

# 2018 POST SHOW REPORT

*THE DIRECT ROUTE TO*  
**NORTHERN VIETNAM'S FOOD  
& HOSPITALITY INDUSTRY.**

🕒 **28 – 30/11/2018**

📍 I.C.E, Hanoi, Vietnam - 91 Tran Hung Dao,  
Hoan Kiem District, Hanoi.



## **THE FIRST FOOD & HOTEL HANOI WAS CLOSED WITH GREAT SUCCESS!**

Following 15 years of tremendous success of Food & Hotel Vietnam in Ho Chi Minh City, the apple officially goes to Hanoi in November 2018, marking its presence in the Northern Vietnam's expanding food & hospitality industry. During 28 – 30 November 2018, Food & Hotel Hanoi attracted more than 8059 attendees from 30 countries/regions.




**5649** SQM

**129** Participating  
 companies

**5920** Trade visitors

**13** Countries/Regions

**228** Delegation groups

**8** Group Pavilions

## Visitor's Voices



This is the first time I visit Food & Hotel Hanoi 2018 and I am very impressive with a wide variety of products spanning across the average space.

We desire to seek new partners who provide foods and software for restaurant management. Finally, we would like to say thank you for your warm welcome and creating a forum where we can network with potential exhibitors, specifically from Italy, USA.

**JOMA BAKERY CAFÉ**

**Ms. Le Thi Huyen Trang - Country Manager**

With the big area and professionalism of Food & Hotel Vietnam in HCM City, the event had become a familiar image for us. However, when coming to the first event which held in Hanoi, in general, the scale is smaller but we still contentedly find some related products such as bakery machines, powder mixers, pastry cakes, moon cakes and jams.

We will definitely go back to the next edition in 2020!

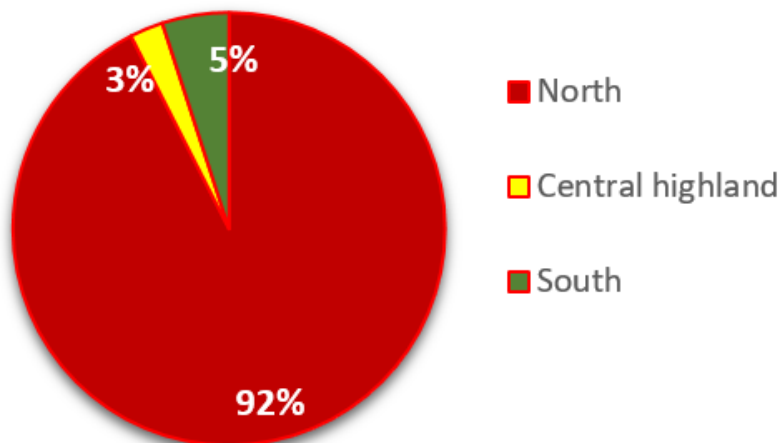
**Farina Food JSC**

**Ms. Nguyen Thi Luyen - CRM Manager**

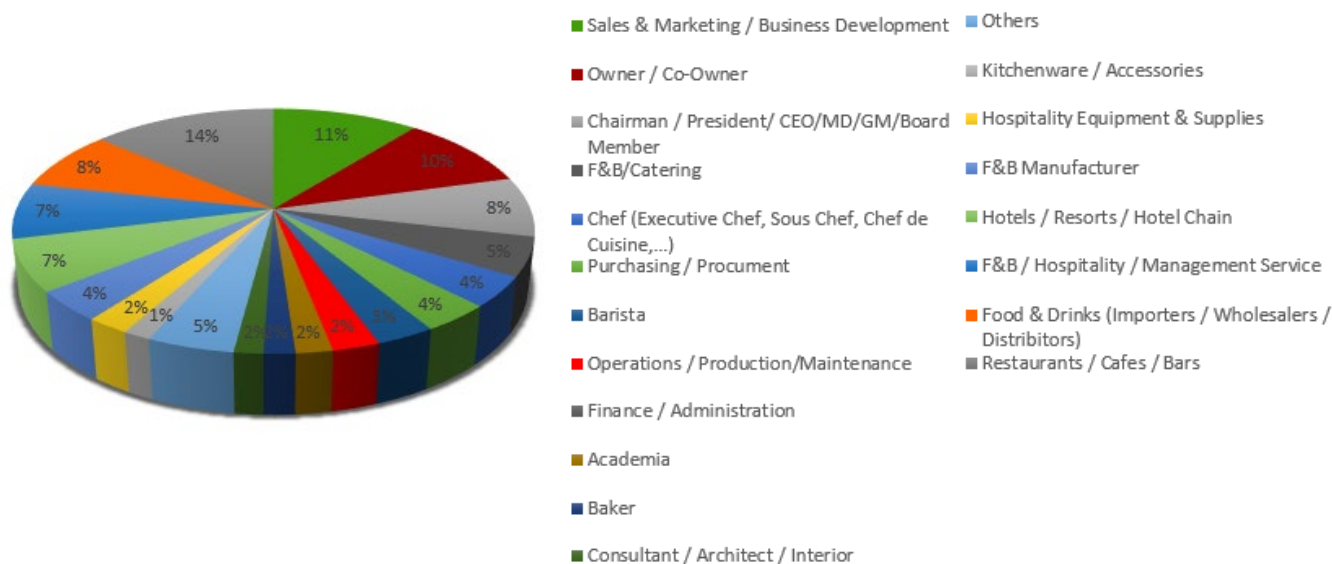




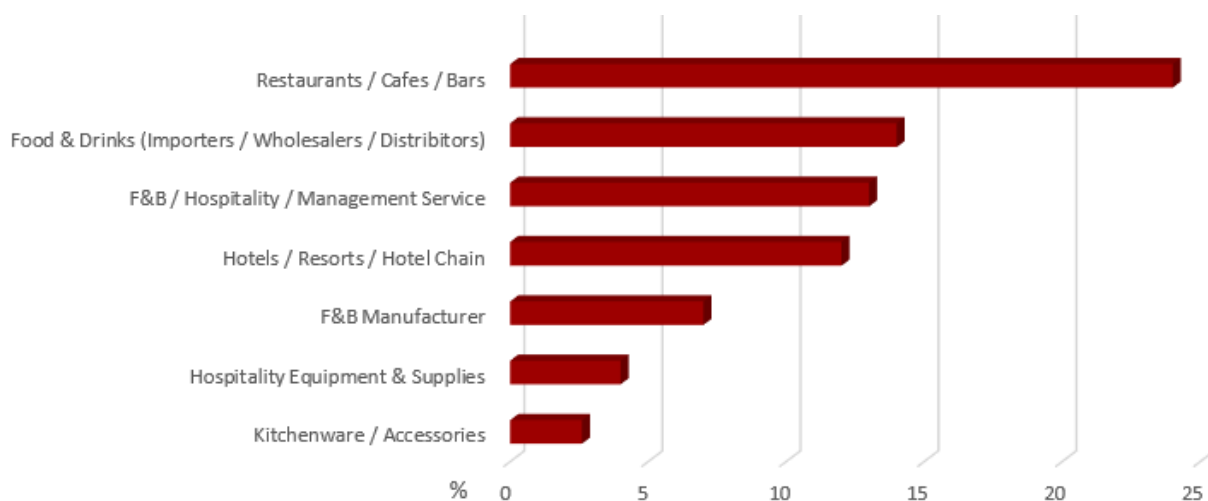
## VISITORS BY REGION



## VISITORS BY JOB TITLE

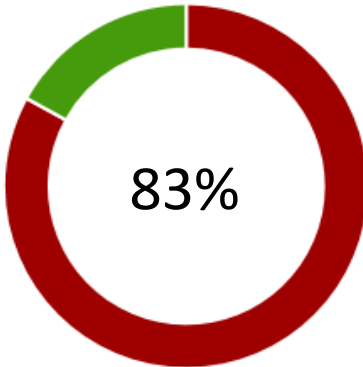


## VISITORS BY BUSINESS AREA



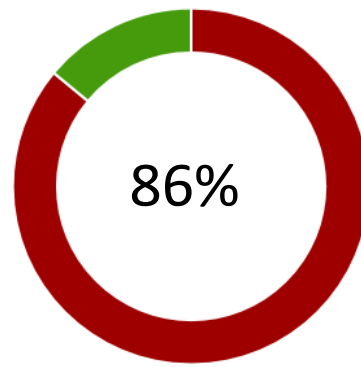
## VISITOR'S IMPRESSION

Overall Satisfaction



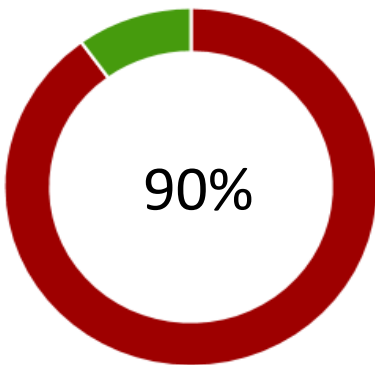
Of visitors expressed their extreme satisfaction visiting at Food & Hotel Hanoi 2018

Recommendation



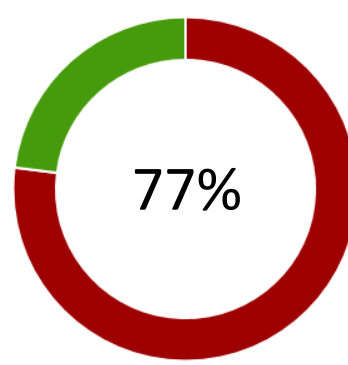
Of visitors were willing to recommend Food & Hotel Hanoi to their friend(s) and colleague(s).

Exhibitor Quality



Of visitors said that they had high assessment in "Exhibitor Quality" criteria.

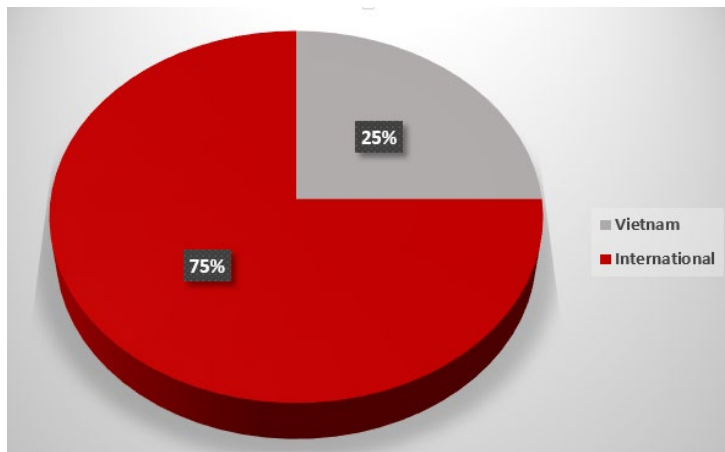
New products



Of visitors voted that "Source new products" was the highest objective that they achieved at Food & Hotel Hanoi 2018



## EXHIBITORS BY COUNTRY



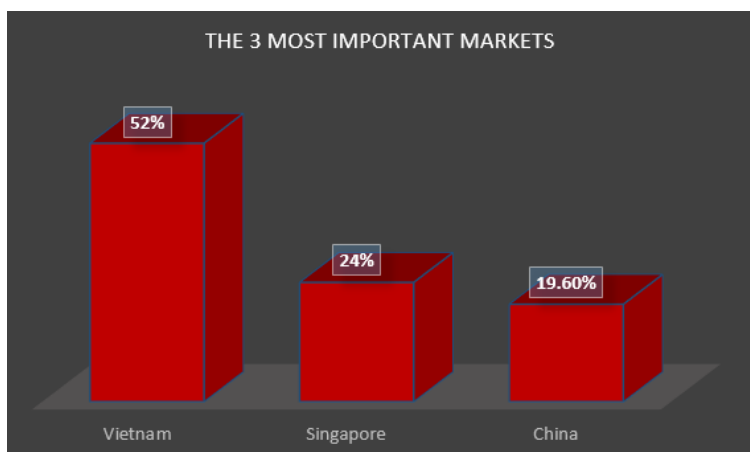
**TOTAL** | 129 companies

**Vietnam:** 31 companies

**International:** 94 companies

(USA, Italy, Spain, Singapore, Australia, China, Netherlands, Korea, Greece, Russia, Belgium, Poland, Taiwan, UK, Hong Kong)

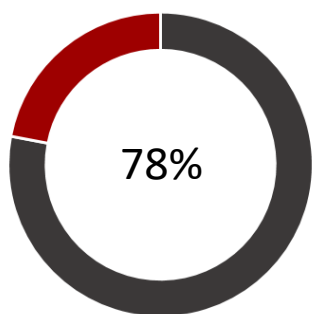
## EXHIBITORS' FEEDBACKS



**52%** of exhibitors responded that **Vietnam** ranked the most important market that exhibitors had concentrated on.

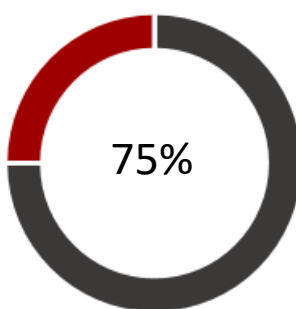
**Singapore** is the second target market with **24%** and then followed by **China** (19.6%), which ranked at the third position.

### Overall Satisfaction



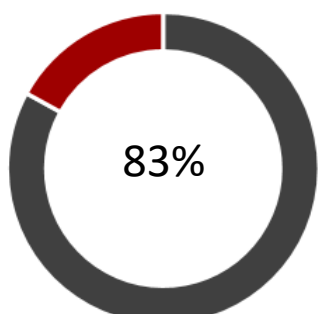
Of exhibitors expressed satisfaction with their experience at Food & Hotel Hanoi 2018

### Find New Buyers



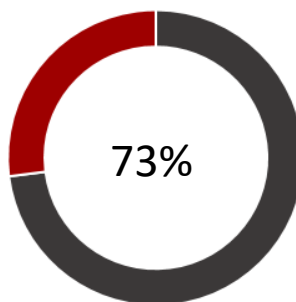
Of exhibitors thought they achieved the goal for "Find new buyers" by attending Food & Hotel Hanoi 2018.

### Explore New Markets



Of exhibitors voted "Explore new markets" was the highest achievement in their exhibiting criteria satisfaction.

### Visitor Traffic



Of exhibitors said that they were happy with "Visitor Traffic" at the show.

## HEAR FROM EXHIBIT FLOOR



We feel comfortable and think that Food & Hotel Hanoi this year has good decoration, good quality, the name of this exhibition is focused and the decoration of the booths from companies are also good.

We hope that next year, the number of participants will increase in order to get more visitors, and give more visibility to our Spanish pig products.

**INTERPORC SPAIN**

**Mr. Danial De Miguel – International Director.**

Food & Hotel Hanoi is a good place to showcase products, services and many other things such as: wine, fresh food and a lot of services.

I hope that next year, UBM can promote more to the neighbor countries and organisms that section is B2B, so that they can come here to be exhibitors. That is very important to attract the visitors and help the agencies to promote their products.

**ICE – Italian Trade Commission**

**Mr. Paolo Lemma – Trade Commissioner**



After 3 days, we are really surprised, there were many visitors coming to the show, including foreign visitors, suppliers and top brands from both Vietnam and overseas. We see this exhibition is a big and successful event and hope Food & Hotel series will be continually organized in Hanoi in the next years, HAYEN is sure to attend the coming Food & Hotel Exhibition.

**HAYEN CORPORATION**

**Mr. Nguyen Ngoc Dai – Manager of Business Development Dept.**



## INSIGHTFUL FRINGE EVENTS



### Seminar: Customer Experience Management in Hospitality Industry

Being first held in Hanoi on November 29<sup>th</sup> 2018, the seminar "**Customer experience management in hospitality industry**" was jointly organized by Informa Markets Vietnam(\*) and Vietnam Hotels Association (VHA) with the content was consulted by Outbox Consulting in the framework of Food & Hotel Hanoi 2018.

With the mentioned topic, this event received the sharing from speakers who have prestige in industry and have been working for leading hotel brands in regions such as: **Sofitel Legend Metropole Hanoi, JW Marriot, MGallery, Sheraton, etc.**

The event attracted over 150 delegates participating and marked a great beginning of seminar series at **Food & Hotel Hanoi 2018**.

### Contest: Salon Culinaire Hanoi 2018 Competition

The **Salon Culinaire Hanoi 2018 Competition** which runs concurrently with Food and Hotel Hanoi Exhibition, was a platform for both local and international culinary talents to exchange ideas and knowledge, showcase their culinary expertise and service to the industry and the public.

The first season ended with eye-catching performances. The attractive scent and bustling atmosphere made the competition became the most crowded area during 3 show days.



### Barista Workshop

Under theme "Coffee is cool", the **Barista Workshop** covered all aspects of barista technique, from ingredient evaluation, bean recognition through cupping various coffee to set up & cleaning machine.

Joining the workshop in 3 show days, the trainees had opportunities to adopt the lessons and methods in topics: bean evaluation and roasting, preparing espresso based beverages, bringing them plenty of realistic experiences which are worth learning.



### Gelato Workshop



**Gelato Workshop** was a worth-mentioning program at Food & Hotel Hanoi 2018. The special training program guided by the Senior Instructor of Carpigiani Gelato University – Mr. Gabriele Vannucci, was a short-term training course about gelato-making skills, essential skills for chefs, pastry baking and decorating techniques.

### Conference Program



With topic: "**Ensuring food safety for restaurants & hotels**", Vietnam Association Of Testing Laboratories – VINALAB jointly organized with Informa Markets Vietnam(\*) in supporting specialistic knowledge. The conference welcomed more than 145 delegates, giving helpful opinions to improve service quality for hospitality in Vietnam

(\*) Food & Hotel Hanoi is organised by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organiser in the world. Please visit [www.ubm.com/asia](http://www.ubm.com/asia) for more information about our presence in Asia.

## SECURE YOUR PREMIUM LOCATION TODAY!



**Space only**  
**SGD 520/SQM**



**Standard Package**  
**SGD 598/SQM**



**Premium Package**  
**SGD 608/SQM**

### ASIA

Ms. Jorinda Tan

T: +65 6233 6688  
E: jorinda.tan@ubm.com

### VIETNAM

Ms. Annie Tran

T: +28 3622 2588  
E: annie.tran@ubm.com

### INDIA & REST OF THE WORLD

Ms. Stella Lee

T: +44 (0) 20 7650 4043  
E: stella.lee@ubm.com

