



CO-LOCATED EVENT:



04-06  
OCTOBER 2022

THE 5<sup>TH</sup> INTERNATIONAL MINING & MINERALS  
RECOVERY EXHIBITION FOR VIETNAM

# POST SHOW REPORT



INTERNATIONAL CENTER FOR EXHIBITION (ICE),  
HANOI, VIETNAM

ORGANISED BY



informa  
markets

SES Vietnam Exhibition  
Services Company  
Limited



# SHOW OVERVIEW

During 3 successful days of exhibition, Mining & Construction Vietnam 2022 in conjunction with Construction Vietnam 2022 has created a trading place for the mining and construction industry in Vietnam. Taking place at International Center for Exhibition, Hanoi, Vietnam from 4<sup>th</sup> – 6<sup>th</sup> October 2022, Mining & Construction Vietnam 2022 attracted 2,703 trade visitors to come and do business at the exhibition.

After 4 editions serving Vietnam's mining and mineral recovery industries, Mining & Construction Vietnam has become a trustful business platform to connect suppliers and buyers globally. Besides significant technology showcases, Mining & Construction Vietnam 2022 also delivered a series of concurrent events such as informative technical seminars, industry conferences and workshops. This is a chance for businesses not only to increase brand awareness but also to enhance employees' skills.

## EVENT STATISTICS

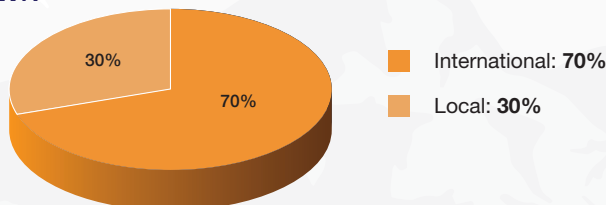


*\*Statistics updated as of 14<sup>th</sup> October 2022.*

## EXHIBITOR ANALYSIS

TOTAL NUMBER OF EXHIBITING COMPANIES: **93**

### GEOGRAPHICAL BREAKDOWN



TOTAL NUMBER OF PARTICIPATING COUNTRIES/REGIONS: **17**



### GROUP PAVILIONS

3 GROUPS including ■ China ■ Czech Republic ■ Poland

### TOP LEADING PARTICIPATING COMPANIES



## EXHIBITOR EVALUATIONS

“ I highly evaluated the professionalism of the Organiser. I saw many visitors who have indeed demanded to find out their suppliers and learn about product specifications. I think this exhibition is a good place not only for Binh Minh but also for other equipment suppliers who exhibit here. Through the event, we can introduce our products and get in touch with our customers. ”



**Mr. La Tuan Hoang**  
Sales Manager  
Binh Minh JSC

“ We feel that this exhibition is very well organized, creating an opportunity for everyone to have a space to exchange and learn from each other. We also hope at the next exhibitions, we can be able to continually participate. ”



**Mr. Yang Ming**  
General Director  
Fuli Vietnam CO., LTD

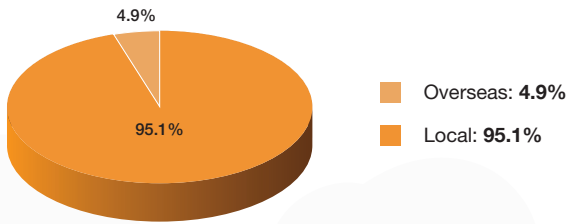
“ This is the first time we are exhibiting in Mining Vietnam in Hanoi, so we are very pleased to be here and enjoy myself here. The visitors turning up in this exhibition have been surprisingly very good and I'm very pleased with the quality of customers or the visitors they are coming in. ”



**Mr. Aaron Choi**  
Regional Manager (Singapore & Indochina)  
JSG Industrial PTE LTD

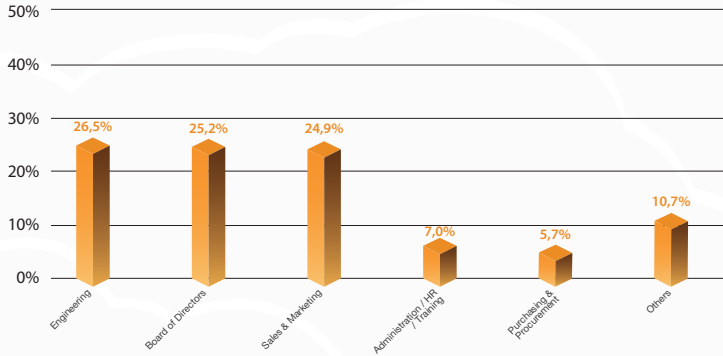
# VISITOR ANALYSIS

## BREAKDOWN BY GEOGRAPHY

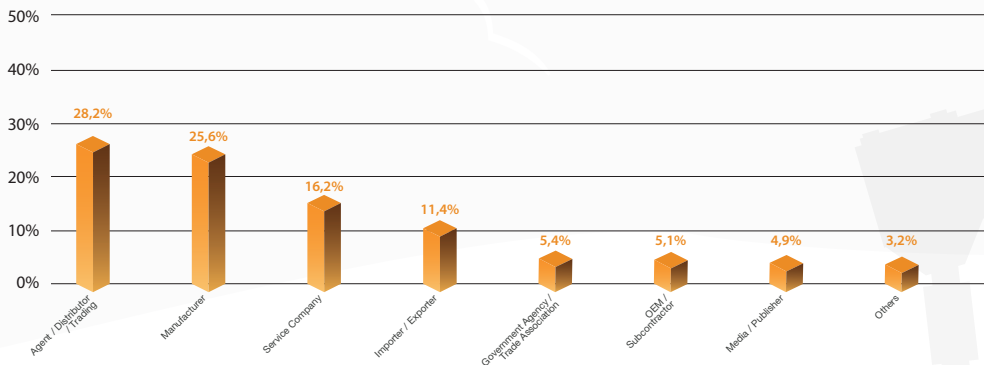


\*Country Listing: Australia, Austria, China, Czech Republic, Germany, Ireland, Japan, Malaysia, Netherlands, Poland, Russia, Singapore, South Korea.

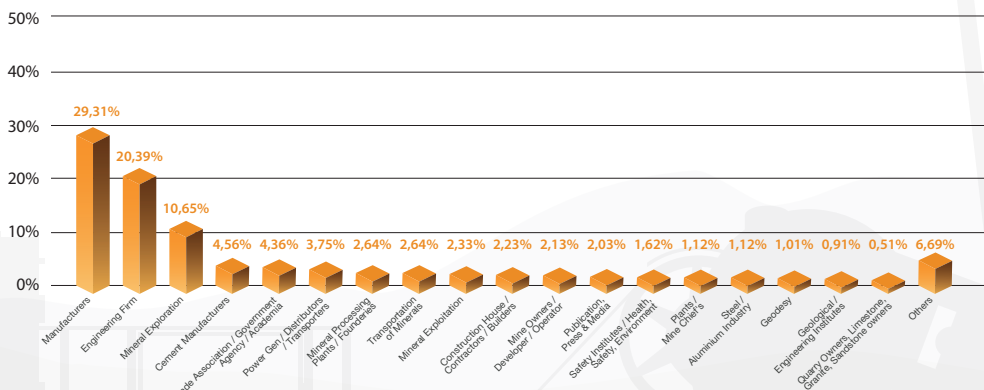
## BREAKDOWN BY DEPARTMENT



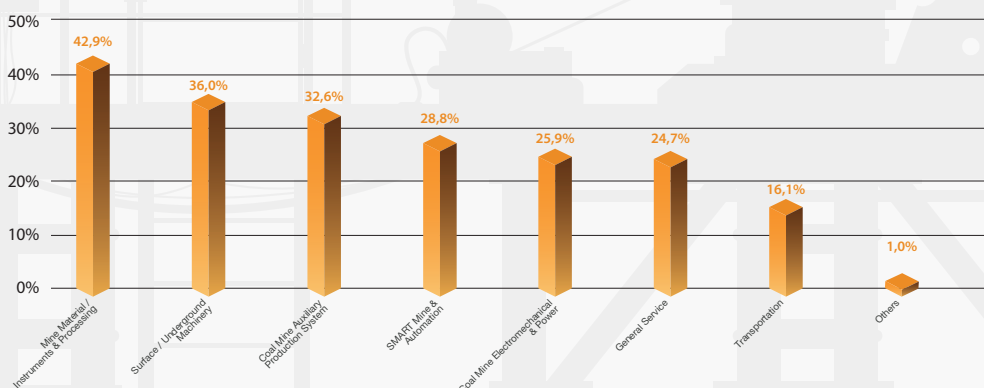
## BREAKDOWN BY BUSINESS NATURE



## BREAKDOWN BY BUSINESS ACTIVITY



## BREAKDOWN BY PRODUCT / SERVICE INTEREST



TOTAL NUMBER  
OF VISITORS

2,703

92,33%

Visitors satisfied  
with Mining  
Vietnam 2022

93,93%

Visitors will  
recommend the  
exhibition to  
friends/ colleagues

90,71%

Visitors willing  
to attend  
Mining Vietnam  
2024

## || OPENING PRESS CONFERENCE

The opening press conference occurred with the welcome of more than 80 media representatives, reporters and all related guests. The spotlight of this press conference was the show up of Mr. Nguyen Ngoc Co-Deputy General Director, Vietnam National Coal and Mineral Industries Holding Corporation Limited; Mr. Yang Ming – General Manager, Sany Fuli and Mr. BT Tee - General Manager, Informa Markets Vietnam who brought the most promising speeches to Mining & Construction Vietnam 2022.



## || TECH THEATRE

A series of technical seminars gathered the presentation from leading exhibitors to introduce the latest technology, equipment and solutions applying mining and mineral recovery industry in Vietnam. The programme was value-added benefits to help exhibitors enhance their presence at the event.

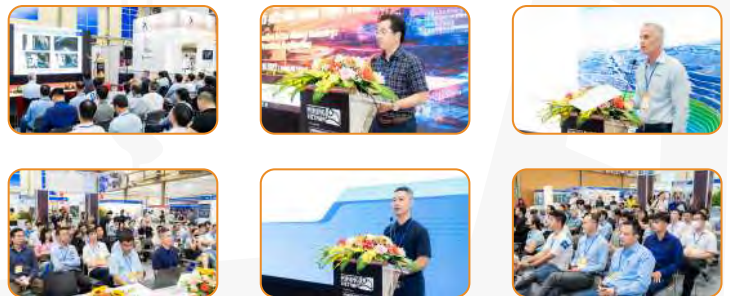


## || SEMINAR #1: DIGITALIZATION IN THE MINING INDUSTRY: FROM THEORY TO PRACTICAL APPLICATION



**4<sup>th</sup> October 2022 | 13:30 – 16:30**

The seminar focused on optimization of mining operations, digitization and technologies of the mining industry presented by leading industry experts. The seminar was presented by Prof. Dr. Bui Xuan Nam - Vice Rector, Hanoi University of Mining and Geology (HUMG); Dr. Dang Van Kien - Ph.D. Vice Head of Underground construction and mining, Hanoi University of Mining and Geology; Mr. Shane Domaschenz - Key Account Manager, Deswik, Australia; Dr. Le Tien Dzung - Senior Lecturer Underground mining department, Hanoi University of Mining and Geology; Eng. Tran Van Thanh - Head of Planning and Technical Department, Phuoc Son gold company limited; Assoc/Prof. Dr. Nguyen Anh Tuan - Surface mining department, Hanoi University of Mining and Geology and MSc. Hoang Thi Xuan, GAVAQ Solutions.



## || SEMINAR #2: MINING 4.0 - APPLICATION OF TECHNOLOGIES, SIMULATION, DIGITALIZATION & ROBOTS FOR MINING INDUSTRY



**5<sup>th</sup> October 2022 | 9h00 – 16h30**

The seminar focusing on new technologies (Big Data, IoT, AI, Robotic, digitalization, new materials and designs) for the mining industry has gathered top experts and engineers to exchange information and knowledge about a trendy development direction for the mining industry. The seminar was presented by MSc. Nguyen Ngoc Vinh - Director of Solutions and Business Development, Arcstone Vietnam; Mr. Thanh Le - Technical Manager, Altair Viet Nam; Mr. Do Hoang Minh - CEO ARAR; Mr. Ngo Van Trong - Bao Chi Ltd; Dr. Le Anh Vu - CTO ARAR/Senior Researcher Roar Lab (Singapore); experts from Truetechn; Mr. Nguyen Anh Tu - Head of GEXCEL APAC division.





# PROMOTION CAMPAIGNS

## SOCIAL MEDIA



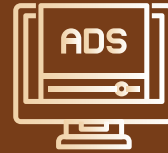
## EMAIL MARKETING



## TELEMARKETING



## ONLINE & PRINTED ADVERTISING



## OUTDOOR ADVERTISING



## SOCIAL MEDIA

MINING VIETNAM

**213.147** Reaches  
**9.077** Engagements  
**344** Likes & Follows

## EMAIL MARKETING

**34**  
E-news Blasts to  
**20,700+**  
Email entries



## TELEMARKETING

**8.000**  
Calls in duration  
of 3 months



## ONLINE & PRINTED ADVERTISING

**111 ARTICLES**

on trusted business platform including:

- BAODAUTHAU, CAFÉ F
- DIEN DAN DOANH NGHIỆP
- DAU TU ONLINE, DAN TRI
- NHIP CAU DAU TU, VTV NEWS
- SAIGON TIMES WEEKLY
- THANH NIEN, KINH TE SAI GON
- THE LEADER, VIETNAMNEWS
- VNECONOMY, VIR ONLINE



DAN TRI



THANH NIEN



THE LEADER



VIETNAMNEWS



VTV ONLINE

## OUTDOOR ADVERTISING







CO-LOCATED EVENT:



# SEE YOU AT OUR UPCOMING EVENT IN 2024!

**23-25**  
**APRIL 2024**

INTERNATIONAL CENTER FOR EXHIBITION (ICE),  
HANOI, VIETNAM

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## RESERVE YOUR SPACE AT MINING VIETNAM 2024 CONTACT US!

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