



SES Vietnam Exhibition
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FHH
FOOD & HOTEL
HANOI

THE INTERNATIONAL
**FOOD & DRINKS, HOTEL,
RESTAURANT, BAKERY & FOODSERVICE**
EQUIPMENT, SUPPLIES
& SERVICES EXHIBITION AND CONFERENCE

25 - 27/11/2020



WWW.FOODNHOTELHANOI.COM



INTERNATIONAL CENTRE OF EXHIBITION
91 TRAN HUNG DAO, HANOI, VIETNAM

FOOD & HOTEL HANOI

THE NORTH VIETNAM'S MEETING PLACE FOR FOOD, DRINK & HOSPITALITY BUSINESS ELEVATION

The first edition of Food & Hotel Hanoi was concluded on a high note on 31st November 2018, welcoming over **5,920** trade buyers and **129** local and worldwide sellers within the F&B, foodservice, hospitality and retail industries.

Returning to the International Center for Exhibition (I.C.E) from 25 – 27 November 2020, the second edition will provide three days of information sharing, networking and business dealings for the Northern Vietnam's Food, Drink & Hospitality business and investment community.

Brought to you by **Informa Markets in Vietnam**, Food & Hotel Hanoi (FHH) is part of the Food & Hotel series, the leading exhibition of its kind across Asia. Whether you are new to the market or has developed your business for years, FHH is where you need to be as we at FHH work towards giving the industry a platform that spells quality and content and in its second return, there is more we bring to the table for our delegates and exhibitors.

WHO SHOULD EXHIBIT?

Industry segments represented at Food & Hotel Hanoi:

FOOD & DRINKS

Baked Goods and Pastries

Cake Decoration

Chilled & Frozen Food

Confectionery & Ice Cream

Dairy Product

Drink & Beverage (Non-alcoholic)

Fresh Produce

Ingredient

Meat & Poultry

Processed Food & Convenience Food

Seafood

Specialty / Fine Food

Wine, Spirit & Beer

HOSPITALITY EQUIPMENT & SUPPLIES

Bakery & Confectionery Equipment & Supplies

Bar, Coffee & Beverage Equipment & Supplies

Cleaning / Washing

Fitness & Leisure

Food Preparation Equipment & Supplies

Foodservice & Catering Equipment

Furniture & Furnishing

Guest Amenities

Hospitality Information Systems

Housekeeping Supplies & Services

Kitchen Equipment & Accessories

Lighting Accessories

Refrigeration & Storage

Tableware & Accessories

The exhibit profile list is not exhaustive and is intended as a guide only.

“After 3 days, we really were surprised by the crowd gathered to see just how high the standard the display for this year is. We see this exhibition 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 Hanoi Exhibition.”

HAYEN Cooperation

Mr. Nguyen Ngoc Dai, Manager of Business Development Department

SHOW HIGHLIGHTS

83% Of exhibitors said Food & Hotel Hanoi was important to their business in exploring new markets

73% Of exhibitors were satisfied with the traffic of visitors to their stand

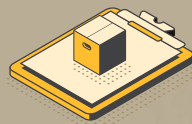
86% Of visitors were extremely satisfied with Food & Hotel Hanoi 2018

77% Of visitors has contentedly found high-quality products at the show

VISITORS ARE MAINLY LOOKING TO



Source new suppliers



Source new products/services



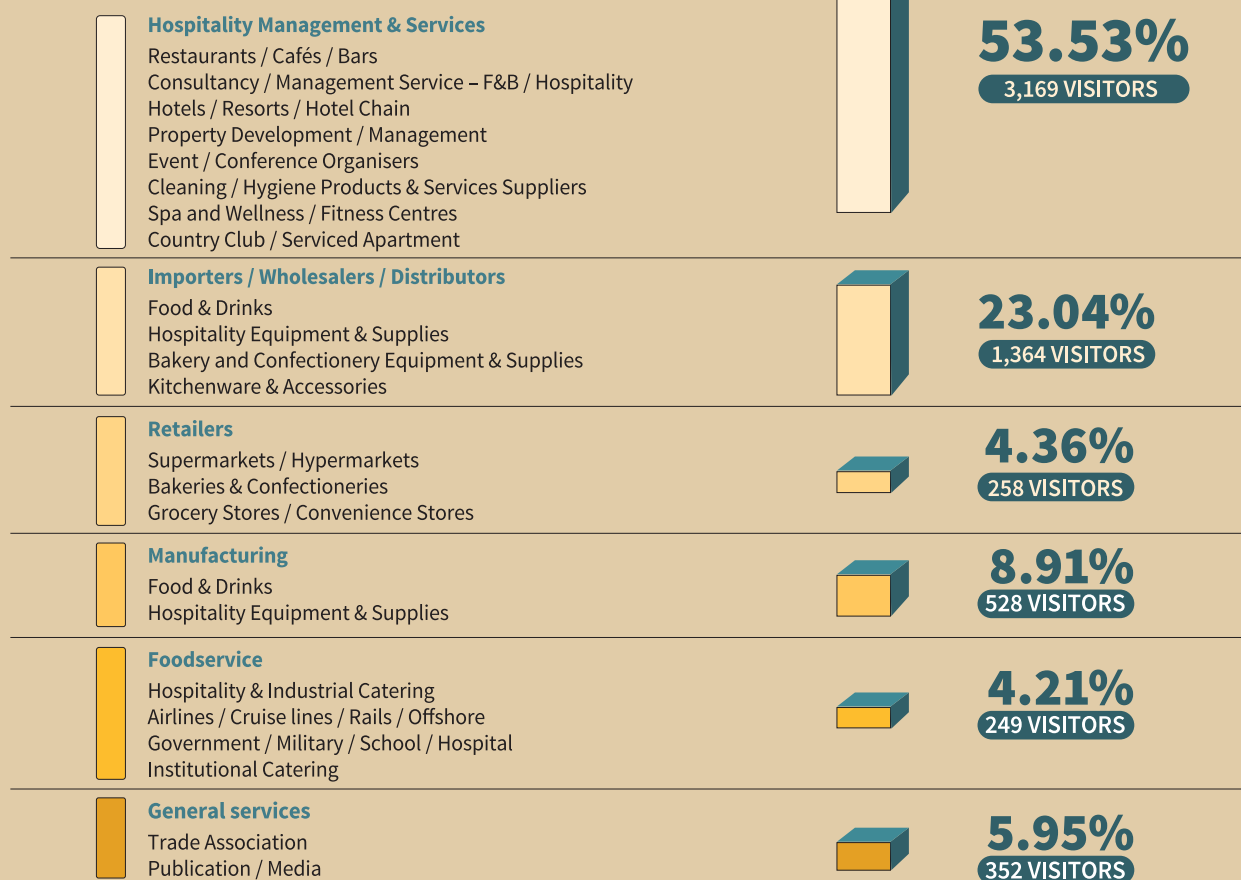
Keep pace with industry trends

2018 PARTIAL LIST OF EXHIBITING COMPANIES



VISITORS BY BUSINESS AREA

TOTAL: 5,920 Trade Visitors



VISITORS' PRODUCTS/SERVICES OF INTEREST

24,865 Food & Drink

1,756	Baked Goods and Pastries
1,884	Chilled & Frozen Food
1,651	Coffee Beans / Pods
1,285	Confectionery / Snacks / Candy
1,643	Dairy Product
1,433	Drink & Beverage – Alcoholic
1,813	Drink & Beverage – Non - alcoholic
1,651	Fresh Food
1,138	Gelato / Ice cream
1,579	Ingredients
1,263	Instant Coffee / Tea
1,162	Meat & Poultry
1,060	Processed & Convenience Food
983	Sauces and Seasonings
1,092	Seafood
884	Snacks
1,038	Specialty / Fine food
671	Staple Food
879	Tea Leaves / Bags

13,069 Hospitality Equipment & Supplies

1,154	Bar, Coffee & Beverage Equipment and Supplies
960	Bakery & Confectionery and Pastry Equipment
834	Banqueting Furniture and Supplies
686	Cleaning Equipment & Supplies
324	Fitness & Leisure
738	Food Preparation Equipment & Supplies
759	Foodservice & Catering Equipment
568	Furnishing & Fixtures
526	Gelato / Ice cream Machines
565	Guest Amenities
675	Hospitality Information Systems
357	Housekeeping Supplies & Services
405	In-room Technologies
867	Kitchen Accessories
356	Laundry Equipment
370	Lighting & Accessories
319	Outdoor Furniture
467	Packaging Equipment
364	Retail Information Systems
600	Storage & Refrigeration
571	Tableware & Accessories
604	Vending & Dispensing Equipment

“This is the first time I have visited Food & Hotel Hanoi. I was very impressed with the wide range of products on exhibit. My main visiting purpose is to sourcing for new suppliers in food produce and management software for restaurant. The show was well organised and remarkable with the strong presentation of international exhibitors, especially from Italy and USA.”

JOMA Bakery Café
Ms. Le Thi Huyen Trang, Country Manager

MARKET UPDATE

PROSPECT FUTURE FOR VIETNAM'S

FOOD, DRINKS & HOSPITALITY INDUSTRY

HANOI IN THE SPOTLIGHT

[FOOD] Vietnam's food processing industry has developed strongly in recent years. The country's annual food consumption value is estimated at about 15% of the GDP. Food and Beverages account for the highest proportion in Vietnamese consumer's monthly spending, at 35%.

During the 2015 – 2019 period, the country's annual consumption of:

Processed food has increased by **9.68%** yearly

Beverages has increased by **6.66%** yearly

Revenue in the Food & Beverages segment amounts to

US\$200m in 2019

10M Population of Hanoi in 2019

● Average monthly consumption in Hanoi

83,400
tonnes of rice

5,230
tonnes of processed food

20,000
tonnes of pork

5,050
tonnes of fruit and vegetables

84,100
tonnes of beef

● Increasing numbers of retail outlets including traditional outlets, Hanoi currently has

23 shopping malls

134 supermarkets

454 markets

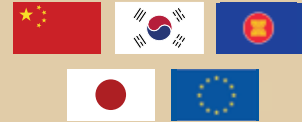
1,400 convenience stores

HANOI

[HOSPITALITY]

In the first six months of 2019, Vietnam welcomed nearly 8.5 million international visitors, a rise of 7.5% year-on-year. In January-June, Vietnam's tourism revenue grossed US\$ 14.5 billion, up 8.4 percent compared to the same period last year.

● Top key markets



● Particularly in **Hanoi**, the number of **foreign arrivals** in the six-month period is estimated at 3.3M, up 10.6% year-on year, while the number of domestic arrivals is estimated at **11M**, a 9.2 increase year-on year, generating an estimate of **US\$2.1** billion, increased by 29.8% from the same period last year.

● *Increases were recorded in the highest number of visitors from these markets:*

Spain			Hollands
Belgium			Denmark
Italy			France
New Zealand			England
Switzerland			Germany

● In 2019, Hanoi has **3,499** tourist accommodation establishments with a total **60,812** rooms.

WHAT TRENDS ON THE RISE?



A boom in homestay services



Customer experience driven by local identity



Mobile application



Demand for natural and organic food



Redefinition of convenience products in response to the changes in family size and in the proportion of single adults

MARKETING CAMPAIGN OVERVIEW

The 2020 marketing campaign is targeted specifically to engage with qualified food & hospitality industry buyers. Some key marketing channels used include:



Direct Mail

Content driven direct mail distributed to targeted visitor profiles within the F&B, HORECA and foodservice industries.



Publicity

Dedicated PR team is engaged to maximize reach through editorial in trade journals and industry publications before, during and after the show.



Email Campaign

Targeted email and direct-mail campaigns will generate and boost registration of industry professionals.



Public Relations

Timely press released through the network of latest information is regularly publicized to the industry press.



Partners & Supporters

Invitations distributed through the network of exhibitors, associations and media partners.



Telemarketing

Personalised conversations with visitors to drive registrations over the phone.



Trade show promotion

Expand the visibility of the show through promotion at a wide network of sister shows in the region.

FOOD & HOTEL HANOI 2020 AT A GLANCE

5,649 sqm

EXHIBITION SPACE

140

EXHIBITING COMPANIES

17

COUNTRIES/REGIONS

10

GROUP PAVILIONS

DON'T MISS OUT

BOOK NOW



SPACE ONLY

SGD 540/SQM
(MIN. 18SQM)



SPACE RENTAL
+ STANDARD PACKAGE

SGD 625/SQM
(MIN. 9SQM)



PREMIUM PACKAGE

SGD 645/SQM
(MIN. 18SQM)

CONTACT US FOR ENQUIRIES

(*) Contact us or directly register via www.foodnhotelhanoi.com to get an opportunity to meet your potential business partners!

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YES! I AM INTERESTED IN

- ☐ Exhibiting. Please reserve.....sqm for my company. (min 9sqm)
☐ Visiting. Please add my details in your mailing list

Full Name

Job Title

Company

Address

Country

Email

Website

Tel

Mobile

Business Activity

or attach your business card

(*) 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 for more information about our presence in Asia.