

International Premium Products Fair 2024



Exhibition Overview



Vietnam International Premium Products Fair 2024

Date : 30(Thu) May – 2(Sun) June, 2024

Venue : Hall A, SECC, HCMC, Vietnam

Organizer : KITA, Coex

Scale of Event : 200 Companies,
250 Booths (Expected)

Industries

Beauty & Fashion



Living & Interior



Food & Beverage



Beauty, Fashion, Living,
Home Interior, Wellness,
Food & Beverage, Smart IT

Buyer Profile



Retail

Wholesalers, Department Stores,
Online Malls and others
in retail industry



Trade Business

Trade Delegations,
Exporters/Importers and others
in trade industry



Manufacturing

OEM Providers,
MRO Buyers, and others
in the manufacturing industry

* Buyers are sourced from retail, trade, and manufacturing industries and are evaluated based on proven purchasing power
* ASEAN buyers are actively recruited from Thailand, Singapore, Malaysia, Indonesia, and many other countries.



Why Vietnam?

A Key Gateway to the ASEAN Market of 650 million people

- Vietnam boasts a consistently high economic growth rate, generating an average annual growth rate of 6.4% over the past 20 years.
- With a population of 100 million (ranked 16th largest globally) and an average age of 32.5, Vietnam offers substantial potential in the consumer goods market.
- Vietnam ranks as the third-largest country in trade, following China and the United States.



Representative of Post-China Market

- Increased Foreign Direct Investment (FDI) and accelerated industrial growth are outcomes of global companies relocating their production bases to Vietnam.
- Vietnam is an attractive investment destination, offering high development potential supported by government economic policies and tax benefits to attract foreign investment.



Rapidly Growing Consumer Market

- The retail market is expected to grow by 10% annually due to improved consumption level.
- The premium consumer goods market is also growing fast due to rapid urbanization and the increase of younger consumer demographics.
- Over 70% of the population is under 35, indicating strong growth in consumer markets.





Why VIPREMIUM?

- VIPREMIUM is the only exhibition for premium consumer goods in Vietnam and provides opportunities to meet not only with local buyers but also buyers throughout Southeast Asia, such as Thailand and Indonesia.
- Organizers of VIPREMIUM have proven expertise in successfully organizing and hosting consumer goods exhibitions in Seoul (Seoul International Sourcing Fair) and Indonesia (Jakarta International Premium Products Fair).
- Well-established buyers are recruited by the Association of Vietnam Retailers, the Vietnam Chamber of Commerce & Industry, and the Vietnam Small and Medium Business Support Center (SMEDEC2).
- Featured programs such as 1:1 Biz matching program, Influencer and social media marketing, Photo and live studio, provide efficient marketing effects.

Additional Program



1:1 Biz Matching Program

Opportunity to meet with local and overseas buyers



Influencer and Social Media Marketing

Active promotion through local influencers and social media



One-Stop Overseas Export Support

Dedicated support in navigating the processes necessary for export to Vietnam, including local import certifications, logistics and copyrights



Photo and Live Studio

Additional opportunities for promotional support through on-site photo studios and live broadcast studios during the exhibition



Various Stage Events and Seminar/Conference

B2B seminars to assist businesses in growing their markets, and B2C stage events to draw attendees

Previous Results





JIPREMIUM

Date | 05 (Thu) – 08(Sun) September, 2024

Venue | JCC, Jakarta, Indonesia

Contact | +82-2-6000-8125
coexoverseas@naver.com



SOURCING FAIR 2024

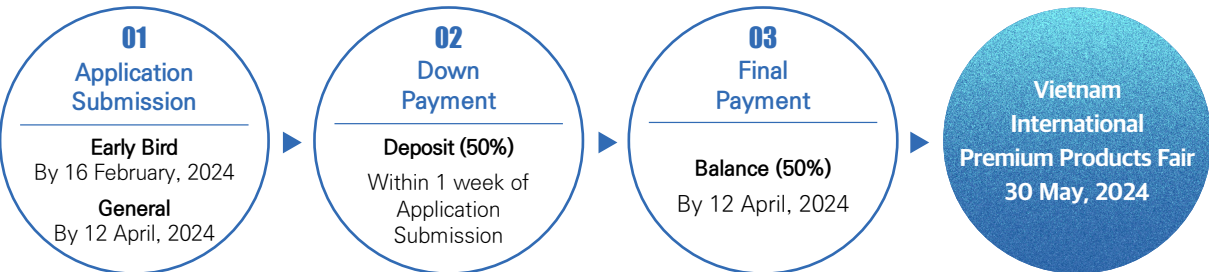
Date | 04 (Wed) – 06 (Fri) December, 2024

Venue | COEX, Seoul, Korea

Contact | +82-2-6000-1108
sipremium@coex.co.kr

Participation Guidelines

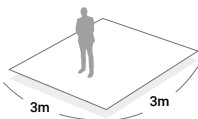
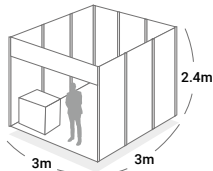

Process



Booth Fee

	Deadline	Space Only (Min. 2 Booths)	Standard	Premium (Min. 6 Booths)
Early Bird	By 16 February, 2024	USD 2,800	USD 3,100	USD 4,300
General	By 12 April, 2024	USD 3,100	USD 3,400	USD 4,600

Booth Types

Category	Space Only (Min. 2 Booths)	Standard	Premium (Min. 6 Booths)
Booth Image			
Specifications	<ul style="list-style-type: none"> Only raw space will be provided (3x3m/booth) Extra stand construction is possible under the permission of the organizer Additional facilities should be applied for separately if necessary	<ul style="list-style-type: none"> Standard Shell Booth provided Equipment:<ul style="list-style-type: none">• Company signboard and booth number• Pytex flooring• 1 information desk with 1 chair• 1 kW lighting(including power)• 1 power outlet, 1 trash bin Additional facilities should be applied for separately if necessary	<ul style="list-style-type: none"> Specialized Premium Booth design provided Equipment:<ul style="list-style-type: none">• Company signboard and booth number• Pytex flooring• 1 information desk with 1 chair• 1 consultation desk with 4 chairs• 1 kW lighting(including power)• 1 power outlet, 1 trash bin Additional facilities should be applied for separately if necessary

Vietnam **International Premium** **Products Fair 2024**



VIPREMIUM



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