



**FHV**  
FOOD & HOSPITALITY  
VIETNAM

**24 – 26 MARCH 2026**

SAIGON EXHIBITION & CONVENTION CENTER (SECC)  
799 Nguyen Van Linh, District 7, HCMC, Vietnam

## THE 13<sup>th</sup> INTERNATIONAL FOOD & DRINK, HOTEL, RESTAURANT, BAKERY AND FOODSERVICE EQUIPMENT, SUPPLIES & SERVICES EXHIBITION



### ORGANIZER



**informa**  
markets

SES Vietnam Exhibition  
Services Company  
Limited



### KEY EVENTS



### SECURE YOUR BOOKING TODAY



[fhv@informa.com](mailto:fhv@informa.com)



Food & Hospitality Vietnam



[www.foodnhospitalityvietnam.com](http://www.foodnhospitalityvietnam.com)



+84 28 3622 2588

# ABOUT THE SHOW

For over a decade, Food & Hospitality Vietnam has been the premier exhibition shaping Vietnam’s vibrant food, beverage, and hospitality sectors. Recognized as the leading tradeshow in the industry, it’s the ultimate platform for professionals in food & beverage, hotels, restaurants, bakeries, food service, and more. Each edition brings unparalleled success, establishing Food & Hospitality Vietnam as the go-to destination for industrial insights, boundless business opportunities, and a commitment to a sustainable future.

Building on this legacy, the next edition of Food & Hospitality Vietnam will elevate its role in driving the future of food, drink, and hospitality services. Mark your calendar **24–26 March, 2026** for an experience full of inspiration, innovation, and connections. Join us to explore all the exciting opportunities Food & Hospitality Vietnam 2026 has to offer!

## NOTABLE STATISTICS FROM FOOD & HOSPITALITY VIETNAM 2024



## EXHIBITOR SATISFACTION



## EXHIBITOR SHARING

“

**MR. VU TRAN**  
CEO  
TIM CORP

This is the second consecutive time that we have participated in the Food & Hospitality Vietnam held in Ho Chi Minh City. Because our company's main activities are in the F&B sector and our primary market is the Horeca industry, participating in Food & Hospitality Vietnam is essential. We have made commitments with suppliers to participate together regularly in the coming years. Therefore, it is certain that in 2026, we will have a booth, and hopefully, it will be even bigger.

”

“

**MR. JONATHAN ECKLEY**  
HEAD OF INTERNATIONAL TRADE DEVELOPMENT  
AHDB - AGRICULTURE & HORTICULTURE DEVELOPMENT BOARD

This is the second time we've exhibited in Food & Hospitality Vietnam. Vietnam is the new market for us to explore the opportunity and our insight tells us that FHV is probably the best show for us to exhibit particularly it's based down here. It's really important we meet people face to face and that is what the show enables us to do. The international meeting diary business is all about building relationships and being here to meet people

”

# WHY EXHIBIT?

## REACH YOUR TARGET AUDIENCE

Offers direct access to Vietnam's booming food & hospitality sector. Whether you're a manufacturer or distributor, Food & Hospitality Vietnam is specifically designed for you to connect face-to-face with thousands of potential clients and partners in Vietnam who are actively seeking suppliers like you.



## BUILD NEW BUSINESS CONNECTIONS

Ideal platform to create valuable business networks and explore new opportunities with high-quality buyers from across the food and hospitality industry in Vietnam.

## STRENGTHEN OUR BRAND

Showcase your best products in a dynamic and engaging way through live demonstrations, food tastings, and other innovative presentations. The exhibition allows you to bring your brand to life and attract new customers—because seeing is believing!



## INSIGHTFUL CONCURRENT EVENTS

Boost your brand and sharpen your team's skills with a series of concurrent events including technical seminars, international conferences, and hands-on workshops designed to increase visibility and expertise in the industry.

# EXHIBIT WITH US FOR THESE PERKS



EMAIL CAMPAIGNS



TELEMARKETING



SHOW DIRECTORY



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



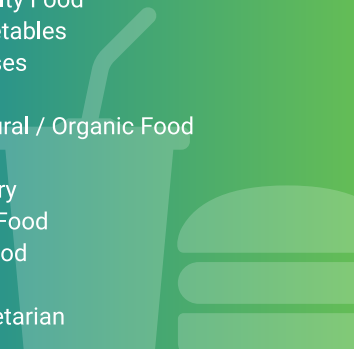
## FOOD TECH / PACKAGING / DISPOSABLES

- + 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



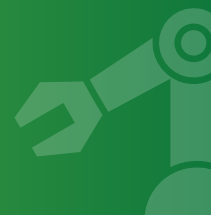
## FOOD & BEVERAGE

- + 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



## HOSPITALITY TECHNOLOGY

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



## INDUSTRY SERVICES

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



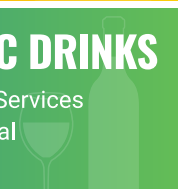
## FOODSERVICE & HOSPITALITY EQUIPMENT

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



## WINES / SPIRITS / ALCOHOLIC DRINKS

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



# 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



# 8 TRENDS SHAPING THE FUTURE OF CULINARY

The UFS Future Menus - Cuisine Trends 2024 Report highlights 8 key global trends that chefs can incorporate into their menus to stay ahead in the evolving culinary world:

## Taste Explosion: Pushing Culinary Boundaries

Today's diners crave more than just a good meal—they seek unique, sensory experiences that surprise and delight. In a world where sensory overload is the new standard, chefs are challenged to create bold, experimental dishes that go beyond traditional flavors and awaken new taste sensations.

## Hometown Flavors: Honoring Local Specialties

This trend focuses on using fresh, seasonal, locally sourced ingredients to create dishes that tell a story of the land and its people. By celebrating regional flavors, chefs not only enhance the taste of their dishes but also foster a deeper connection with the local community.

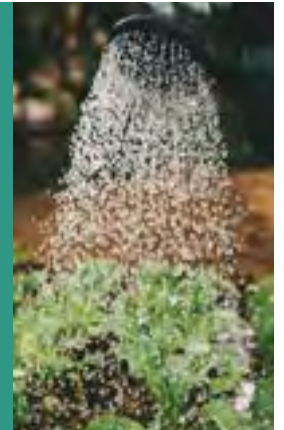


## Minimalist Menus, Maximum Creativity

A minimalist menu approach is gaining popularity, helping chefs streamline ingredients and operations while reducing costs. This trend appeals to diners seeking healthier, sustainable dining options. It encourages chefs to be creative with fewer resources, providing a platform for innovation and green culinary practices.

## Innovating Familiar Dishes: New Twists on Comfort Food

While comfort food remains a favorite, today's diners also crave something fresh and exciting. This trend involves reimagining classic dishes by infusing them with new flavors, cultural elements, or modern techniques. It's about breathing new life into familiar meals, blending nostalgia with novelty.



## Vegetables and Fruits: The New Stars

Vegetables and fruits are becoming key ingredients in innovative dishes, attracting a new generation of health-conscious diners. Beyond their nutritional value, they offer vibrant colors and diverse flavors. Chefs are finding creative ways to highlight these ingredients, elevating them to the forefront of modern cuisine.

## The Rise of Plant Proteins

Flexitarianism—the practice of mixing plant-based meals with occasional meat consumption—is on the rise. Many diners are choosing to incorporate more vegetarian options into their diets, even if they aren't fully vegetarian. This opens up opportunities for chefs to create diverse, plant-forward menus that are both cost-effective and environmentally friendly.



## Sharing and Connection: Spices for the Soul

Dining today is not just about food; it's about connection. As people gather around the table to share meals, chefs have the opportunity to create dishes that foster a sense of community. This trend encourages the blending of culinary styles and spices to craft memorable, shareable experiences that bring people together.

## Healthy Eating for a Balanced Life

As consumers become more health-conscious, they are increasingly seeking dishes that balance taste and nutrition. This trend emphasizes lighter options with lean proteins, fresh vegetables, and healthier preparation methods. The focus is on meals that promote overall well-being, helping diners feel good while enjoying delicious food.





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VIETNAM

## WHAT TO EXPECT AT FOOD & HOSPITALITY VIETNAM 2026?

VIETNAM CULINARY CHALLENGE  
VIETNAM BARISTA COMPETITION  
VIETNAM AROMASTER CHAMPIONSHIP

INTERNATIONAL CONFERENCE  
PRESS CONFERENCE  
ROADSHOWS

## EXHIBITION RATE



### SPACE ONLY

**USD 434/sqm**

VND 10,857,000/m<sup>2</sup>  
(min. 24m<sup>2</sup>)



### STANDARD PACKAGE

**USD 499/sqm**

VND 12,482,000/m<sup>2</sup>  
(min. 9m<sup>2</sup>)



### PREMIUM PACKAGE

**USD 519/sqm**

VND 12,982,000/m<sup>2</sup>  
(min. 18m<sup>2</sup>)

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

## CONTACT US:

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## ABOUT INFORMA MARKETS

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 Exhibition organizer in the world.

For more details, please visit: [www.informamarkets.com](http://www.informamarkets.com), [www.foodnhospitalityvietnam.com](http://www.foodnhospitalityvietnam.com)