



Viet Nam - Strategic Destination of the Global Supply Chains

THE VIET NAM INTERNATIONAL **SOURCING EXPO**



REGISTER NOW !

VIET NAM SOURCING

06-08/06/2024

**SAIGON EXHIBITION &
CONVENTION CENTER - SECC**

799 Nguyen Van Linh Str.
Dist.7, Ho Chi Minh City
Viet Nam

HOST:
**MINISTRY OF
INDUSTRY AND TRADE**
THE EUROPEAN - AMERICAN
MARKET DEPARTMENT

ORGANIZER:
ADPEX JOINT STOCK COMPANY



WHY VIET NAM?

VIET NAM - A STRATEGIC AND RELIABLE SOURCING DESTINATION OF THE GLOBAL SUPPLY CHAINS

In recent years, Viet Nam has strongly transformed itself to emerge as a major center of the global production and supply chains, thanks to its ability to supply a wide range of world class quality products at competitive prices.

The implementation of **16 Free Trade Agreements** with almost 60 countries and territories including **EU, UK, ASEAN, China, India, Japan, Korea, Canada, Mexico, Australia...** has provided Vietnamese origin products with significant tariff preferences and competitive advantages over their competitors in the global market.

Manufacturers from Viet Nam offer excellent workmanship at competitive rates and are more flexible with smaller order quantity requests compared to neighboring countries. Buyers can expect low labor costs from the country's highly specialized workforce.



Companies seeking to diversify their global supply chains and adopting the "China Plus One" strategy will find Viet Nam's resilient and competitive market a promising land for businesses.

WHY VIET NAM SOURCING?

1. Agricultural Products and Processed Foods

Viet Nam is a leading global exporter of agricultural products, including rice, coffee, pepper, and cashew nuts, vegetables, fishery products, among others, with export turnover expected to reach \$35 billion USD in 2023.

The abundant raw materials, the adoption of advancements in science and technology, as well as government policies that promote sustainable agriculture have enabled the food processing industry to build its competitiveness, enhance product quality and meet the rising demands of export markets (vegan food, ready-to-eat food, frozen food, Halal food, nutrition food and drink, alternative proteins/plantbased food...).

2. Fashion

Viet Nam's success can be attributed to its commitment to sustainable manufacturing practices, which have helped the country transition towards a more environmentally friendly and socially responsible approach to production.

This shift has positioned Viet Nam for continued strong growth, with the potential to become one of the leading production centers in the world fashion industry and further enhance its reputation as a reliable and innovative player in the global value chain.

3. Sportswear and equipments

Viet Nam's sportswear and equipments sector is rapidly expanding and has become one of the fastest growing areas for the country's exports. As the demand for sports and outdoors products continue to grow globally, the relatively young industry is well-positioned to capitalize on this trend and emerge as a significant player in the global market.

4. Houseware and Furniture

Viet Nam has a strong export industry for household products, including furniture, home decor, kitchenware, plasticware, glassware, and more.... The focus on quality and innovation has enabled Viet Nam to emerge as a significant player in the global household products market, attracting a growing number of customers sourcing for high quality, competitively priced products.

5. Hardware and hand tools

The Vietnamese hardware and hand tools market is expected to continue its growth over the coming years due to increased demand from both domestic consumers and importers/wholesalers from around the world. The increasing popularity of DIY projects among homeowners has also contributed to this growth as they look for more efficient ways to complete their projects.

"STRATEGIC PARTNERS OF THE EVENT"

2023 QUICK FACTS:

With 300 booths showcasing over 5,000 export-qualified products, visitors had explored a range of categories and had the chance to meet the leading global distributors and retailers such as Aeon, Walmart, Carrefour, Costco, Decathlon, Coppel, Amazon, Boeing, Google, Uniqlo, AES, Central Group, IKEA, and Lulu. Hundreds of purchasers from 25 countries and territories are also involved.



VISITOR BREAKDOWN

VISITOR QUANTITY: **8,899**



Rated the quality of exhibitor from good to excellent



Attend the show every year



Will be visiting again next year



Rated Viet Nam Sourcing Expo as an important platform for their business

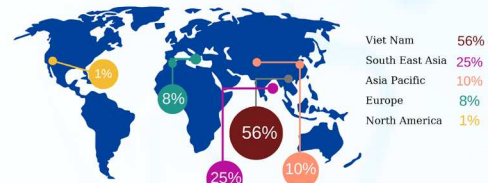


Sourced new suppliers

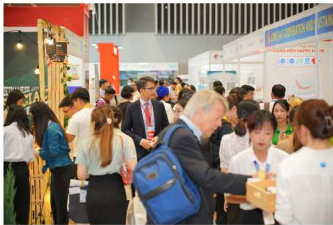
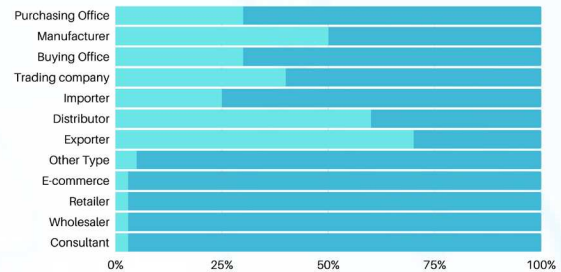
Seniority



Breakdown by region



Nature of business



EXHIBITOR BREAKDOWN

BOOTH QUANTITY: **310**



25 Countries & Territories

Exhibition Scale 8,000 sqms

Exhibitor SATISFACTION SURVEY



Satisfaction rate



Will participate next year



Rated Vietnam Sourcing Expo as an important platform for their business



Rated the quality of visitors from good to excellent

Top 4 Reasons For Attending



96%

To search for new buyers

88%

Company promotion & to improve company image

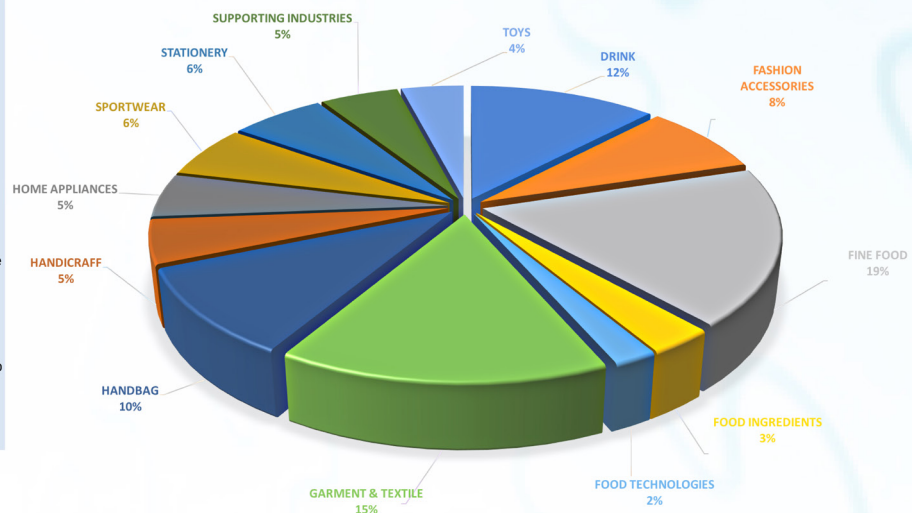
72%

To seek new contacts for future business

55%

To strengthen their relationship with local clients and partners

Exhibitor breakdown by product sector



2024 COVERAGE:



Exhibit area:
10,000 sqms



Exhibitors: **500+**



Participating Countries & Territories: **25+**



Conferences & Seminars:
10+



Exhibits:
exportqualified products **10,000**



Visitors & Buyers:
10,000+

EXHIBITORS:

- Vietnamese manufacturers & exporters produce goods that meet export standard.
- The foreign investment enterprises based in Viet Nam in related sectors.
- Pavilions of international retailers seeking to recruit suppliers in related sectors.
- Pavilions of key manufacturing economic regions. Supply chain service providers.
- Startup of home and fashion products.
- Suppliers of machineries, equipment, materials, services for Viet Nam manufacturing and supporting industry.

VISITORS:

- Sourcing offices, purchasing experts of international retailers.
- International importers, wholesalers, distributors, traders.
- eCommerce Sellers.
- International trade delegations.
- Local manufacturers and traders who aspire to be suppliers to international retailers.
- Service company, consultants.
- Government agencies, associations, press.



PARTICIPATING BENEFITS:

FIND OUT BUYERS INCENTIVES!



- The Exhibition will be an exclusive opportunity for visitors to meet with qualified manufacturers & exporters and source high quality and innovative made-from-Viet Nam products.
- Identify reliable potential suppliers and sustainable sourcing partners to form long-term strategic partnerships.
- A series of workshop, seminars to be organized in 3 full days along with the exhibition will create practical experience for all visitors to learn more about the Vietnamese market and keep you updated on Viet Nam's industry trends and government trade legislations.
- The Exhibition helps Vietnamese suppliers with manufacturing capabilities to have face to face meetings with international buyers, enabling them to explore new business ideas and expand their opportunities for global exportation.
- The Exhibition will provide an exclusive opportunity for Vietnamese exporters to have free consulting services from the international sourcing experts.



**SPORTWEAR AND EQUIPMENTS * HOUSEWARE AND FURNITURE * HARDWARE AND HAND TOOLS
FOODS * GARMENTS, TEXTILES & FASHION ACCESSORIES * SHOES, BAGS * LUGGAGE**

CONTACT INFORMATION:

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