



HOCHIMINH CITY EXPORT 2024

The host institution

Organizational unit



Ho Chi Minh City
People's Committee



Ho Chi Minh City's Department
of Industry and Trade



 hochiminhexport.com
 Info@hochiminhexport.com

Buyers & Trade visitors
May 8th – 9th, 2024

Public day
May 10th – 11th, 2024

MAY 08 – 11, 2024
SECC, Hochiminh city



LOOKING BACK ON **EXPORT** 2023



05 HIGHLIGHTS of HCM CITY EXPORT 2024



**X2 THE SCALE
X2 NUMBER OF VISITOR
X2 MARKETING EFFORT**



**GATHERING LEADING EXPORTERS
THAT MEET ALL CRITERIA**



**WORKSHOP SERIES:
GREEN – CLEAN – DIGITAL
TRANSFORMATION**



**PIONEERING TECHNOLOGY &
DIGITALIZATION TRADE FAIR**



**INTERNATIONAL PROMOTION CAMPAIGN
BUYER DELEGATION SUPPORT
PROGRAM**

HCM CITY EXPORT 2024

GREEN – CLEAN - DIGITAL EXPORT

> **450**

Booths

> **400**

Vietnamese enterprises & FDI

> **20.000**

Buyers and visitors



Agricultural products



Furniture – Handicraft – Construction



Seafood



**Other Export Sectors
Supporting Services**



Textiles, Leather Shoes, Bags



Food and beverage

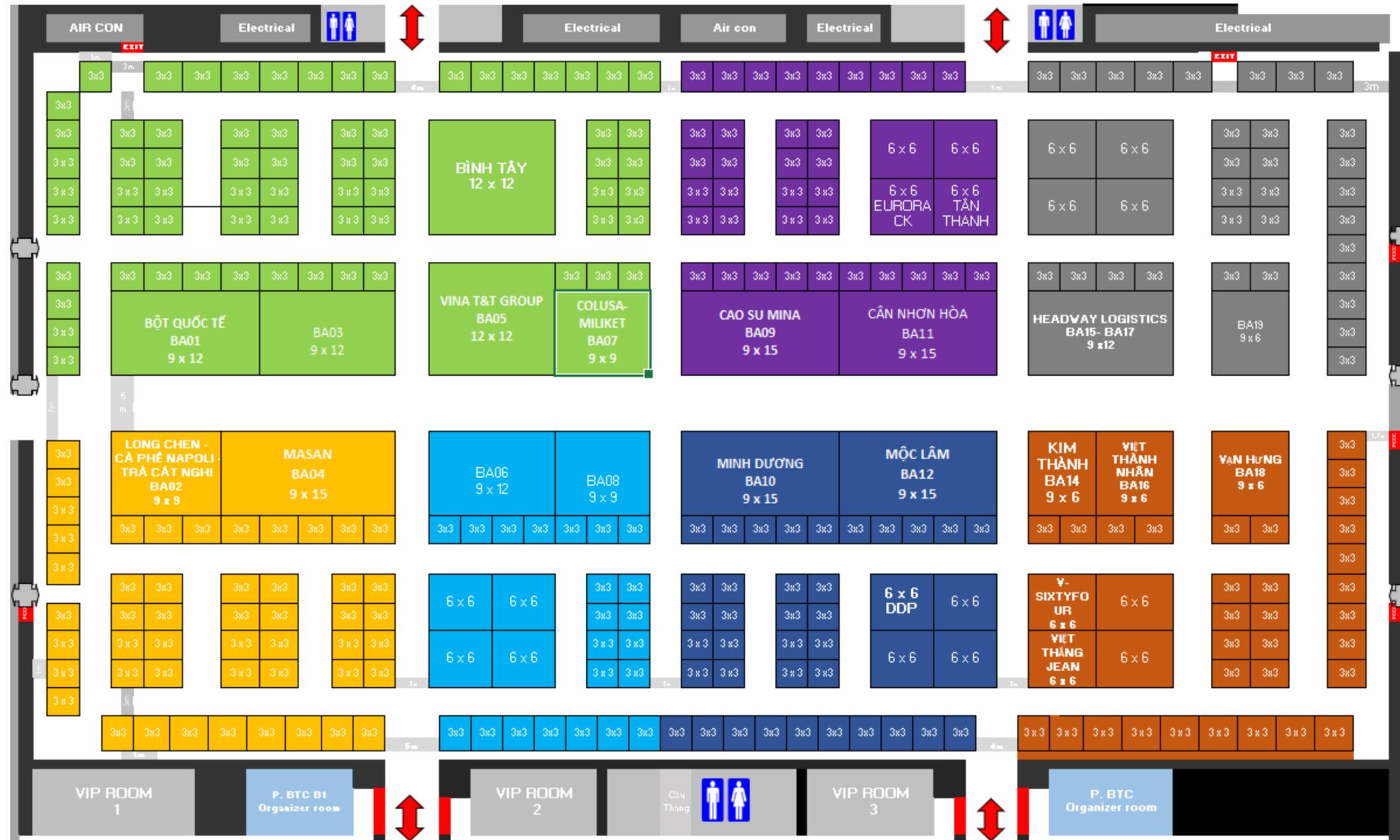


**Rubber, Plastic
Mechanical, Electronics**

LOCATION

HALL B - Saigon Exhibition and Convention Center – SECC

799 Nguyen Van Linh, Tan Phu Ward, District 7, HCM City



FORUM

BOOSTING THE CONNECTION TOWARDS GREEN EXPORTS



- **Time:** 13:00 – 17:00 on March 8, 2024
- **Location:** SECC - 799 Nguyen Van Linh , District 7, HCMC
- **Format:** Offline and Online
- **Number of attendees:** 600 delegates
- **Organizer:** Department of Export Management
- Expand invitation to Provincial Department of Industry and Trade

Workshop series

GREEN – CLEAN – DIGITAL TRANSFORMATION

CONFERENCE “GREEN PRODUCTION – GREEN EXPORT”

Topic: Green Transformation Towards Sustainable Export

Time: 14:00 – 15:30 on May 9, 2024

Venue: Conference Hall B – SECC

Expected Speakers: Heniken Group, SGS, TUV SUB; Invited Enterprises: Cholimex, Vinamilk, Acecook, Saigon Economic Times...

Participants: Export Enterprises; Buyers, Partners, Economic Experts; Media Agencies.

Language: English – Vietnamese

Number of Attendees: 80 – 100 delegates



Workshop series

GREEN – CLEAN – DIGITAL TRANSFORMATION

CONFERENCE “DIGITAL TRANSFORMATION”

Topic: Digital Transformation towards Sustainable Export

Time: 9:30 – 11:00 on May 8, 2024

Venue: Conference Hall B – SECC

Expected Topics and Themes:

- The situation and digitalization trends in industrial production sectors
- Smart factory – Smart home

Participants: Export Enterprises; Buyers, Partners, Economic Experts; Media Agencies.

Language: English - Vietnamese

Number of Attendees: 80 – 100 delegates



B2B MATCHING

CONNECT 1:1 WITH POTENTIAL SUPPLIERS & BUYERS

1. Time: 9:00 – 17:00 | May 09, 2024

Venue: B2B Area

Activities:

- Connect directly with buyers organized by commercial counselors, trade offices of Vietnam abroad **UAE, Malaysia, Singapore, India, Europe,...**
- Connect directly with buyer groups organized by associations such as Handicraft and wood industry association of HCMC, Food & Foodstuff association of HCMC,...

2. Time: 9:00 – 17:00 | May 10, 2024

Venue: B2B Area

Activities:

- Connecting with purchasing representative offices and finding suppliers in Vietnam; Supermarkets, import and retail chains; and e-commerce platforms.





PAVILION FOR ALL EXPORT SECTORS



TRADE VISITORS

Key Export Markets: US, China, EU, South Korea, Japan, ASEAN Bloc



INTERNATIONAL BUYERS

Importers, traders, supermarket chains, wholesale networks in major markets such as the US, Europe, Southeast Asia, China, Japan, South Korea... through the connectivity network of the Department of Industry and Trade, Vietrade, and major industry associations participating in the exhibition.

- Purchasing representative offices, sourcing agencies in Vietnam: Global Sources, Walmart WMGS, IKEA...
- International buyer delegations through the network of domestic and international diplomatic agencies.
- International media agencies.

DOMESTIC BUYERS:

- Supermarket chains, importers, and retailers: Aeon, CJ Group, Central Retail, MM Mega Market, Lotte, THISO RETAIL, Saigon Coop, Satra...
- E-commerce platforms: Amazon, Alibaba, Lazada, Tiki, Shopee...
- Merchants, exporters, marketers, wholesalers, retailers, e-commerce traders.
- Consumers for B2C sales.



**WELCOME
BUYER
PROGRAM**

Buyer delegations are led by export industry associations, trade missions from various countries, international partners **(with a minimum of 7 companies per delegation)**

- Accommodation for 2 nights in a 3 – 4* hotel, with one room per business.
- Airport transfers and factory visits.
- Access to VIP Lounge privileges at the trade fair.
- 1 round-trip airfare ticket for the delegation leader.



FACTORY VISIT PROGRAM

- Day tour for international buyers:
- Visit manufacturing facilities and factories in nearby areas: Binh Duong, Dong Nai, Tay Ninh...





COMMUNICATION STRATEGIES TO INVITE **BUYER** 2024



MEDIA GROUPS



**INDUSTRY
ASSOCIATIONS & TRADE
PROMOTION AGENCIES**



**INDUSTRIAL EXPORT
TRADE FAIRS**



**DOMESTIC &
INTERNATIONAL PR**



**SMS & EMAIL
MARKETING**



**DIGITAL & SOCIAL
MEDIA**



OOH ADVERTISING

ASSOCIATIONS & TRADE PROMOTION AGENCIES NETWORK

1. Email marketing: Association's email database system.

2. Media channel of the organization: Website, Social Media (Facebook, LinkedIn, Zalo, Instagram,..), Member Groups.

3. Inviting International Buyer Delegations: Organizing buyer delegations and B2B networking programs.

- ❖ **HANDICRAFT AND WOOD INDUSTRY ASSOCIATION OF HCMC**
- ❖ **ASSOCIATION OF GARMENT, TEXTILE, EMBROIDERY, AND KNITTING OF HCMC**
- ❖ **VIETNAM – SAIGON PLASTIC ASSOCIATION**
- ❖ **HCM RUBBER PLASTIC MANUFACTURER ASSOCIATION**
- ❖ **VIETNAM PLASTIC ASSOCIATION**
- ❖ **HCMC MECHANICAL AND ELECTRICAL BUSINESS ASSOCIATION**
- ❖ **FOOD AND FOODSTUFF ASSOCIATION OF HCMC**
- ❖ **VIETNAM FRUIT AND VEGETABLE ASSOCIATION**
- ❖ **VIETNAM ASSOCIATION OF SEAFOOD EXPORTERS AND PRODUCERS**
- ❖ **BUSINESS ASSOCIATION OF HIGH QUALITY VIETNAMESE PRODUCTS**
- ❖ **ASSOCIATION OF FOOD TRANSPARENCY**

INDUSTRIAL TRADE FAIRS

ROADSHOW Promoting HCM City Export Fair & inviting buyers to participate

- Exhibiting & showcasing Vietnam's key export products
- Advertising activities at the fair
- Engaging and inviting buyers

International Fairs



Philippine Food Expo 2024
12 - 14/04/2024 - Philippine



Food & Beverage
23 - 26/04/2024 - Singapore



Indonesia International Food & Horeca Expo 2024
25 - 28/04/2024 - Indonesia

Domestic Fairs



Livestock Vietnam 2024
27 - 29/03/2024 - SECC



China Homelife 2024
27 - 29/03/2024 - SECC



Global Sourcing Fair Vietnam
24 - 26/04/2024 - SECC

DOMESTIC AND INTERNATIONAL PR

DOMESTIC PR

More than **50** newspapers and television stations cover news and articles about the HCM City Export 2024 trade fair

INTERNATIONAL PR

100 articles in English, Korean, Japanese, and Chinese on international news websites.

Diễn đàn và hội chợ xuất khẩu TP.HCM: Tạo lực đẩy cho hoạt động xuất khẩu

“Tính đến nay, có 250 gian hàng trưng bày 7 mặt hàng có kim ngạch trên 1 tỷ USD như: gỗ và sản phẩm gỗ, lương thực thực phẩm, cao su, nhựa, điện tử, cơ khí, dệt may, da giày đạt 100% so với kế hoạch đề ra. Bên cạnh đó có hơn 2.000 khách trong nước và quốc tế như: Mỹ, Hàn Quốc, Đài Loan, Ấn Độ, Malaysia, Thái Lan, Singapore, Parkistan đăng ký tham dự chuỗi sự kiện. Đây là tín hiệu đáng mừng, đánh giá được nhu cầu, thị trường xuất khẩu còn nhiều tiềm năng, còn nhiều cơ hội để doanh nghiệp sản xuất trong nước phát triển thị trường”- ông Võ Văn Hoan cho biết.



Các đại biểu thực hiện nghi thức khai mạc gian hàng tại lễ khai mạc HCM City Export 2023



Tổ chức hội chợ xuất khẩu TP.HCM lần đầu vào cuối tháng 5-2023

N.BÌNH

Tuổi Trẻ trên Google News

Vào hai ngày 27 và 28-5 tới đây, người tiêu dùng có thể tham quan, mua sắm hàng Việt xuất khẩu với ưu đãi đến 50% hay mua hàng đồng giá... tại một hội chợ được tổ chức ở TP.HCM.



DIGITAL MARKETING

SMS & EMAIL MARKETING
Weekly emails and SMS messages are sent to over **20.000** consumers.

DIGITAL ADS & SOCIAL MEDIA
Advertising reaches nearly **25 million** consumers on various platforms including Google Search, Google Display, YouTube, Facebook, Instagram, and TikTok.



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Vietnam Leading Green Exporter

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HAWA Expo 2023 first event of new cooperative effort by 5 Vietnam associations

Vicky Jarrett // Managing Editor // February 9, 2023

HO CHI MINH CITY, Vietnam — **HAWA Expo 2023** (Ho Chi Minh Export Furniture Fair) is set for Feb. 22-25 and will feature the cooperation of five wood processing industry associations across Vietnam.

Leaders from Viforest, HAWA (Handicraft and Wood Industry Assn.), BIFA, DOWA and FPA Binh Dinh met this week to launch a strategic cooperation for joint development and trade promotion activities. In addition, the promotions for the group will be attributed under one name, Viforest Fair.

The goal of the joint trade promotion is for Vietnam's wood processing industry to reach export levels \$20 billion by 2025.

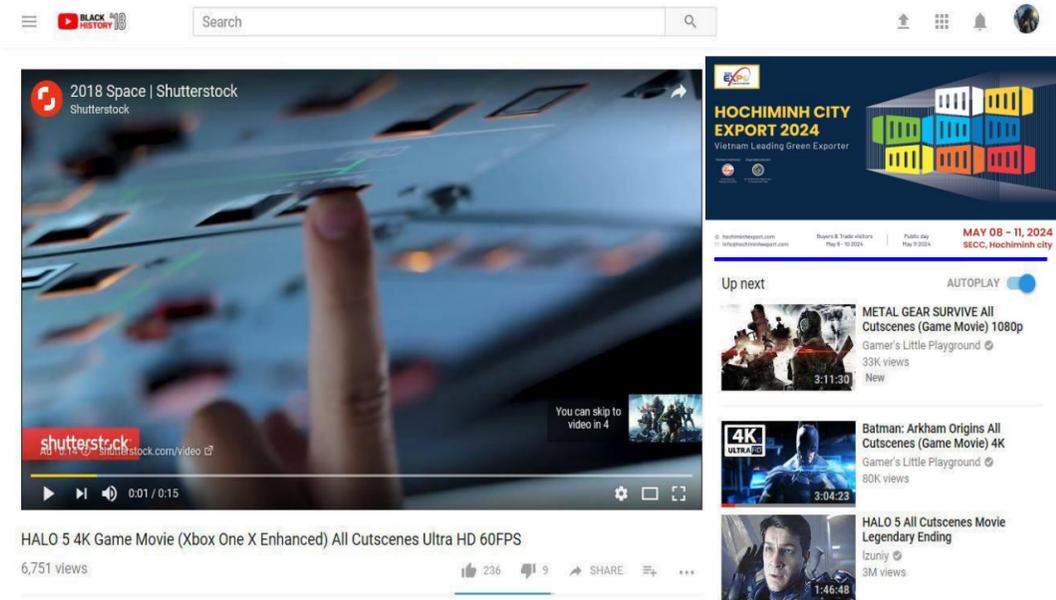


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The great fusion at HawaExpo 2024 captures the vitality and essence of **Vietnam's wood and furniture industry**. Visitors can explore a complete catalogue of local industry offerings.

Engage with more than 500+ Exhibitors in **Vietnam & ASEAN**





THE ORGANIZING COMMITTEE OF HO CHI MINH CITY EXPORT

HCMC Department of industry and Trade
HCMC Centre for Supporting Enterprise Development

Website: hochiminhexport.com

Email: info@hochiminhexport.com

Fanpage: [HCM City Export - Hội chợ xuất khẩu TP.HCM](#)