



FHV
FOOD & HOSPITALITY
VIETNAM

CO-LOCATED EVENTS

HOTELEX
Vietnam

ORECA
VIETNAM

24 – 26 MARCH 2027

HALL A & B1, SECC, HCMC

THE 14TH

INTERNATIONAL FOOD & DRINK, HOTEL, RESTAURANT, BAKERY AND FOODSERVICE EQUIPMENT, SUPPLIES & SERVICES EXHIBITION IN VIETNAM



ORGANIZER



SES Vietnam Exhibition
Services Company
Limited

KEY EVENTS



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f Food & Hospitality Vietnam

🌐 www.foodnhospitalityvietnam.com

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FOOD & HOSPITALITY VIETNAM 2027 WHERE INNOVATION MEETS GROWTH OPPORTUNITY

Returning from 24–26 March 2027 at Hall A & B1, Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City, Food & Hospitality Vietnam 2027 brings together the brands, buyers, and industry players shaping the future of food & hospitality. From premium F&B products to cutting-edge hospitality solutions, this is where innovation turns into real business across one of Southeast Asia's fastest-evolving markets!

FOOD & HOSPITALITY VIETNAM 2026 AT A GLANCE

17,279

Trade Attendees

400

Exhibiting Companies

13,000_{m2}

Exhibition Space

19

Group Pavillions

36

Countries/Regions

EXHIBITOR SATISFACTION

81%

of exhibitors satisfied
with the show

73%

of exhibitors will
return in 2027

72%

of exhibitors will recommend
Food & Hospitality Vietnam
to friends or colleagues

“ EXHIBITOR Sharing



MR. GAURAV SHARMA

General Manager – Southeast Asia
UNOX

Food & Hospitality Vietnam is a great place to connect with important customers and industry partners. Every year, I see the organization and quality of visitors continuing to improve. Vietnam is a dynamic market full of opportunities, and we definitely see strong potential here.



MR. NGUYEN HOANG HIEP

Commercial Director
Luong Gia Food Technology Joint
Stock Company (OHLA)

Food & Hospitality Vietnam is always a highly professional event that brings together F&B businesses from Vietnam and around the world. For us, two words best describe the exhibition: 'Connection' and 'Solutions'. Each time we participate, we gain market insights, connect with customers, and are able to introduce our new products to the world.



MS. NGUYEN THI NGOC

Managing Director
Atlas Finefood Vietnam Co., Ltd

Our company has participated in Food & Hospitality Vietnam since 2010 and has attended almost every edition. The event gives customers an opportunity to connect/reconnect with our brand, discover our latest products, and see how our business continues to grow in this dynamic market.

✓ WHY EXHIBIT?

🎯 REACH YOUR TARGET AUDIENCE



Meet face-to-face with quality buyers, distributors, importers, and decision-makers from across Vietnam and around the world actively seeking new products, solutions, and business partnerships.

📈 DISCOVER WHAT'S NEXT



Explore emerging trends, market developments, and new industry perspectives through a dynamic lineup of seminars, workshops, competitions, and expert-led sessions.

★ ELEVATE YOUR BRAND PRESENCE



Bring your brand to life through live demonstrations, tastings, product launches, and interactive experiences designed to capture attention and enhance market visibility.

🤝 FORGE STRATEGIC PARTNERSHIPS



Connect with valued buyers through tailored 1:1 meetings and turn conversations into strategic business partnerships.



EXTEND YOUR BRAND REACH BEYOND THE SHOW FLOOR



EMAIL MARKETING



SOCIAL MEDIA



PRESS CONFERENCE



PUBLIC RELATION



EVENT WEBSITE



CUSTOMIZED E-INVITATION



TELEMARKETING



SPONSORSHIP



PRODUCT CATALOGUE

EXHIBIT PROFILES

BAKERY, PASTRY & GELATO



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

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

FOODSERVICE & HOSPITALITY EQUIPMENT



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

COFFEE / TEA



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

HOSPITALITY TECHNOLOGY



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

INDUSTRY SERVICES



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



VISITOR PROFILES

BUSINESS ACTIVITIES

- Airline / Cruise Ship
- Bakery & Confectionery
- Bakery / Confectionery Equipment and Accessories
- Refreshments & Drinks
- Beverage Equipment & Accessories
- Catering Services – Government / Military / Schools / Hospitals
- Catering Services – Industrial / Outdoor
- Tea & Coffee
- Tea & Coffee Equipment
- Exhibition / Conference Organization
- F&B / Hotel management & Consulting services
- Fitness center / Spa & Wellness
- Food

- Food services (e.g. Restaurants, Cafes, Bars, Commercial Kitchens...)
- Foodservice Machinery and Equipment
- Hospitality Equipment
- Hospitality Services
- Property Development & Management
- Press & Media
- Retail (Butcher / Gourmet, Grocery / Convenience Store)
- Serviced Apartment
- Supermarket / Hypermarket
- Trade Associations / Government Agencies / Education – Training
- Travel and Tour Services Business

BUSINESS NATURE

- Distributor / Wholesaler / Retailer
- Government Agencies / Trade Associations / Education – Training
- Importer / Exporter
- Investor / Developer

- Manufacturer
- Press & Media Partners
- Operational Management
- Services / Consultancy

MARKET PULSE: GLOBAL TRENDS - LOCAL INNOVATIONS - NEW OPPORTUNITIES

Drawing from leading industry reports and market insights, this feature the emerging trends, innovations, and evolving consumer behaviors reshaping Vietnam's food & hospitality landscape.

VIETNAM'S COFFEE INDUSTRY BREWS A NEW ERA OF GROWTH

Vietnam's coffee exports exceeded **USD8.6 billion** in 2025, reinforcing the country's rising position within the global premium coffee market. Driven by rising demand for specialty coffee, modern café experiences, artisanal roasting, and sustainable sourcing, the industry is rapidly shifting toward higher-value products and experiences.



TOURISM BOOM FUELS VIETNAM'S NEXT PHASE OF HOSPITALITY GROWTH

Vietnam recorded **8.8 million international arrivals** in the first four months of 2026, a **23.8% increase** year-on-year. Supported by expanded visa policies, stronger air connectivity and tourism infrastructure investments, the country continues to emerge as one of Asia's fastest-growing markets. With the hospitality market projected to exceed **USD 38 billion by 2031**, the sector continues to attract enormous expansion and investment.



TECHNOLOGY IS CHANGING HOW BUSINESSES OPERATE

QR ordering, self-service kiosks, loyalty ecosystems, AI-assisted engagement, cloud kitchens, and integrated POS systems are rapidly becoming part of Vietnam's evolving food & hospitality landscape. As businesses respond to rising operational pressure and changing consumer expectations, technology is no longer just supporting operations — it is reshaping how brands engage customers, improve efficiency, and scale for growth.



EXPERIENCE BECOMES THE NEW DINING STANDARD

Lifestyle cafés, chef-driven concepts, specialty bakeries, and immersive dining experiences are reshaping Vietnam's F&B landscape. Across the market, businesses are placing greater emphasis on atmosphere, presentation, and social engagement as consumers place growing value on where and how they dine — not just what they consume.



Sources: Mordor Intelligence, Vietnam Investment Review, VietnamPlus & EHL Hospitality Outlook Report 2026.



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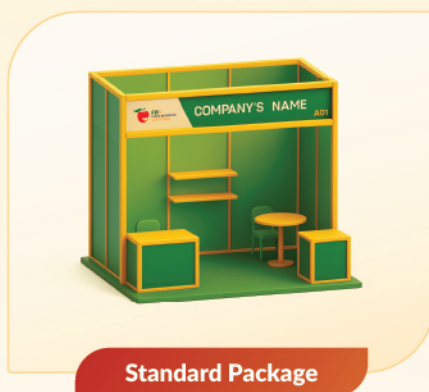
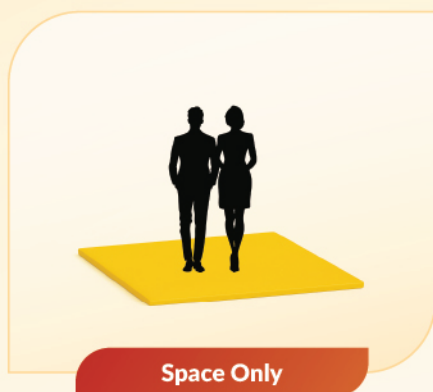
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WHAT TO EXPECT AT FOOD & HOSPITALITY VIETNAM 2027?

- VIETNAM CULINARY CHALLENGE
- VIETNAM BARISTA COMPETITION
- VIETNAM AROMASTER CHAMPIONSHIP
- VIETNAM PROFESSIONAL HOUSEKEEPING CHAMPIONSHIP
- INTERNATIONAL CONFERENCES
- PRESS CONFERENCE / ROADSHOWS

SELECT & SECURE YOUR STAND RIGHT NOW!



**Booth images are for illustration only. Contact us for your tailored solution!*

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Informa Markets creates the platforms for industries and specialist markets to trade, innovate and grow. We have a portfolio of more than 550 global B2B events and brands in numerous industries, such as healthcare and pharmaceuticals, infrastructure, construction and real estate, fashion and apparel, hospitality, food and beverage, health, nutrition, and many more. Through direct connection, deep digital content, and application data solutions, we help our international clients and partners to interact, experience and conduct business. We assist in realizing a variety of specialized markets and creating growth prospects as the top expo organizer in the world.

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