THE 10TH INTERNATIONAL
FOOD & DRINKS, HOTEL, RESTAURANT, BAKERY &
FOODSERVICE EQUIPMENT SUPPLIES SERVICES
EXHIBITION AND CONFERENCE
Since its inception in 2004, Food&HotelVietnam has successfully established and maintained a good reputation as the most efficient platform for food and hospitality industry in Vietnam and beyond. In the last edition in 2017, the exhibition brought together over 12,842 trade buyers to source the latest products, network and get immersed in industry insights through a series of educational & inspiring events.

At Food&HotelVietnam2019 - the 10th International Exhibition of Food & Drinks, Hotel, Restaurant, Bakery & Foodservice Equipment, Supplies & Services, 650 exhibitors from 38 countries & regions will fill 12,000 square meters of the Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City to demonstrate their new food & beverage, coffee, wine & spirits products, innovative equipment & hospitality technologies.

Vietnam’s future continues to look positive with GDP projected to increase to 6.3% in 2017, according to a report released by the World Bank on July 13. Thanks to rapid implementation of the Vietnam-EU and active participation in a growing number of free trade agreements, Vietnam witnessed an impressive 54.8% rise of FDI capital in the first half year, worth US$19.22 billion and which is projected to reach US$30 billion of the total registered capital by the end of 2017 (MPI’s Foreign Investment Agency Vietnam).

Agriculture, food, real estate and services rank among the most attractive markets for FDI big providers including Korea, Japan, Singapore and Taiwan. The following key market highlights promise Bright prospects for the food & hospitality industry:

- **15% of total annual GDP** is for food consumption, with a steady growth rate of 18% the following years.
- **10.9% increase** of food industry projected for 2015-2020 period
- **TOP 6** most-attractive retail markets in the world in 2017, with 45% rise of modern retail channels to 2020, including 1300 supermarkets, 300+ trade centers and thousands of convenience stores (by Global Retail Development Index)
- **15% increase** in the total number international visitors projected by the end of 2017, reaching the revenue target of US$20 billion
- **20 million international tourists** are expected to arrive to Vietnam in 2020, up to 10 million compared to the previous statistics
- **SIGNIFICANTLY INCREASING NUMBER** of international visitors thanks to visa exemption for five more European countries nations (UK, France, Germany, Italy, Spain), increasing the total number of countries with visa-free to Vietnam up to 77 nations
- **2,500 - 2,200 - 2,000** new hotels will open in top-spot destinations Da Nang - Nha Trang - Phu Quoc respectively in the year of 2018
- **A LARGE NUMBER** of forthcoming real estate projects are promising the great leap forward for the hospitality industry, including: The Ho Tram Strip by Harbinger Capital Partners (estimated cost to US$4.2 billion, The Pearl of Asia in Phu Quoc Island by Trustee Suisse Group and Vinaconex (worth US$2 billion), the Coastal Hill Hotel belongs to FCL Group with US$123 million in total investment and more.
VISITORS BY BUSINESS ACTIVITY

54.2% HOSPITALITY MANAGEMENT & SERVICES
- Restaurants / Cafés / Bars
- Consultancy / Management Service - F&B / Hospitality
- Hotels / Resorts
- Cleaning / Hygiene Products & Services Suppliers
- Property Development / Management
- Hotel Chain Owners
- Country Club / Serviced Apartment
- Event / Conference Organisers
- Spa and Wellness / Fitness Centres

25.4% IMPORTERS / WHOLESALERS / DISTRIBUTORS
- Food & Drinks
- Hospitality Equipment & Supplies
- Bakery and Confectionery
- Equipment & Supplies
- Kitchenware & Accessories

7.7% RETAILERS
- Bakeries & Confectioneries
- Supermarkets / Hypermarkets
- Grocery Stores / Convenience Stores

7.3% MANUFACTURING
- Food & Drinks Manufacturers
- Hospitality Equipment & Supplies Manufacturers

3.4% FOODSERVICE
- Hospitality & Industrial Catering
- Airlines / Cruise lines / Rails / Offshore
- Government / Military / School / Hospital
- Institutional Catering

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VISITORS BY PRODUCT & SERVICE INTEREST(*)
(*) Buyers may tick many options

61.7% FOOD & DRINKS
- Baked Goods and Pastries
- Chilled & Frozen Food
- Coffee Beans / Pods
- Confectionery / Snacks / Candy
- Dairy Product
- Drink & Beverage - Non - alcoholic
- Drink & Beverage - Alcoholic
- Fresh
- Gelato / Ice cream
- Ingredients
- Instant Coffee / Tea
- Meat & Poultry
- Processed & Convenience Food
- Sauces and Seasonings
- Seafood
- Snacks
- Specialty / Fine food
- Staple Food
- Tea Leaves / Bags

35.7% HOSPITALITY & EQUIPMENT & SUPPLIES
- Bakery & Confectionery and Pastry Equipment
- Banqueting Furniture and Supplies
- Bar, Coffee & Beverage Equipment and Supplies
- Cleaning Equipment & Supplies
- Fitness & Leisure
- Foodservice & Catering Equipment
- Food Preparation Equipment & Supplies
- Furnishing & Fixtures
- Gelato / Ice cream Machines
- Guest Amenities
- Hospitality Information Systems
- Housekeeping Supplies & Services
- In-room Technologies
- Kitchen Accessories
- Laundry Equipment
- Lighting & Accessories
- Outdoor Furniture
- Packaging Equipment
- Retail Information Systems
- Storage & Refrigeration
- Tableware & Accessories
- Vending & Dispensing Equipment

TOP VISITOR’S JOB FUNCTION

20.4% CHAIRMAN / PRESIDENT / CEO / MD / GM / BOARD MEMBER
15.4% FOOD & BEVERAGE / CATERING
15.2% OWNER / CO-OWNER
7.1% PURCHASING
6.1% CHEF (EXECUTIVE CHEF, SOUS CHEF, CHEF DE CUISINE, ETC.)
By exhibiting at Food&HotelVietnam, you’re the beneficiary of a large number of highly qualified leads from all facets of the food & hospitality industries, including hotel & resort, restaurant, café, bakery, supermarket, clubhouse, property management and more:

• ANNAM GOURMET MARKET • BAKERLAND • BAY HOTEL&RESORT • BEN THANH GROUP • BONJOUR RESTO’ • CARAVELLE SAIGON HOTEL • CON GA TRONG RESTAURANT • CONG TY GOLF PALM SONG BE • CONG TY TNHH SUNSHINE FOOD VIET NAM • CUISINE WORLD • DUC MY CO., LTD • FV HOSPITAL • GALAXY - REX HOTEL • GOLDEN GATE GROUP • GRAND PALACE HOTEL VUNG TAU • HIM LAM PALACE - TAN SON NHA T GOLF • HOANG YEN GROUP • HOTEL EQUATORIAL HO CHI MINH CITY • HOTEL MAJESTIC SAIGON • HOTEL MAJESTIC SAIGON • HOTEL SILVERLAND (KS HAI LONG 6) • HOANG LIEU & HOUGHTHOM TAY • LAN SOON VIETNAM • LAN RUNG RESORT & SPA • LIBERTY CENTRAL SAIGON CENTRE • LION CITY GROUP • MEATWORKS • NEW WORLD SAIGON HOTEL • NOVOTEL SAIGON CENTRE HOTEL • PARAGON SAIGON HOTEL • PASTEL INN SAIGON HOTEL • PEARL CAFÉ • PROMANA INTERNATIONAL • QUOC TE LE KIEN • RANG DONG HOTEL • RED CIRCLE COMPANY LIMITED • RENAISSANCE RIVERSIDE HOTEL SAIGON • SAIGONCO-OP • SANMIGUEL BEER VIETNAM • SEA LINKS CITY • SEDONA SUITES • SHERATON SAIGON HOTEL & TOWERS • SIEU THI BIG C TAN HIEP • STORMP BAR & RESTAURANT • SUNDO FOOD • TAN SON NHA T HOTEL • THAO DIEN VILLAGE • THE CATERERS • VICTORIA CANTHO RESORT • VIET NAM AIRLINES CATERERS • VUNG TAU INTOURCO RESORT • WMC GROUP

Food&HotelVietnam2017 was our company’s first exhibition in Vietnam, but from the good response we received it will not be our last. Launching our ACO Hygiene First Drainage range into this market proved very eventful, and the response we received from the visitors was very encouraging. The quality of the visitor was excellent which allowed us the opportunity to speak directly to the people interested in our product range.

Congratulations on the outstanding exhibition!

Ken Klein - Executive Sales Manager Export. ACO POLYCRETE PTY LTD, Exhibitor

New Viet Dairy is one of the potential suppliers that we are hoping to foster new business relationships. I will definitely be back for the next edition, also bringing along some of my colleagues.

Food&HotelVietnam - Highly recommended!

Mr. Vo Viet My, Purchasing Manager. LE KIEN INTERNATIONAL CO.,LTD, Visitor

This is my second visit to Food&HotelVietnam. This year’s show is much bigger than I expected; the range of products and the number of exhibitors are quite impressive. My main objectives on the show are to meet and network with potential food suppliers and manufacturers. I will definitely be coming back to the next edition.

Mr. Pham Tran Nhat Tao, Sales Manager. CO.OP FOOD, Visitor

This is the first time of the Philippines at Food&HotelVietnam2017. I think this expo is an important platform for us as we want to enhance the trading partnership between Vietnam and our country. Many potential customers have come and seemed to be very interested in the signature products on display at the Philippines pavilion.

Noel Servigon - Ambassador of the Philippines. Embassy of the Republic of the Phillipines (The Philippines Pavilion), Exhibitor

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## EXTENSIVE PROMOTIONAL CAMPAIGNS

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10 Years Celebrating

24-26/4/2019
ABOUT UBM ASIA

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India, Thailand and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 24 major cities with 32 offices and 1,300 staff.

With a track record spanning over 30 years, UBM Asia operates in 19 market sectors with 230 events, 28 targeted trade publications, 18 round-the-clock online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world’s fastest growing B2B events markets. UBM China has 12 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Guzhen and Shenzhen, where we organise 90 events. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with 70 events in this region. UBM India teams in Mumbai, New Delhi, Bengaluru and Chennai organise over 20 events every year across the country.

UBM Asia was awarded Asia’s Most Reliable Trade Show Organizer Award’ in Hong Kong’s Most Valuable Companies Awards (HKMVCA) 2016.

SECURE YOUR STAND LOCATION
@FOOD&HOTELVIETNAM2019

SPACE ONLY
SGD 550/SQM (min.18sqm)

STANDARD
SGD 630/SQM

PREMIUM PACKAGE
SGD 650/SQM (min.18sqm)

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