VIETNAM EXPO 2027

THE 36TH VIETNAM INTERNATIONAL TRADE FAIR

13 ▸ 15 05. 2027

VEC | Vietnam Exposition Center
Dong Anh, Hanoi



BOOK YOUR STAND NOW

Hosted by:
Ministry of Industry & Trade

Directed by:
Vietnam Trade Promotion Agency

Organized by: Vinexad, ufi Member

Media Partners:
Đầu tư, Việt Nam News | Law, inDE, VNEA, bizhub, Vietnet, Báo Công Thương, VTVcab

Concurrent events:
ufi Hardware & Hand Tools Vietnam, Vietnam Elevator Expo, Robotex

Supporting Associations:
VCCI, VNEA, HAMI, VASI, Invest Vietnam

www.vietnamexpo.com.vn

Vietnam Expo in Hanoi

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SMART CONSUMPTION – SUSTAINABLE INDUSTRY – GLOBAL INTEGRATION

First launched in 1991, VIETNAM EXPO has accompanied the business community for over 35 years of development and international economic integration. It has established itself as the most prestigious and longest-running international trade fair in Vietnam, contributing to the promotion of import–export activities, strengthening investment cooperation, and supporting enterprises in deeper integration into the global value chain.







2027 EXHIBITION SCALE

- **1.000** BOOTHS
- **800** PARTICIPANTS
- **20.000** M²
- **20+** COUNTRIES AND TERRITORIES

EXHIBIT PROFILE

INTERNATIONAL PAVILIONS, EXPORT & INVESTMENT

Key export products of Vietnam and participating countries worldwide.

FOOD & ECO-LIVING

Food - beverages and ingredients; nutritional and organic products; consumer goods and healthcare products.

HOUSEHOLD ELECTRONICS

Home and kitchen appliances, sanitary equipment, entertainment systems, smart home devices, and household & personal technology solutions.

ELEVATORS, ESCALATORS & COMPONENTS

Elevators and escalators, components, equipment, spare parts, technologies and elevator solutions.

HARDWARE, HAND TOOLS & SUPPORTING INDUSTRIES

Tools and equipment, fastening systems, construction hardware & DIY products, locks, safety products and personal protec-tive equipment (PPE).

LOGISTICS & SUPPLY CHAIN SOLUTIONS

Transportation, warehousing and distribution, freight forwarding and customs clearance, third-party logistics (3PL), supply chain management and technology solutions.

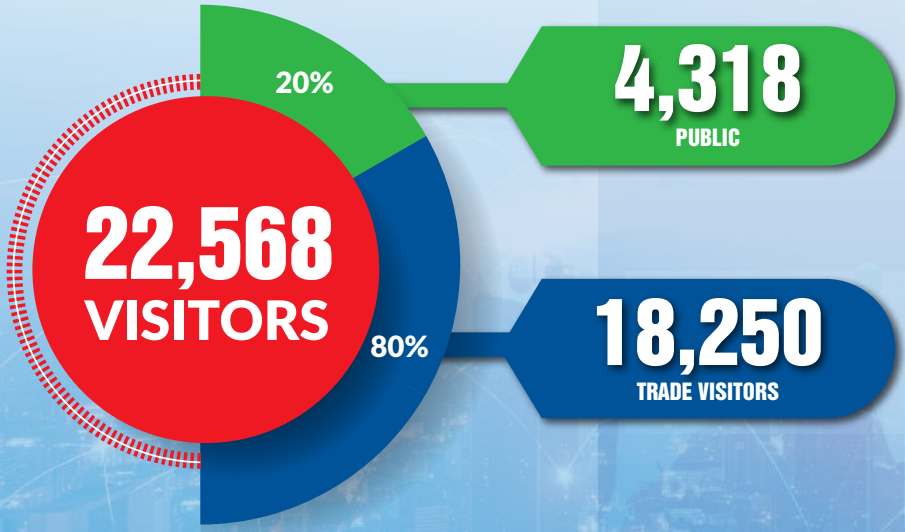
2026 PERFORMANCE AT A GLANCE

420 PARTICIPANTS

500 BOOTHS

9.000 M²

20 COUNTRIES AND TERRITORIES



From **64** Countries & Territories



INDUSTRY SEMINARS PANEL DISCUSSIONS







B2B MATCHMAKING PROGRAM CONNECTING SUPPLY AND DEMAND







ON-SITE TOURS INTERACTIVE EXPERIENTIAL ACTIVITIES







EXHIBITORS' FEEDBACK



SAPON GROUP - MAIN SPONSOR OF VIETNAM EXPO 2026
Vietnam

"This is a highly reputable trade fair, offering opportunities to connect with domestic and international B2B partners. From its scale and organization, I found it to be a very professional and well-structured event, effectively supporting businesses in connecting with partners. I was fortunate enough to connect with many domestic and international partners, including businesses from Japan and South Korea, and I see this as a great opportunity for business networking, a stepping stone that shortens the distance and time for businesses."

GD COMPANY
Korea

"The scale was truly enormous, and it seemed like many people from all over the world came here, including customers from Spain, Dubai, Vietnam, China... and were interested in our products. I am very grateful for this, and if another event is held in Vietnam in the future, I hope to have the opportunity to participate again."





OULEE PRECISION
Taiwan (China)

"Participating in the exhibition at this new venue has brought very clear and positive results. At first, there were quite a few challenges, but thanks to the support from the organizers, everything became much smoother. We hope that after the exhibition, more international customers will become aware of our brand and that we will have the opportunity to connect with larger clients.
If I had to describe this exhibition in one word: Professional and supportive.

ABLE PERFECT SDN BHD
Malaysia

"We are very anticipating in this Expo, as we are looking for business opportunity in Vietnam. This is the first time we are participating, and we see that there is a lot of international participants here from Myanmar, China and Cuba also. So far we have receive some inquiries, so the opportunities are there."





HTAKE HTAR LAY GEMS & JEWELLERY
Myanmar

"We are here to showcase our Burmese natural resources to the whole world. Business-wise, the Vietnam Expo is very easy to communicate, and the policies are very curated towards foreigners, and for our oversea exhibitors it is really easy for us. Overall I think it's a great experience."

GENFARMA
Cuba

"We took the opportunity to participate as the first time but for sure this will not be the last. We want to appreciate the support to secure a space in order to promote our companies and Cuba pavilion, including the support that we have received all this day in the preparation of the stand. We not only expect to connect with companies, but also with people coming to the Expo, so they all can be aware of what we can offer to the Vietnam population."



HIGHLIGHT BRANDS

PROFESSIONAL PROMOTION PLAN

Promote the image and brand name of the business to reach further, increase the benefits and promote business activities

- Covered by a network of 100+ domestic and international press agencies
- Business advertisement on our official marketing channels
- Television advertisement on reputable channels/stations
- Banners on high-traffic websites, industry association websites
- Radio with the highest audience rate in Vietnam
- SMS and email marketing sent to potential customer data
- 50,000+ invitations to exhibitions & seminars
- 15,000+ catalogues with product images + logos + information of participants











SPONSORSHIP PACKAGES



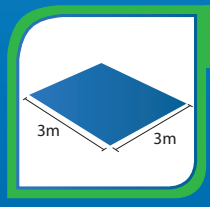
STANDARD STAND
(3m x 3m x 2,5m)

- Carpet (3m x 3m)
- Fascia board with company name
- 02 fluorescent tubes
- 01 information counter
- 01 round table, 05 chairs
- 01 wastepaper basket
- 01 electrical outlet
- Partitions



UPGRADE BOOTH

- Standard package together with upgraded items such as tower, spotlights, boosters, etc.
- Additional facilities should be charged separately if necessary.



SPACE ONLY

- Exhibitors build their stands.
- Electricity and carpet are not available.

Outstand your brand by applying to become our Sponsors and enjoy appealing brand promotion privileges

Main Sponsor	Co-Sponsor	Badge sponsor	Gift sponsor
(1 company)	(5 company)	(1 company)	(unlimited)

Contact us for further information

EXHIBITOR BENEFITS:

- Invitation to a wide range of forums and seminars in the framework of the Fair.
- An unlimited number of the opening ceremony and visit invitations.
- Company and product introduction in the official publications of the Fair.
- Security and sanitary services during four exhibition days.
- Tear-down and setup services applied to standard stands.

OPTIONAL SERVICES (WITH CHARGES):

- Advertisement page on the official catalogue of the Fair.
- Organization of product launch or seminars.
- Commodity freight, VISA application process, Accommodation, Interpreter and other additional services.
- Stand design and setup as customized.
- Print advertisement (poster, backdrop, standee, etc.).

REGISTRATION PROCEDURE:

1. Filling in Application Form and sending it back to the Organizer via email.
2. Making 50% or full payment of total booth rental upon the signing of service contract from both sides.
3. Booking deadline: 15/03/2027.

vinexad® ufi Member

VINEXAD NATIONAL TRADE FAIR & ADVERTISING JSC.

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