



THE POST SHOW REPORT

TRIỂN LÃM

KẾT NỐI CHUỖI CUNG ỨNG HÀNG HÓA QUỐC TẾ

VIET NAM INTERNATIONAL SOURCING EXPO

HALL B - SECC - 799 NGUYỄN VĂN LINH, QUẬN 7, TP. HỒ CHÍ MINH

13 -15/09/2023



CHỈ ĐẠO: BỘ CÔNG THƯƠNG
VỤ THỊ TRƯỜNG CHÂU ÂU - CHÂU MỸ
HOST: MINISTRY OF INDUSTRY AND
THE EUROPEAN - AMERICAN MARKET DEPARTMENT
TRADE



ĐƠN VỊ TỔ CHỨC:
CÔNG TY CỔ PHẦN ADPEX
ORGANIZER:
ADPEX JOINT STOCK COMPANY

Đơn vị đồng hành / Partner



Đơn vị tài trợ / Sponsors



Strategic Destination Of The Global Chains

VIETNAM SOURCING EXPO 2023 has proved to be the premier sourcing fair in Viet Nam, a reputable event that draws leading firms in various fields, including food, garment and textile, footwear, handbag, sportswear, home appliances, furniture, and supporting industries. bringing together the leading manufacturers and exporters in the country.

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.





EXHIBITOR BREAKDOWN

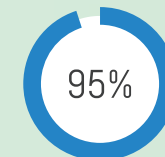
BOOTH QUANTITY: **310**



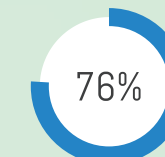
**25 Countries
& Territories**

Exhibition Scale
8,000 sqms

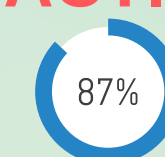
Exhibitor SATISFACTION SURVEY



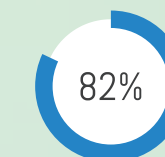
Satisfaction rate



Rated Vietnam Sourcing Expo as an important platform for their business



Will participate next year



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%

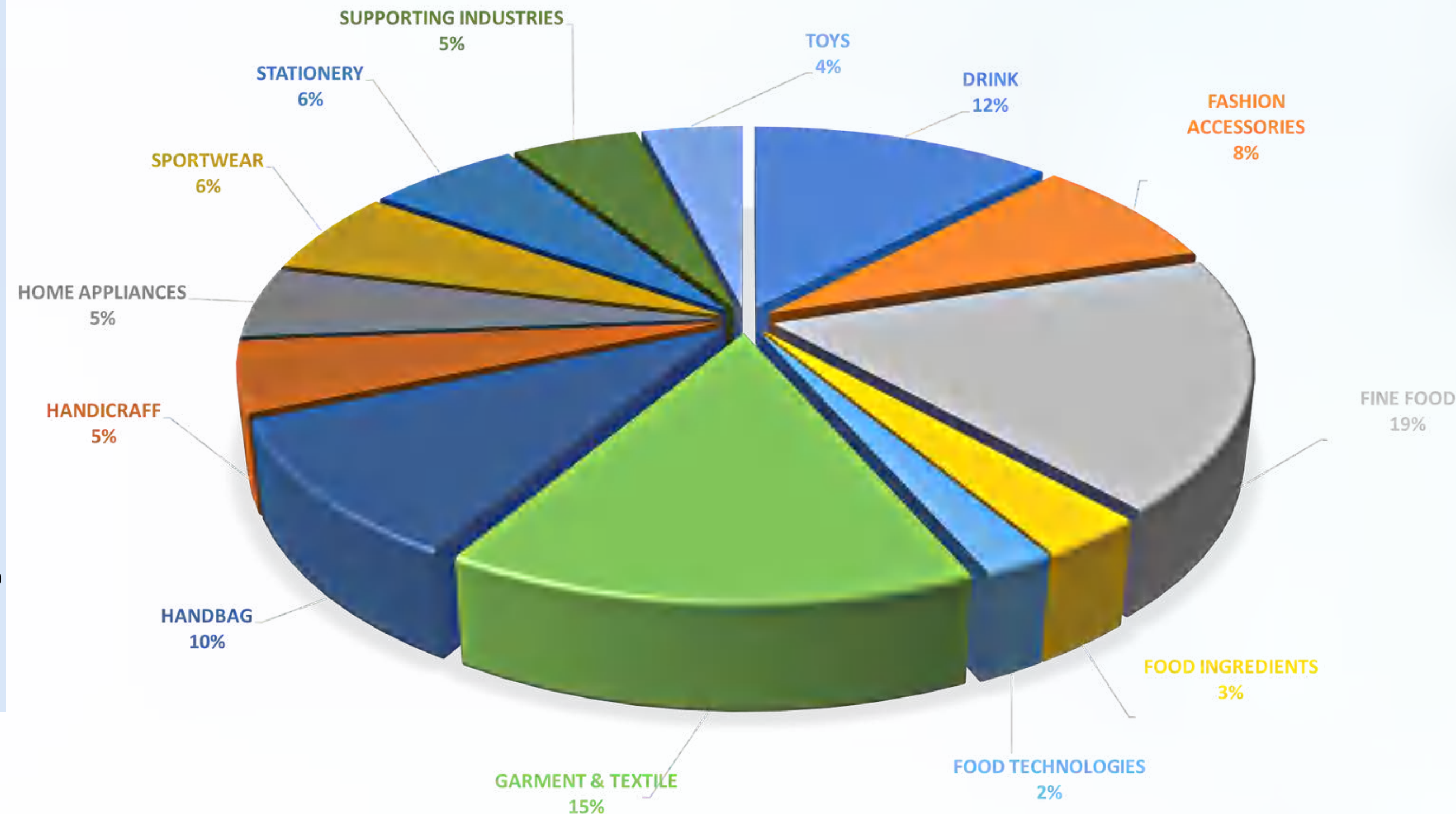
To seek new contacts for future business



55%

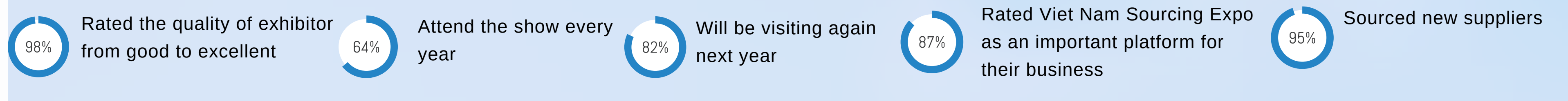
To strengthen their relationship with local clients and partners

Exhibitor breakdown by product sector

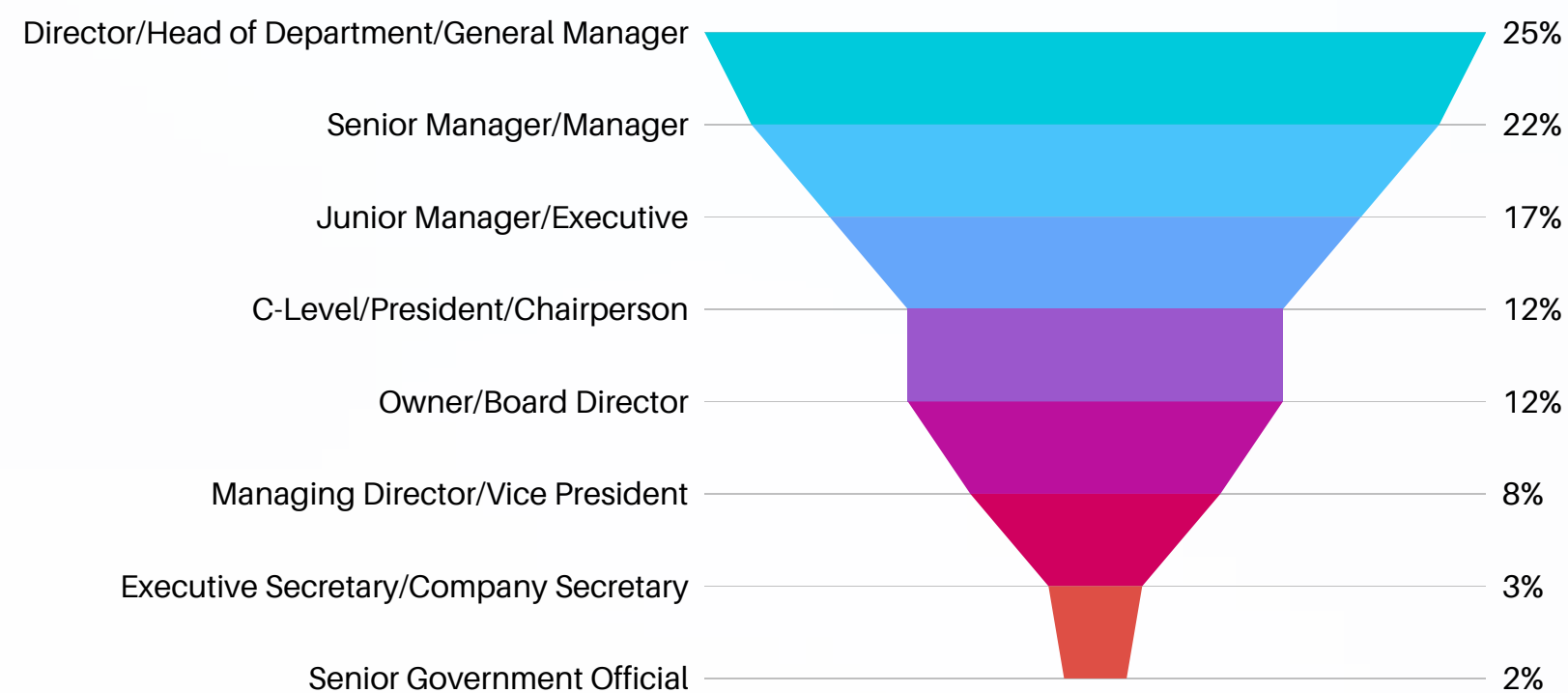


VISITOR BREAKDOWN

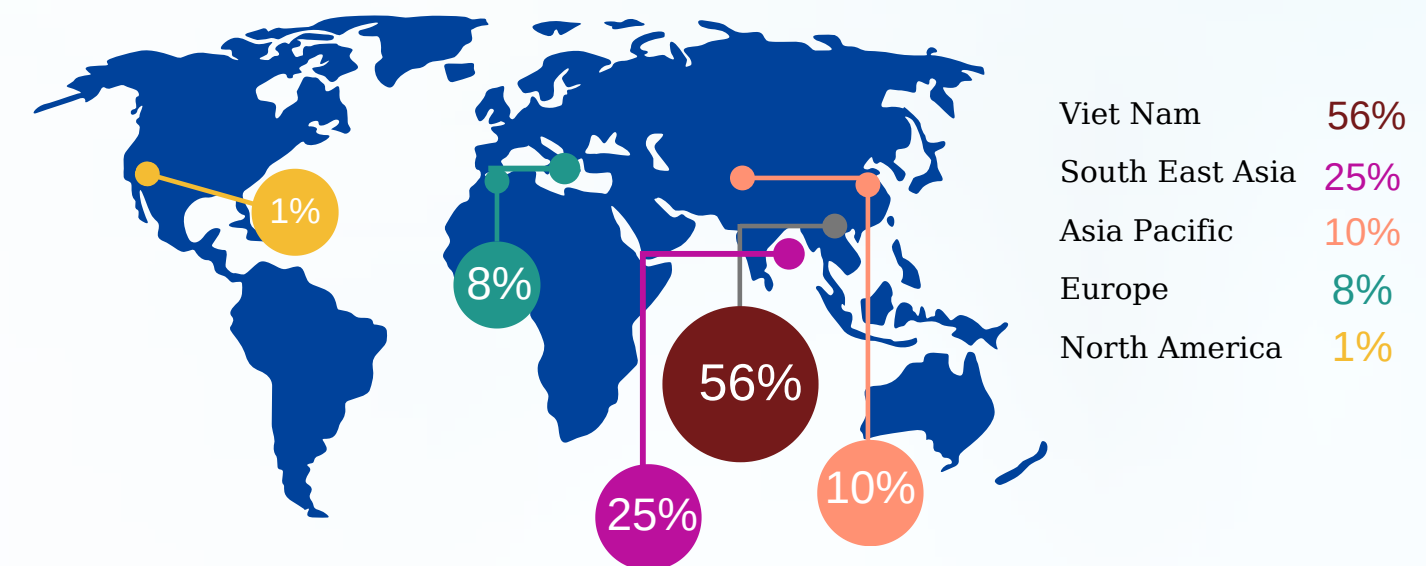
VISITOR QUANTITY: 8,899



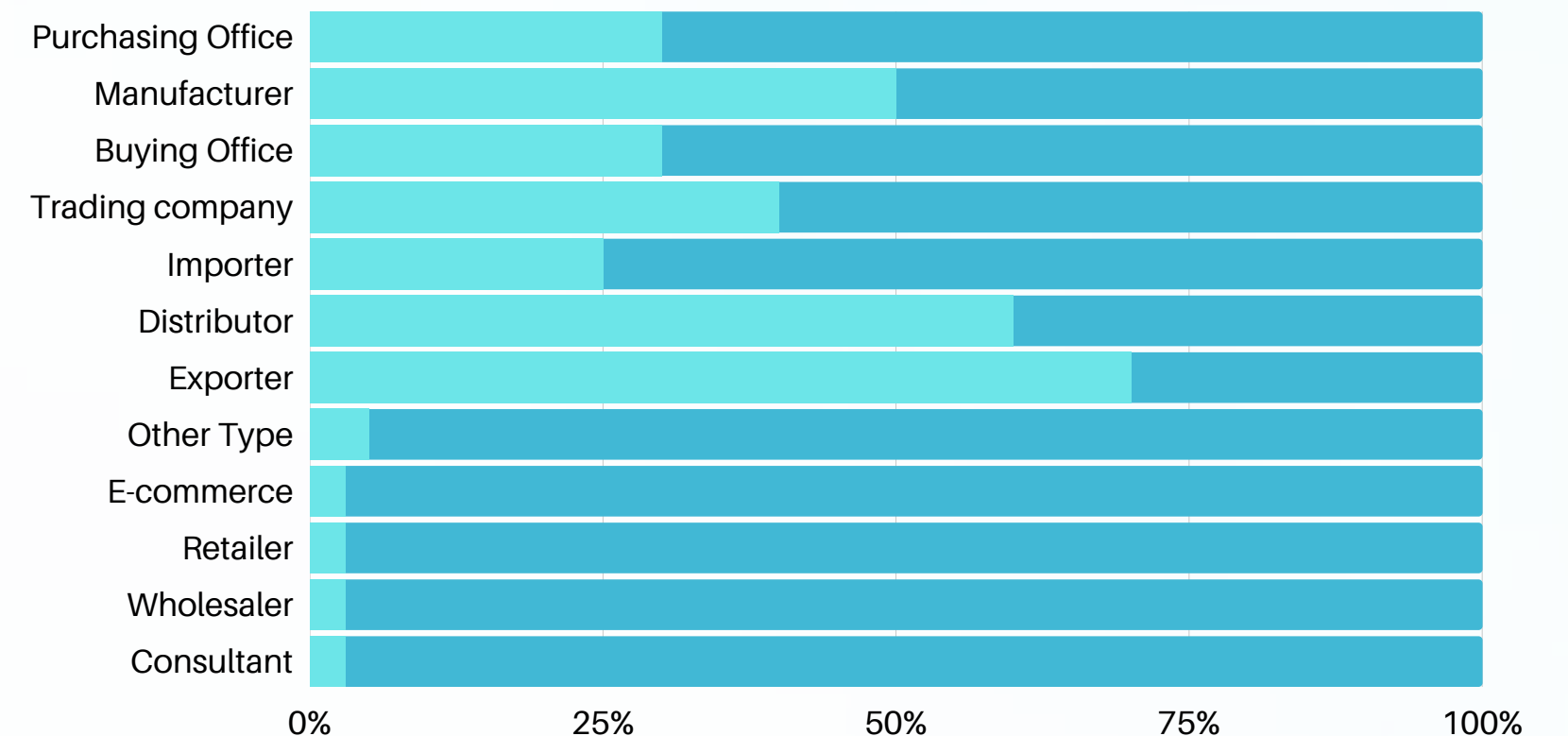
Seniority



Breakdown by region



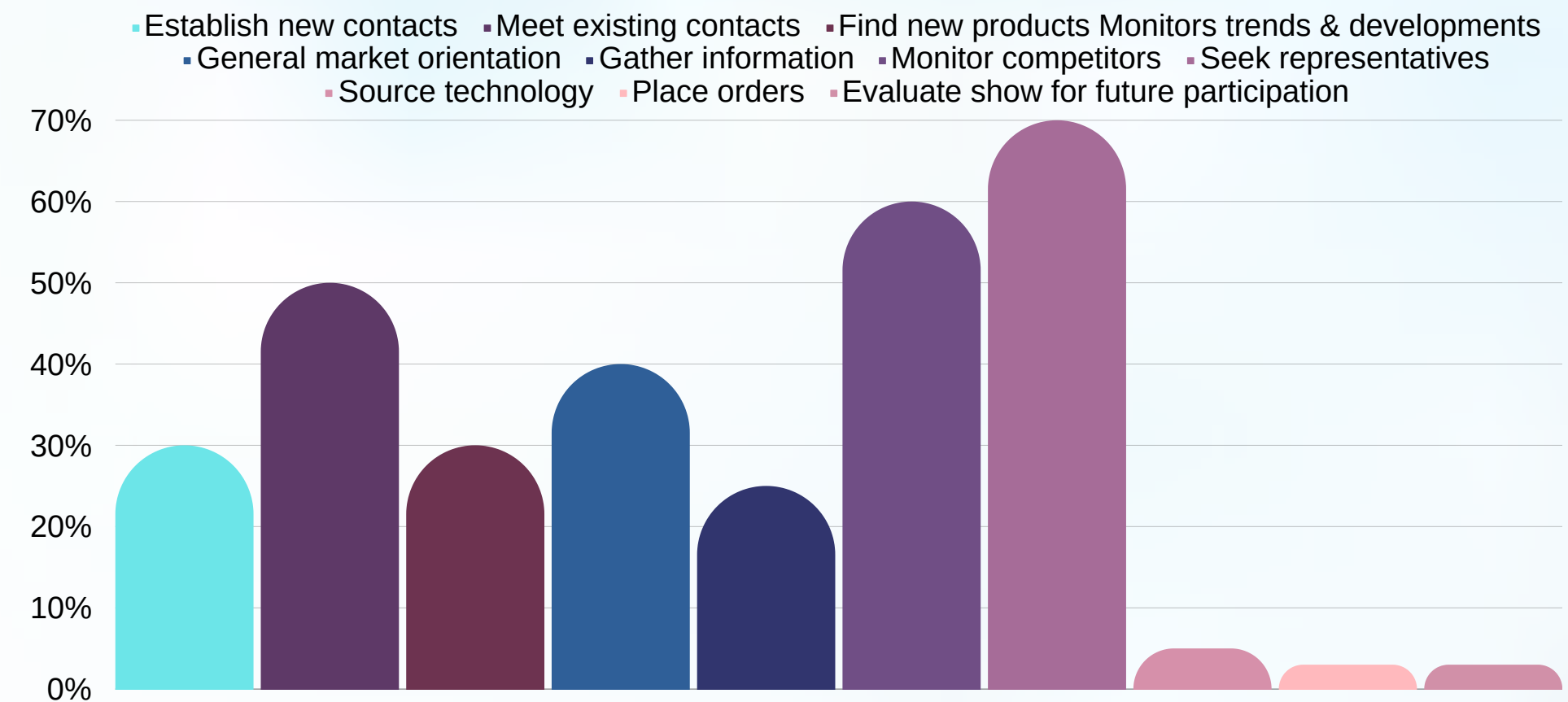
Nature of business



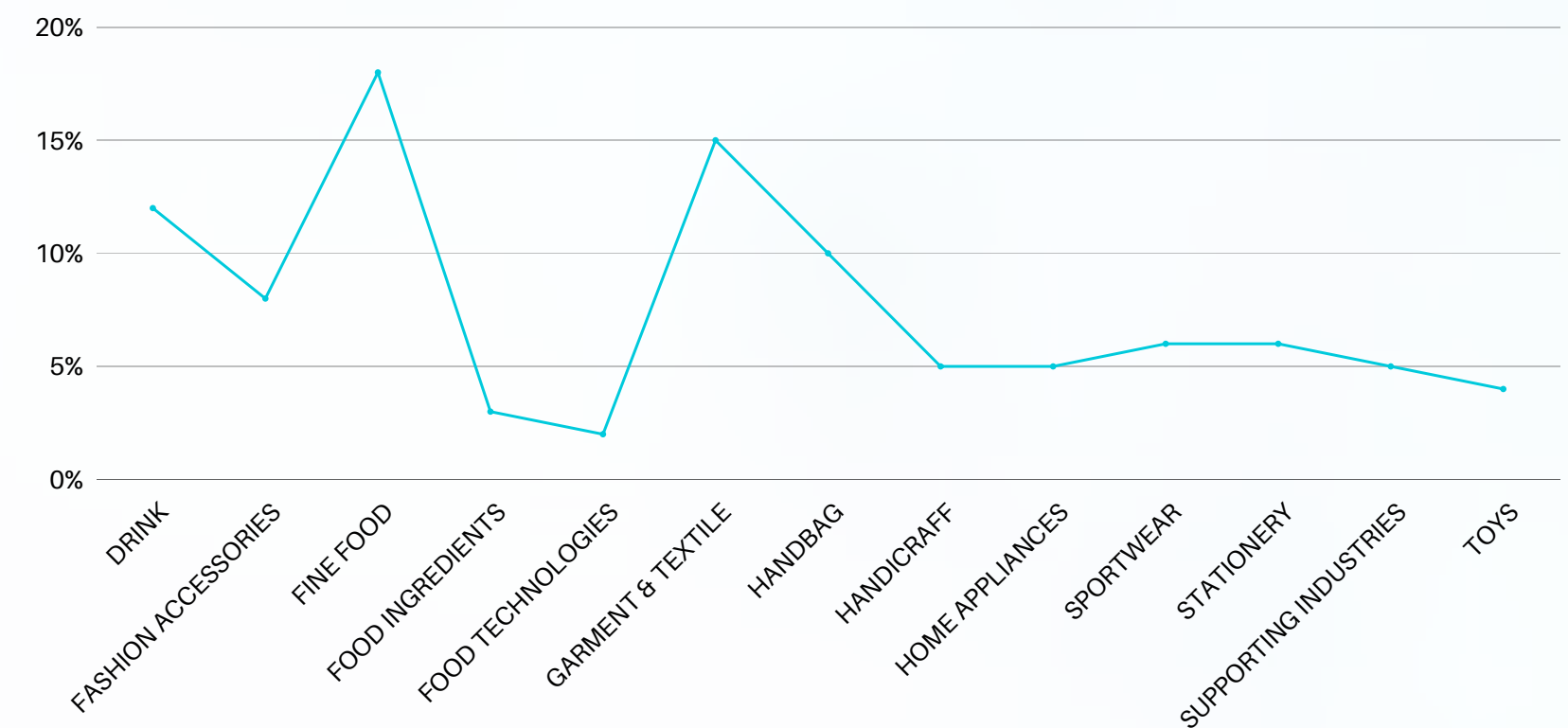
VISITOR BREAKDOWN



Breakdown by Objectives



Breakdown by Interests



HOSTED BUYER DELEGATIONS



BUSINESS MEETINGS SET UP...

3.000+
HOSTED DOMESTIC BUYERS

1.000+
HOSTED INT'L BUYERS

from the US, EU, Africa, India,
Canada, Japan, South Korea, Hong
Kong, Singapore, Philippines, etc...

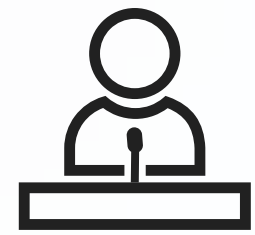
TOP RETAILERS IN THE COUNTRY

**AEON
WALMART
CARREFOUR
COSTCO
DECATHLON
COPPEL
AMAZON**

**BOEING
GOOGLE
UNIQLO
AES
CENTRAL GROUP
IKEA
LULU**



EXHIBITION SEMINARS/ WORKSHOPS/ PRODUCT INTRODUCING PROGRAMS



20+

Speakers



10+

Sessions



10+

Professional



1,000+

Delegates



EXPORT FORUM 2023

VIET NAM INT'L SOURCING EXPO



“CONNECTING INTERNATIONAL COMMODITY SUPPLY CHAINS”



ATTENDEES BENEFITED

FROM A DIVERSE PROGRAM INCLUDING HANDS-ON WORKSHOPS, INSIGHTFUL SEMINARS, AND NUMEROUS BUSINESS MATCHING SESSIONS.

THE EXPO

TO FORGE DIRECT LINKAGES BETWEEN VIETNAMESE MANUFACTURING AND EXPORTING ENTERPRISES AND INTERNATIONAL RETAIL DISTRIBUTION NETWORKS AND IMPORTERS.



SEMINAR ON “TOOLBOX AND SKILLS FOR GOING INTERNATIONAL” CENTRAL RETAIL”



A man in a dark suit and a woman in a white blazer are engaged in a conversation at a trade forum. The man is wearing a red lanyard with 'INT'L SOURCING EXPO' and a 'VIP' badge. The woman is also wearing a red lanyard with 'INT'L SOURCING EXPO'. In the background, a large screen displays the Vietnamese flag and other graphics. Other attendees are visible in the background, some seated and some standing.

**VIET NAM – US TRADE FORUM
STRENGTHENING CONNECTIONS WITH US INDUSTRIAL AND
ENERGY CORPORATIONS**

**VIET NAM – LATIN AMERICAN TRADE FORUM
POTENTIAL FOR BUSINESS COOPERATION WITH RETAIL
GROUPS IN LATIN-AMERICA**

A photograph of a seminar in progress. A large audience of people is seated in rows of green chairs, facing a stage. Several audience members in the foreground are holding up their smartphones to take pictures of the presentation. On the stage, a large projection screen displays a slide with the text "Exclusive by design, powerful by default" in blue and orange. Below this, there is a diagram and some smaller text. A person is standing on the stage to the right of the screen, possibly a speaker or presenter. The room has a modern design with vertical wooden slats on the walls. A blue semi-transparent banner with white text is overlaid across the middle of the image.

SEMINAR ON “BRINGING VIETNAMESE AGRICULTURAL PRODUCTS AND PROCESSED FOODS TO INTERNATIONAL RETAIL AND DISTRIBUTION SYSTEM”



VIET NAM – EU TRADE FORUM OPPORTUNITIES TO EXPAND SUPPLY CHAINS WITH EU PARTNERS



Walmart
SOURCING

INTRODUCTION



SEMINAR ON “CONNECTING VIETNAMESE PRODUCERS AND EXPORTERS TO THE SUPPLY CHAIN OF WALMART GROUP”

amazon global selling

HỘI THẢO
THƯƠNG MẠI ĐIỆN TỬ XUYEN BIÊN GIỚI
CƠ HỘI KẾT NỐI VỚI THỊ TRƯỜNG TOÀN CẦU CHO
HÀNG XUẤT KHẨU VIỆT NAM

Thành Phố Hồ Chí Minh, ngày 14 tháng 9 năm 2023



**SEMINAR ON “CONNECTING VIETNAMESE PRODUCERS
AND EXPORTERS WITH AMAZON”**





CONNECT, COLLABORATE, AND CONQUER.



AEON TOPVALU VIETNAM ANNOUNCEMENT

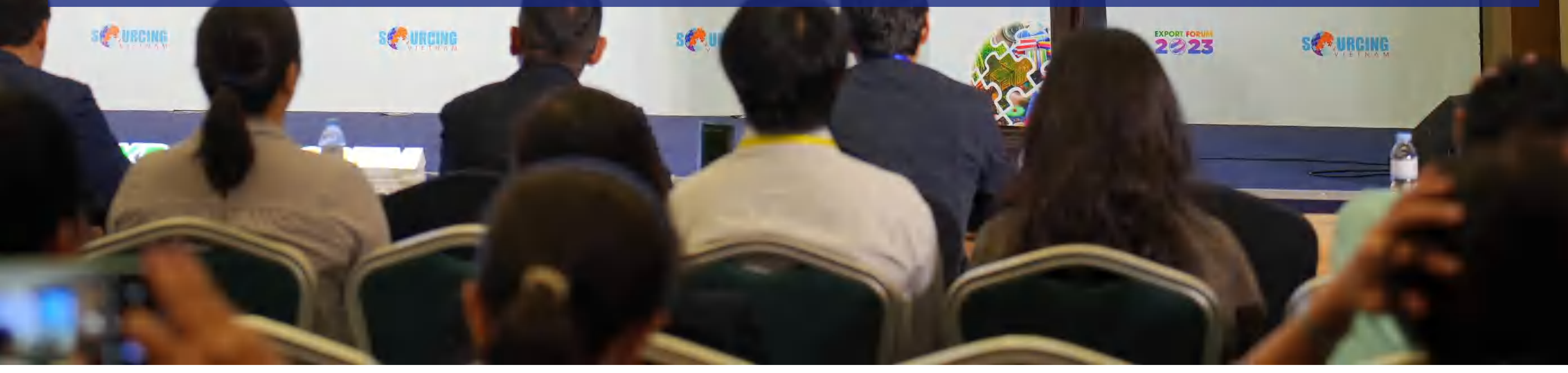
15/SEP/2023 (FRI)
AEON TOPVALU VIETNAM COMPANY LIMITED
YUICHIRO SHIOTANI

Ông YUICHIRO SHIOTANI
Tổng giám đốc Aeon Topvalu Việt Nam

Mr. YUICHIRO SHIOTANI
General Director of Aeon Topvalu Viet Nam



**SEMINAR ON “CONNECTING VIETNAMESE PRODUCERS
AND EXPORTERS TO THE SUPPLY CHAIN OF AEON GROUP”**





SEMINAR ON “CONNECTING VIETNAMESE PRODUCERS AND EXPORTERS TO THE SUPPLY CHAIN OF ASIAN AND AFRICAN RETAIL GROUPS”



**ĐỊNH HƯỚNG XUẤT KHẨU
NGÀNH DỆT MAY VIỆT NAM**



Tuyết Mai - Phó Tổng Thư ký VITAS
Tp. Hồ Chí Minh, ngày 15/9/2023

**SEMINAR ON “BRINGING VIETNAMESE FASHION,
INTERIOR, EXTERIOR AND HOMEWARES GOODS TO
INTERNATIONAL RETAIL AND DISTRIBUTION SYSTEM”**



EXHIBITION MEDIA CAMPAIGNS

POST SHOW REPORT

VIET NAM SOURCING EXPO 2023

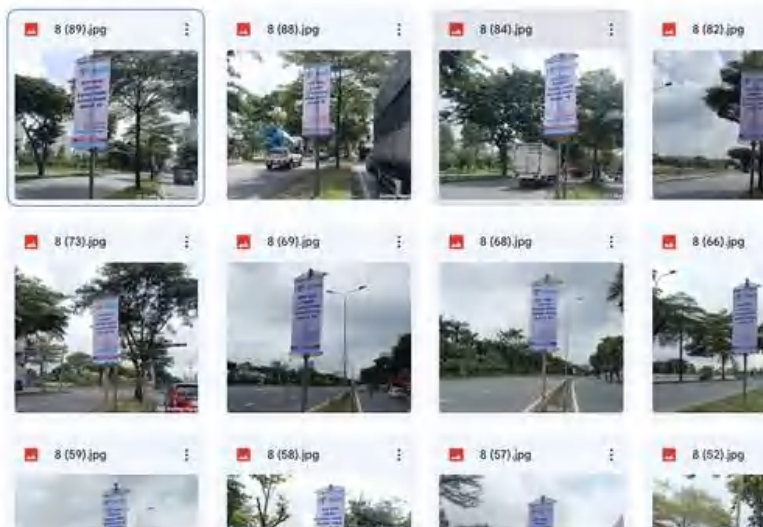
13-15 September

SECC, HO CHI MINH CITY, VIET NAM

1.000+
STREET BANNERS

15,000+

NEWS CLIPPING &
ADVERTISEMENT &
SOCIAL MEDIA



100.000 +
ONLINE POST+PRINTED & ENEWS



City. Ho Chi Minh connects businesses to key and potential markets

13/09/2023

City. Ho Chi Minh Police warned: Improving/optimizing food industry ecosystem in the city, Ho Chi Minh: Consumers are 'trapped' as they are 'stuck' in the city.

Information is the starting point of the Vietnam International Sourcing 2023 event. Connecting the Vietnamese supply chain of goods to the world market is the main goal of the event. Vietnam International Sourcing 2023 is the first time the City People's Committee, Ho Chi Minh City People's Committee, City People's Committee and the City People's Committee have implemented the 17th theme "Improving the efficiency of public service activities, promoting administrative reform and improving business environment" promote economic development, ensure social security.

Among them, City. Ho Chi Minh actively and proactively participate in the process of international economic integration, promoting digital transformation, developing green economy and sustainable economy. Active domestic economy, improving many solutions to support economic activities and activities for businesses and investors, helping customers quickly recover and develop production and business after the Covid-19 pandemic.



Vietnam International Sourcing 2023 kicks off in Ho Chi Minh City

13/09/2023

(VOVWORLD) - Vietnam International Sourcing 2023 opened with a series of events on Wednesday at the Saigon Exhibition and Convention Center in Ho Chi Minh City.



Participants visit a booth of Japanese fashion brand Uniqlo.

The three-day event is being co-organized by the Ministry of Industry and Trade and the Ho Chi Minh City People's Committee with the aim of helping domestic manufacturers and exporters reach global markets by connecting them with foreign distributors and importers.

Covering a total area of 3,000 square meters, the event attracted the participation of 300 businesses from different areas from across the international supply chain. It also received huge interest from leading global companies, including Asia and Pacific of Japan, Vietnam, America, Boeing and AES of the US, Cummins and Deere of France, Central Group of Thailand, Cope of Mexico, KIA of South Korea and Lufu of the UAE.

On showcase are more than 3,000 export products in fields where the nation boasts strength in such as food, garments and textiles, furniture, agriculture, household appliances, furniture and support industries.

Within the framework of the event, a series of activities including conferences and trade exchange programs will also be held.

VIDEO

Short film urges for sea turtle protection

Video: Small international gift products

Study on sea turtle and sea turtle

Most Popular

Vietnam's export to the world market

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SAVE THE DATES FOR 2024
06-08 JUNE 2024

CONTACT US TO BOOK YOUR STAND

CONTACT@VIETNAMSOURCINGEXPO.VN

WWW.VIETNAMSOURCINGEXPO.VN

