



**FHH**  
FOOD & HOSPITALITY  
HANOI

**18 – 20 MARCH 2025**



**INTERNATIONAL CENTRE FOR EXHIBITION**  
91 TRAN HUNG DAO, HANOI, VIETNAM

## THE 3<sup>rd</sup> INTERNATIONAL FOOD & DRINK, HOTEL, RESTAURANT, BAKERY AND FOODSERVICE EQUIPMENT, SUPPLIES & SERVICES EXHIBITION



### ORGANIZER



SES Vietnam Exhibition  
Services Company  
Limited

### KEY EVENTS



### SECURE YOUR BOOKING TODAY

✉ [fhh@informa.com](mailto:fhh@informa.com)

🌐 [www.foodnhotelhanoi.com](http://www.foodnhotelhanoi.com)

📘 Food & Hospitality Hanoi

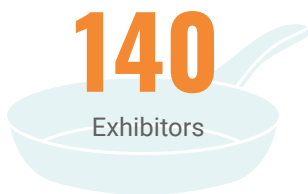
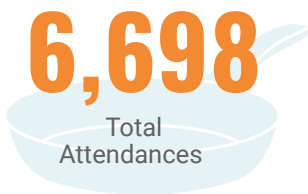
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# ABOUT THE SHOW

Food & Hospitality Hanoi is the most valuable tradeshow in Vietnam, serving sectors such as food & beverages, hotels, restaurants, bakeries, and food services. It is considered the leading exhibition in the industry and has been tremendously successful in promoting the Vietnam foodservice and hospitality industry. The event provides an opportunity for enterprises to gain industrial knowledge, explore endless business opportunities, and lead to a sustainable future.

The next edition of Food & Hospitality Hanoi hopes to enhance its position in food, drink, and hospitality services. The event is scheduled to take place on **18-20 March 2025**, and attendees can look forward to exploring the latest innovations and networking with other industry professionals.

## NOTABLE STATISTICS FROM FOOD & HOSPITALITY HANOI 2023



## EXHIBITOR SATISFACTION

- 75%** of exhibitors were satisfied with the overall exhibition
- 93%** of exhibitors would be likely to return to Food & Hospitality Hanoi 2025
- 95%** of exhibitors will recommend Food & Hospitality Hanoi to friends and colleagues
- 84%** exhibitors can consolidate contacts with buyers/business partners
- 81%** of exhibitors were satisfied with the quality of visitors



## EXHIBITOR SHARING

“  
**MR. YAMAMOTO SATOSHI**  
EXECUTIVE DIRECTOR - SALES & MARKETING  
JAPAN VIETNAM LIVESTOCK CO., LTD

This is the first time I attended Food & Hospitality Hanoi. Last year, in December in Ho Chi Minh, we attended the Food & Hospitality in Ho Chi Minh for the first time. We role attend the Food & Hospitality event in Ho Chi Minh next year as well. We have a lot of potential customers at this event. It's exciting to see a lot of customers and potential customers. Our factory will be located and theme down in Vinh Phuc province. My target will be Hanoi and HCMC, so we assure participate the next year's Food & Hotel.

”

“  
**MR. PHONG TRAN**  
BUSINESS DEVELOPMENT MANAGER  
CUBES COFFEE COMPETENCE

This is the second time we have participated in Hanoi. We attending Food & Hospitality to connect with the right customer base because our company specializes in providing solutions for restaurants, hotels, and equipment for food and beverages. Food & Hotel Hanoi serves as a bridge for easier access to the international market. It's also a way for my company to connect with the restaurant and hotel industry in the best possible manner as well as promote our brand worldwide.

”



# WHY EXHIBIT?



## MEET YOUR TARGET AUDIENCE

Food & Hospitality Hanoi (FHH) opens a direct route for you to North Vietnam's expanding food & hospitality industry. Whether you are a manufacturer or distributor, FHH is specially designed for you to meet face-to-face with thousands of potential clients & partners, not just within the North but spanning across Vietnam, who are engaged in various areas of Food & Hospitality and who are actively looking for suppliers like you.

## DEVELOP NEW BUSINESS RELATIONSHIPS

Create new business networks and develop new business opportunities with our quality buyers at Food & Hotel Hanoi.

## ENHANCE BRAND IMAGE

Food & Hospitality Hanoi provides the perfect opportunity to highlight your best in the most vivid and effective manner through live demonstrations, food tastings or other innovative ways to attract your potential buyers. Seeing is believing and demonstrating is proving!



## INSIGHTFUL CONCURRENT EVENTS

Series of concurrent events such as technical seminars, international conference, workshops will help business not only increase brand awareness but also enhance employees skills.

# EXHIBIT WITH US FOR THESE PERKS



EMAIL CAMPAIGNS



TELE MARKETING



DIGITAL SHOWROOM



SOCIAL MEDIA



CONFERENCES



SPONSORSHIP



CUSTOMIZED E-CARD



PRESS RELATIONS

# EXHIBIT PROFILES

## BAKERY, PASTRY & GELATO

- + Baked Goods / Desserts
- + Baking Ingredients / Raw Materials
- + Equipment & Accessories



## COFFEE / TEA

- + Coffee Beans / Grounds
- + Coffee / Tea Beverage
- + Equipment & Supplies
- + Ingredients / Products



## FOOD & BEVERAGE

- + Beverage
- + Canned / Processed Food
- + Chilled / Frozen Food
- + Condiments / Seasonings / Oil
- + Confectionery / Snacks / Candy
- + Convenience Food
- + Dairy & Eggs
- + Fine / Specialty Food
- + Fruits & Vegetables
- + Grains & Pulses
- + Halal
- + Health / Natural / Organic Food
- + Ingredients
- + Meat & Poultry
- + Plant-Based Food
- + Preserved Food
- + Seafood
- + Vegan / Vegetarian



## FOOD TECH / PACKAGING / DISPOSABLES

- + Accessories
- + Agriculture Technology
- + Automation Technology
- + Disposables
- + Materials
- + Operations, Safety and Quality Management
- + Packaging Technology
- + Processing Technology
- + Refrigeration and Air-Conditioning Technology
- + Transport, Storage, Logistics
- + Hospitality Fittings & Supplies
- + Smallwares & Accessories
- + Tabletop



## HOSPITALITY TECHNOLOGY

- + Automation / Robotics / Technology
- + Management & Systems
- + Retail
- + Telecommunications / Entertainment Systems and Services



## WINES / SPIRITS / ALCOHOLIC DRINKS

- + Wine Equipment & Accessories
- + Other Alcoholic Drinks
- + Wine Services
- + General



## INDUSTRY SERVICES

- + Cleaning Solutions
- + Food Quality Measurement & Control
- + Franchises
- + Government Agencies
- + Media
- + Private Label Manufacturing
- + Trade Organisation / Association
- + Trade Publication



## FOODSERVICE & HOSPITALITY EQUIPMENT

- + Catering / Foodservice Equipment & Supplies
- + Hospitality / Hygiene & Cleaning Equipment & Supplies
- + Refrigeration / Cold Storage / Logistics



# VISITOR PROFILES

- Airline / Cruise Liners
- Bakery & Confectionery
- Bakery & Confectionery Equipment & Supplies
- Beverage & Drink
- Beverage & Drink Equipment & Supplies
- Catering – Government / Military / School / Hospital
- Catering – Industrial/Offshore
- Coffee & Tea
- Coffee & Tea Equipment
- Event / Conference Organiser
- F&B / Hospitality Consultancy & Management Service
- Fitness Centre / Spa & Wellness
- Food

- Foodservice (i.e. Bistro, Restaurant, Café, Bar, Industrial Kitchen...)
- Foodservice Equipment
- Hospitality Equipment & Supplies
- Hotel / Resort / Casino / Accommodation
- Property Development & Management
- Publication, Press & Media
- Retail (Butchery / Deli / Gourmet Store, Grocery Store / Convenience Store
- Serviced Apartment
- Supermarket / Hypermarket
- Trade Association / Government Agency / Academia
- Travel Agent/ Tour Operator / OTA

## WHAT ARE THE GOALS OF TOURISM IN HANOI?

The Hanoi Department of Tourism reports that the number of international visitors to the city has increased by one million in the first two months of 2024, thanks to tourism stimulus programs, advertising, and promotion efforts. To attract more international visitors and increase spending, travel companies and the tourism association are improving service quality.



## QUALITY IS VALUED MORE THAN QUANTITY

Hanoi is considered one of the 15 most affordable tourist destinations for 2024 by the Wethrift website. Hanoi achieved this status by providing tourists with affordable services, such as public transportation, self-catering accommodation, and affordable restaurants. Additionally, tours and attractions around the city are also affordable, with an average price of less than 60 USD, according to Wethrift's survey.

Providing high-quality products and services at reasonable prices is essential to retain tourists for a long time and make them come back. This is reinforced by Prime Minister Pham Minh Chinh's directive for comprehensive, fast, and sustainable tourism development. The directive includes researching how to create further breakthroughs in the visa policy to attract high-end tourists.

## NUMEROUS NEW PRODUCTS WILL BE AVAILABLE SOON

In the coming period, Hanoi will focus on promoting cultural and heritage values associated with tourism, building the image of a "Civilized - Civilized - Modern" city, "City for Peace", and "Creative City." The city will also form unique and attractive tourism products based on existing advantages. Furthermore, new types of products will be developed, such as inland waterway tourism routes along the Red River, West Lake, Dong Mo Lake, agricultural tourism, experiential tourism, and sports tourism.

Finally, the Hanoi Department of Tourism aims to implement administrative reform and digital transformation, making online public services more accessible to

businesses and tourists. The department is focused on digitizing tourism data and creating a smart tourism digital map to benefit businesses and tourists. Increasing the use of information technology in communication and promoting the tourism image of Hanoi to domestic and international tourists is also a priority.



## WHAT TO EXPECT AT FOOD & HOSPITALITY HANOI 2025?

HANOI SALON CULINAIRE 2025

SEMINAR | WORKSHOP | EXPERT TALK

VIETNAM BARISTA COMPETITION

PRESS CONFERENCE

VIETNAM AROMASTER CHAMPIONSHIP

ROADSHOW

## EXHIBITION RATE



**SPACE ONLY**

**USD 408/sqm**

VND 10,175,000/m<sup>2</sup>



**STANDARD PACKAGE**

**USD 475/sqm**

VND 11,840,000/m<sup>2</sup>



**PREMIUM PACKAGE**

**USD 489/sqm**

VND 12,210,000/m<sup>2</sup>

\*Price is applied for 1 sqm and not included VAT, compulsory fee

## CONTACT US:

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