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VIETNAM'S OUTSTANDING EXPORT PRODUCTS FAIR 2025



MARCH
27 - 29, 2025



SECC
Ho Chi Minh City

Key program to celebrate the 50th
anniversary of national reunification.

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HIGHLIGHTS HCMC EXPORT 2024

HCMC EXPORT 2024 is a significant trade promotion event held in Ho Chi Minh City. Its primary objective is to enrich export activities and strengthen international trade connections between Vietnamese enterprises and international partners. This event is considered a highlight in Vietnam's trade development strategy, particularly for Ho Chi Minh City as the main economic center of the country. The following are some features and highlights of HCMC EXPORT 2024 activities:



The Russian buyer group, organized by the Vietnam Trade Office in the Far East, Russia, created an important opportunity to connect businesses of the two countries. With 11 Russian enterprises and 105 Vietnamese enterprises in attendance, the event focused on various sectors, promoting economic and trade cooperation between Vietnam and Russia.



The Indian buyer delegation, organized by the Vietnam Trade Office in India, created valuable opportunities for trade and economic cooperation between enterprises of the two countries. The event saw the participation of 30 Indian enterprises and 95 Vietnamese enterprises.



Buyer groups from representative offices such as Arena Vietnam, Source of Asia, OBI Sourcing, and William Sonoma, organized by the Handicraft and Wood Industry Association, created networking opportunities for 18 Vietnamese enterprises in the wood and wood products industry.

Integrating trade and promoting exports through Alibaba and Amazon e-commerce platforms is a crucial strategy that helps Vietnamese businesses expand their market reach, enhance brand recognition, and boost exports. These giant platforms, such as Alibaba and Amazon, serve as powerful distribution channels connecting producers, businesses, and consumers worldwide. Below are specific activities related to connecting trade and promoting exports through these two platforms:



Connecting trade, promoting product consumption, and global exports through retail chains and multinational distribution systems is a significant strategy that assists Vietnamese businesses in expanding their market reach, increasing global presence, and stimulating exports. Leveraging large retail chains and multinational distribution systems not only enables Vietnamese products to access international markets but also promotes consumption in modern distribution channels.



The forum titled “Connecting Towards Green Export” with the theme “Elevating Vietnam’s export position to meet the Green - Clean - Digital trend” is a crucial event aimed at enriching the transformation of Vietnamese businesses in enhancing their export capabilities, especially in the context of the global trend towards sustainable development and digital transformation.



KEY HIGHLIGHTS OF THE TRADE PROMOTION EVENT:

Total B2B Orders connected at the exhibition:

- 285 B2B orders were successfully connected at the trade fair, with values ranging from 10 million to 500 million VND. This remarkable achievement underscores the event's success in facilitating business-to-business connections. These orders primarily focused on sectors such as agriculture, food, beverages, textiles, and consumer goods, involving both domestic and international partners.

Total on-site sales of businesses:

- Businesses participating in the fair achieved a total revenue of 1,963,000,000 VND. This substantial figure reflects the event's popularity and the strong demand for Vietnamese products among both domestic and international customers.

Heineken Factory Tour in My Xuan A Industrial Park, Phu My, Ba Ria - Vung Tau:

- 60 businesses participated in the field trip to Heineken Factory to seek collaboration opportunities and learn about the green - clean production model. This tour not only helps businesses better understand modern and sustainable production processes but also helps them seek collaboration opportunities in product development, improving production processes, as well as applying environmental protection standards in business operations.

**AGRICULTURE,
FOOD,
AND BEVERAGE
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**SUPPORTING
INDUSTRIES AND
SERVICES FOR
EXPORTS (LOGISTICS,
INSURANCE, FINANCE,...)**

> 1000

Booths

> 900

Exhibitors

> 50.000

Visitors

CONCURRENT EVENTS

- 1 Product Display and Introduction
- 2 Export Forums and Conferences
- 3 International Trade Connections
- 4 Livestream with well-known KOL/KOC
- 5 Cultural Performances and Regional Specialties

INTERNATIONAL VISITORS

- Importers, traders, supermarket chains, and wholesalers from major markets such as the US, Europe, Southeast Asia, China, Japan, and Korea... through the network of the Department of Industry and Trade, Vietrade, and major industry associations.
- Purchasing offices and agents seeking suppliers in Vietnam: Global Sources, IKEA, Walmart WMGS...
- International delegations, partners supporting import promotion, and media organizations.

DOMESTIC VISITORS

- **Supermarket chains, importers, and retailers:** Aeon, CJ GROUP, Central Retail, MM Mega Market, Lotte, THISO Retail, Saigon Coop, Satra...
- **E-commerce platforms:** Amazon, Alibaba, Tiki, Lazada, Shopee...
- Traders, exporters, marketers, wholesalers, retailers, and e-commerce businesses
- Consumers visiting and shopping

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BOOTH PRICE LIST

I. Booth Price List

Gian tiêu chuẩn (3m x 3m)	HALL
Standard booth 9m ²	25.000.000 VND/booth

Standard booth:

9m² (Length 3m x Width 3m x Height 2.5m) includes:
Aluminum frame with company name, carpet, 01 table, 02 chairs, 01 trash can, 1 power outlet (220V-5A), 2 neon lights 1.2m (40W).



Special Booth	HALL
Minimum 18m ²	

Special booth: Empty space, Exhibitors can set up their own booth according to their own design.

Special booth does not include: electricity, water, equipment, management fee, deposit fee, construction permit, and other fees.



Note: If the booth design has multiple floors, the unit price (per m²) of the upper floor is calculated at 50% of the unit price (per m²) of the ground floor at the booth location.

II. Payment schedule

70%

Of the payment is due upon signing the contract/appendix

30%

Before March 1, 2025

III. Special Policies

EXHIBITOR:

The state budget supports up to 50%
(not exceeding 12,000,000 VND/booth/unit)
Connected to international purchasing delegations

BUYER:

Support for accommodation, transportation,
and other special incentives



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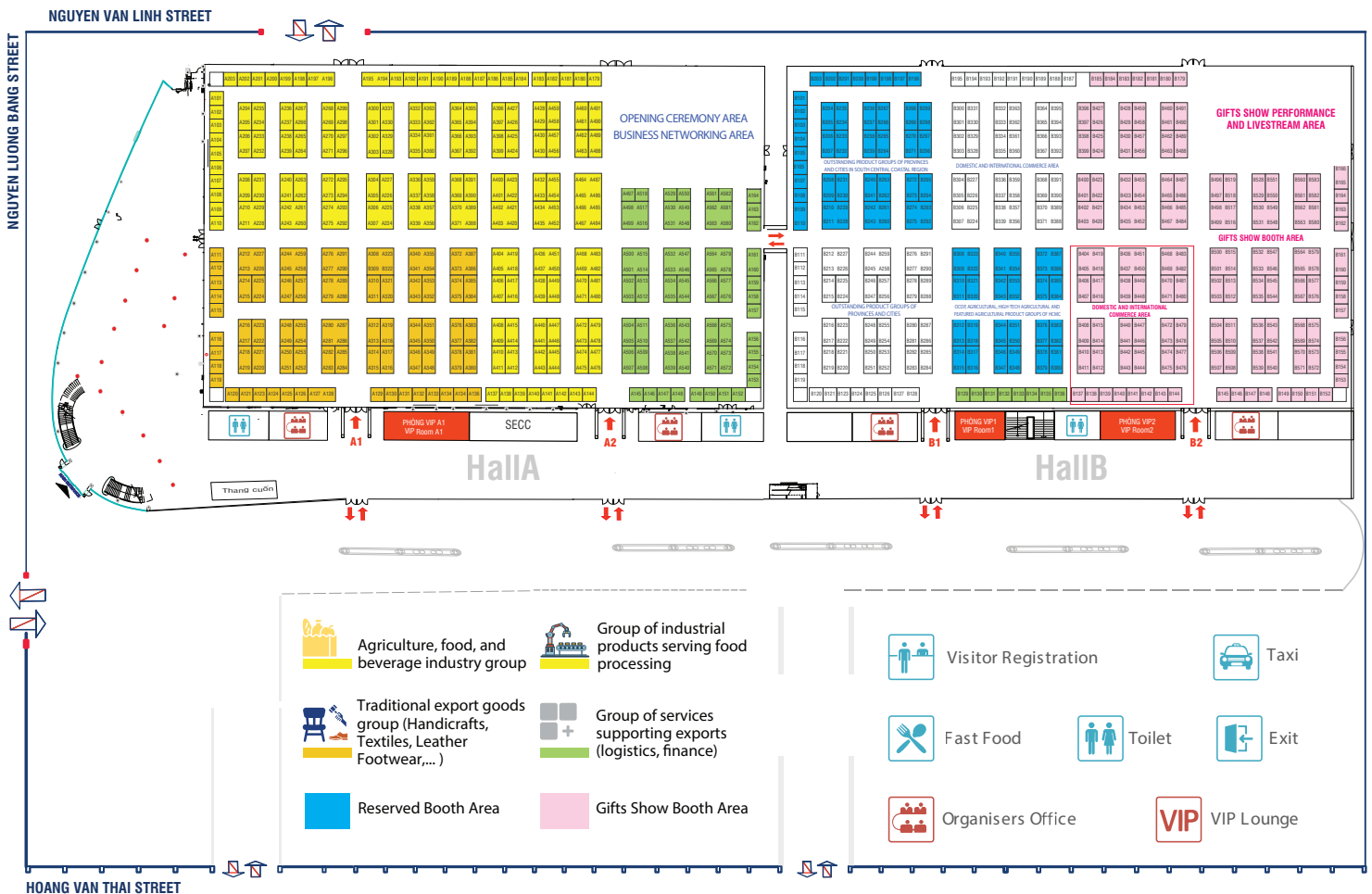


GATHERING LEADING EXPORT ENTERPRISES OF HO CHI MINH CITY

- 1 Leaders of Ministries, Departments, and Agencies, experts in the export field
- 2 Domestic manufacturing plants and businesses
- 3 Foreign-invested enterprises in Vietnam
- 4 Trade promotion centers of provinces and cities nationwide, Associations of export industries



FLOOR PLAN



VIETNAM'S OUTSTANDING EXPORT PRODUCTS FAIR 2025

