans, Roasted Beans, Grounded Coffee, Specialty Coffee, Capsule Coffee, Instant Coffee, Drip Coffee	 INGREDIENTS Syrup, Sauce, Powder, Smoothie, Puree, Flavoring, Jelly, Jam, Topping
 TEA Leaf tea, Green Tea, Herbal Tea, Instant Tea, Matcha Powder, Fruit Tea, Specialty Tea	 KITCHEN EQUIPMENT, LIVING & KITCHEN WARE Cutlery, Tableware, Silverware, Storage, Porcelain and Accessories
 COFFEE, TEA RELATED PRODUCTS HomeCafé Products, Teaware, Small Appliance, Interior Tools	 MACHINERY & FACILITIES Coffee Machine, Roaster, Related Machinery, Facilities
 OTHER BEVERAGE Juices, Smoothies, Mineral Water, Kombucha, Ready-to-drink Beverages	 PACKAGING SOLUTION F&B Packaging, Labels & Printing Solutions, Cup, Bag, Bottle, Box
 BAKERY, DESSERTS AND DIARY Bakery, Pastry, Gelato, Ice-cream, Chocolate, Cheese, Yogurt, Confectionery, Baking Ingredients	 EDUCATION & CONSULTING Related Media, Education Center, Consulting

Why Coffee Expo Vietnam?

VIETNAM'S PREMIER COFFEE, TEA & BAKERY TRADE SHOW

The leading gateway to the Vietnamese and regional markets, bringing together top brands, suppliers, buyers, and industry professionals in a highly specialized coffee, tea, and pastry exhibition.

STRENGTHEN YOUR BRAND & BUSINESS EXPOSURE

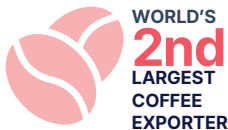
Reach thousands of potential buyers and partners. Boost your brand visibility, introduce new products, and expand your market presence beyond the exhibition floor.

SHOWCASING THE LATEST PRODUCTS, TECHNOLOGIES & TRENDS

Discover cutting-edge products, equipment, and innovations shaping the future of coffee, tea, bakery, and beverages. Stay competitive with insights into fast-evolving market trends.

EXPAND YOUR NETWORK & UNLOCK NEW OPPORTUNITIES

Connect with high-quality buyers, distributors, roasters, café operators, retailers, and decision-makers. Build strategic partnerships and accelerate your business growth in one place.



Vietnam remains the second-largest coffee exporter globally, supplying over 70 international markets with strong production capacity and diverse coffee varieties.



6.6%
ANNUAL GROWTH
IN COFFEE
CONSUMPTION



35%
OF CONSUMER
SPENDING
GOES TO F&B

Food and beverages account for the largest share in the monthly expenditure structure of Vietnamese consumers 35%, according to VNDirect.



235
BRANDS



433
BOOTHS



19,123
VISITORS



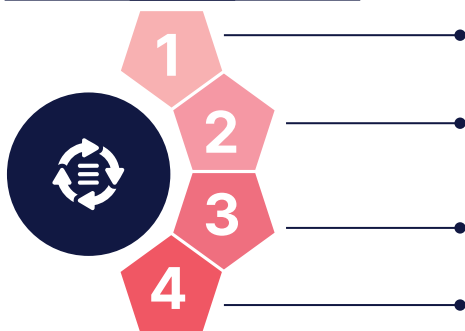
18
COUNTRIES

(*): UK, Japan, Australia, USA, Kuwait, Thailand, Russia, Singapore, China Taiwan, Hongkong, India, Indonesia, Malaysia, Korea, Denmark, France, Italia



Participation Guidelines

PARTICIPATION PROCEDURE



REGISTER

Send registration documents to Organizer
Early Bird Application: **30/06/2026**
General application: **30/08/2026**

DOWN PAYMENT

50% of booth fee within 07 working days
after signing contract

FINAL PAYMENT

Remaining 50% of the total booth cost
before **Sep 30th, 2026**
Additional electricity and utility cost before
Oct 12nd, 2026

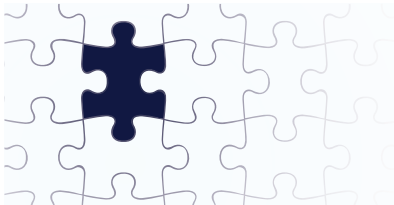
OPENING OF COFFEE EXPO VIETNAM 2026

BOOTH TYPE AND DETAILS PROVIDED

BOOTH TYPE	SPACE ONLY	STANDARD	PREMIUM
Example			
Details	- 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	- Standard Shell Booth will be provided (Unit : 3mx3m/Booth) - Specifications: - 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	- Specialized Premium Booth design(**) will be provided (Unit:3mx3m/Booth) - Specifications: - 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)
Price	Early-bird application by 30.06.2026(*) General application by 31.08.2026		

Contact Coffee Expo Vietnam Secretariat for detailed information

(*) Early bird applications will receive a discounted participation fee, priority in booth allocation.
(**) Premium booth designs may be subject to changes.



Become Our Sponsor

Secure standout visibility and
exclusive branding opportunities with our Sponsorship Package.

Concurrent Events



GRAND COFFEE CHALLENGE 2026

The **Grand Coffee Challenge**, a centerpiece of the Coffee Expo, unites talented baristas worldwide 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 2025 RESULTS



CAFÉ WORKSHOP



The **Café Workshop** at Coffee Expo Vietnam is an interactive knowledge-sharing activity featuring talk shows, hands-on sessions, and live demonstrations. It showcases industry trends, innovations, and operational techniques in coffee, tea, and equipment, enhancing visitor engagement and enriching the overall exhibition experience.



TASTECRAFT MASTERS CHAMPIONSHIP



TasteCraft Master Championship is a professional competition platform dedicated to the non-alcoholic beverage industry in Vietnam and increase the attractiveness and experiential value of Coffee Expo Vietnam in Beverage industry.



Concurrent Events

CEV AWARD 2026



The **CEV Award** recognizes excellence across two exciting categories: New Rookie, Most Favorite Exhibitor.



NEW PRODFUCTS SHOWCASE



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



VIP PASS PROGRAM

VIP PASS Programme is an exclusive premium experience for business attendees, offering guided exhibition tours that enhance the professionalism and service quality of Coffee Expo Vietnam.



GUEST COUNTRY PROGRAM

For the first time, Coffee Expo Vietnam introduces the Guest Country Program — a special platform that highlights a nation's unique coffee, tea, and beverage culture. It offers participating countries exclusive visibility to showcase their products and industry strengths to thousands of buyers and professionals across Vietnam and the region.



AUDIENCE PROFILE

Purpose of Visit **52%**

Decision-makers dominate the visitor profile, with **52%** holding senior or specialist roles such as Directors, Managers, and Specialists

Purpose of Visit **50%**

Supplier sourcing and partnership development are the main visit drivers, as **over 50%** of attendees come with clear business objectives

Position **49%**

49% of visitors are from the HORECA sector (Hotels, Restaurants, Catering, Cafés), representing core buyers across F&B industries

Interested Field **70%**

Coffee, Tea, Pastries, and Sweets attract the strongest interest (nearly 70%), alongside ingredients, equipment, and professional tools.



EXHIBITOR FEEDBACK

81%

exhibitors were satisfied with the overall exhibition

78%

exhibitors would be likely to re-participate
Coffee Expo Vietnam 2026

85%

Exhibitors were pleased with both the quantity and quality of visitors

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