



VIETNAM INT'L RETAIL+FRANCHISE SHOW 2015

SHOW REPORT

Nov.5.Thu – Nov.7.Sat (10:00AM-5:00PM)
SECC (Saigon Exhibition & Convention Center),
Ho Chi Minh, Vietnam



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Exhibition Overview

Show Profile

- **Exhibition Name** Vietnam International Retail + Franchise Show 2015
- **Organizer**



K I T A Korea Trade-Investment Promotion Agency HIỆP HỘI CÁC NHÀ BÁN LẺ VIỆT NAM
- **Dates** Thursday, November 5, 2015 – Saturday, November 7, 2015
- **Venue** Saigon Exhibition & Convention Center (SECC), Ho Chi Minh, Vietnam
- **Scale** **14** Countries / **296** Companies / **331** Booths
- **Co-located Show** The 3rd Korea Sourcing Fair

Supporters/ Media Partners

■ Supporters

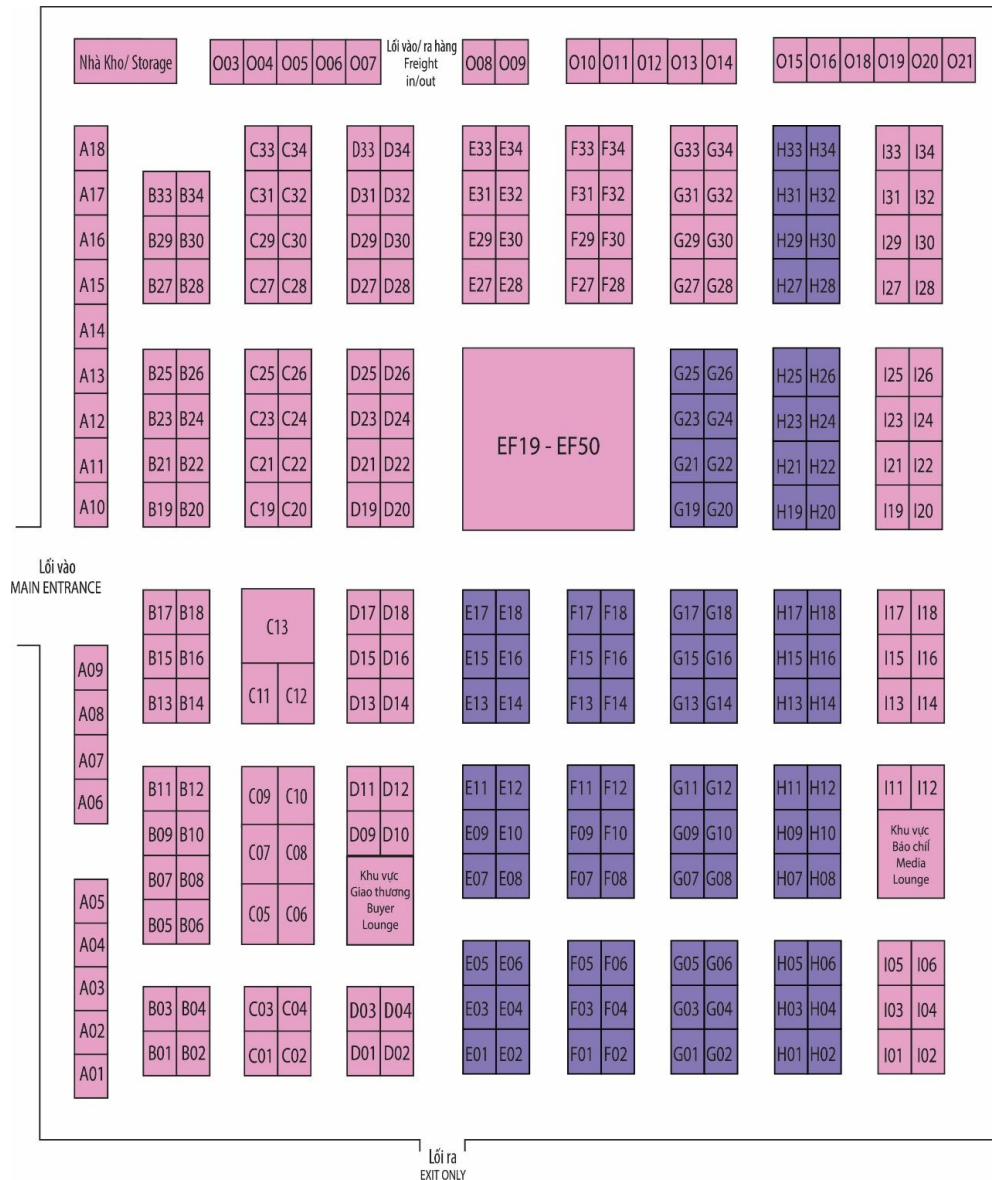


■ Media partners



Booth layout

■ Booth layout



14 Countries / 296 Companies / 331 Booths

Exhibit Profile

■ Exhibit Items

VIETNAM RETAIL 2015



Retail Products

Food- drink products, Beauty-health products, Fashion & Accessories, Home products, Electronics / Electronics accessories, Gift & Toy



Retail Store Fixture & Interior

Display racks, Showcases, Cooling and heating cabinets, Carts, Packing machines, Mannequins, Wallpaper, Lights, Signage



Retail Technology

POS, Cash management systems, Barcode systems, RFID systems, Security systems



Professional Retail Services

Consulting services for store management and operation, Real estate, Finance and insurance



Retail Trade Items

Distribution items from distribution channels in Vietnam and Indo-China

VIETNAM FRANCHISE 2015



Food & Beverage

Fast food, Vietnamese and international cuisine, Cafes and bars



Beauty & Health

Hair and make-up, Cosmetics, Spa, Healthy food and hospital equipment



Fashion

Clothing, Shoes and accessories



Retail & Wholesale

Shopping centers, Supermarkets, Large discount stores, Department stores, Convenience stores and road shops



Consulting Services

Consulting services for real estate, Finance and insurance



Education & Training

Various educational business (Children's education, Higher education and professional training)



Other Specialized Retail

Automotive / Motorcycle repair shops and specialized franchise stores

Exhibitors

■ Main exhibitors



■ Exhibitors



14 Countries / 296 Companies / 331 Booths



Biz-matching onsite

- Biz-matching

Number of On-site Meeting

5309

Value of Contracts discussed on-site

USD 118,000,000

Value of Contracts Expected to be Signed within a Year

USD 57,000,000



Biz-matching onsite

■ Biz-matching



Visitors

Visitors

Scale

36,517 visitors/ 24 countries



Visitor Profile

- Department stores, Shopping centers and large retail distributors
- Preliminary founders, store owners, investors and occupants
- Multinational retail and franchise businesses
- Franchisees in Vietnam and neighboring countries
- Business Owners / Entrepreneurs
- Master Franchisors / Licensees
- Corporate Management / Executives
- Business Development Managers
- Sales and Marketing Managers
- Government Officials
- Franchise / Business Consultants
- Educationists / Trainers
- Retail Experts
- Medias
- Other Related Service Providers

Seminars

■ Seminar Schedule

5 Seminars

Date	Time	Speaker	Title
05/11/2015	11:00 – 12:00	Mr. Sean Ngo (VF Franchise Consulting)	How to Franchise Your Business Successfully
	13:00 – 13:50	Mr. Tang Thanh Phat (Go Global Pty Ltd.)	E-learning – An effective training solution for retailers and franchisor
	14:00 – 14:50	Mr. Michael Grethen (Sprooki – Location-based shopper engagement solution)	020 – A shopper engagement strategy for retailers
	15:00 – 15:50	Mr. Eckart Dutz (Pacific Partners (VN) CO., LTD.)	How to stay competitive in the modern retail market – Case study “Uncle Bills Store”
06/11/2015	10:00 – 10:50	Ms. Phi Nguyen (Retail & Franchise Asia)	Are Vietnamese franchised brands ready for the AEC?

Photos of Seminars





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Photo Gallery

Overall Photos



Overall Photos



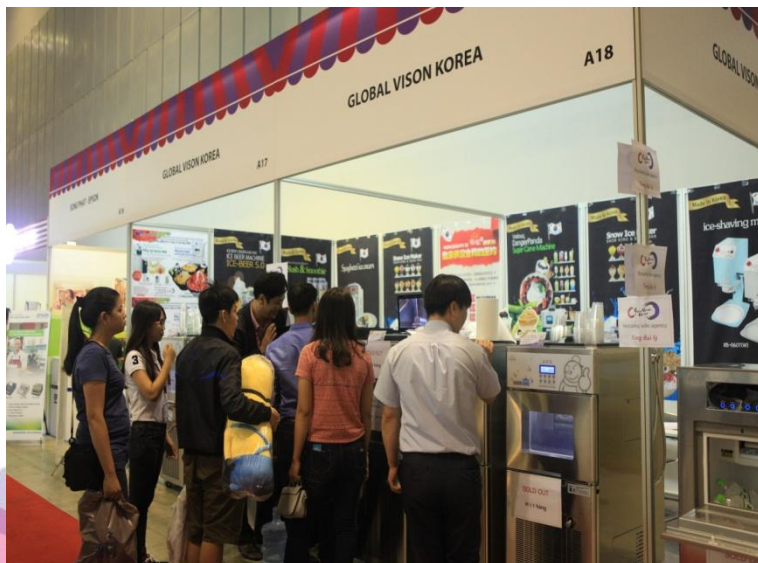
Entrance Photos



Booth Photos



Booth Photos



Biz-matching



Seminar





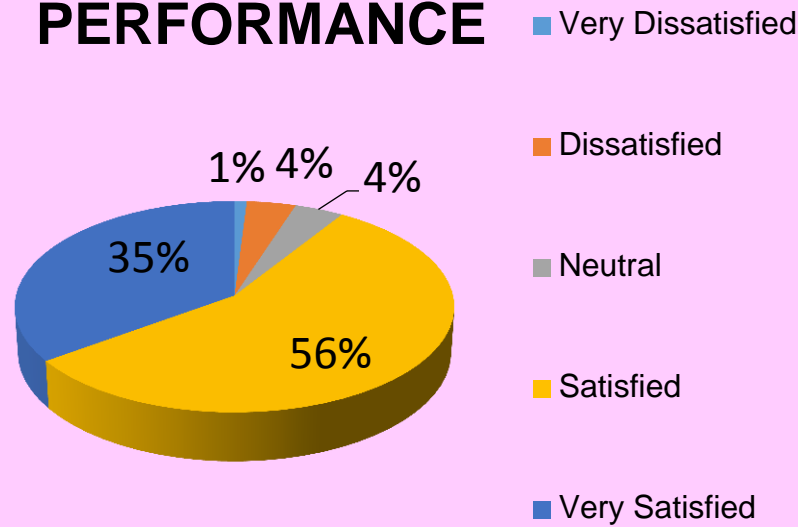
PART

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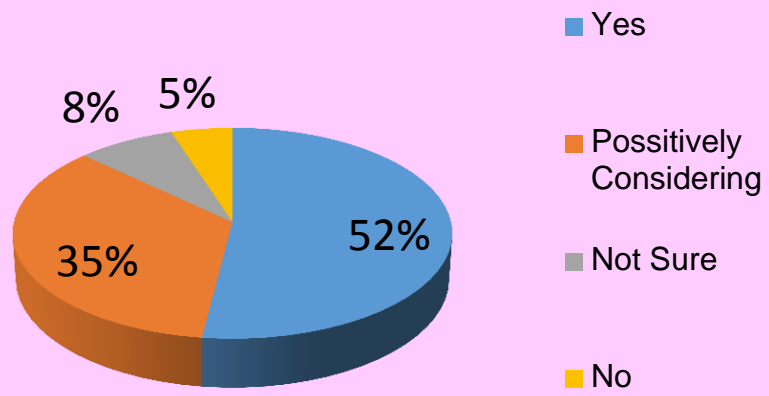
Survey Result

Exhibitor Survey Result

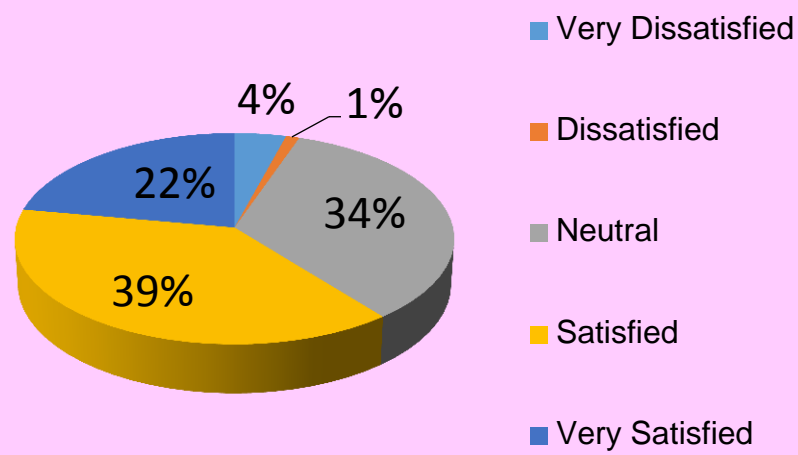
PERFORMANCE



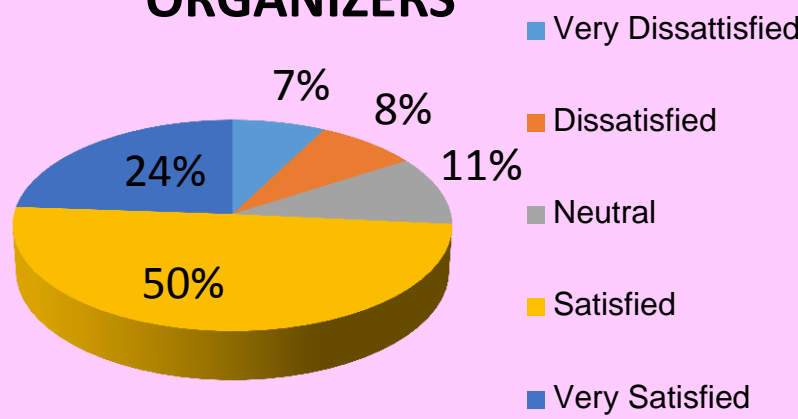
RE-PARTICIPATION INTENT



BOOTH ARRANGEMENT

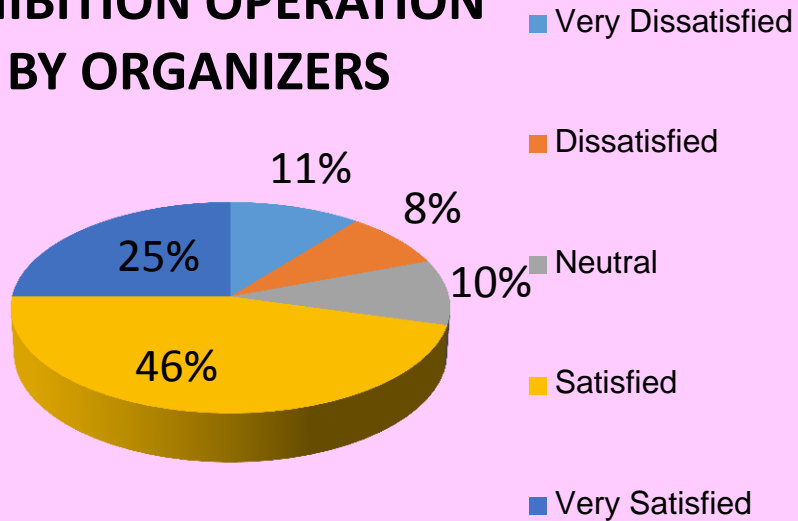


EXHIBITION PROMOTION BY ORGANIZERS

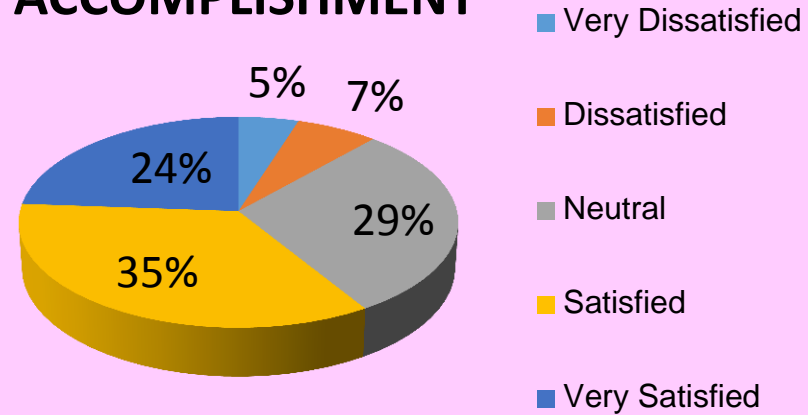


Exhibitor Survey Result

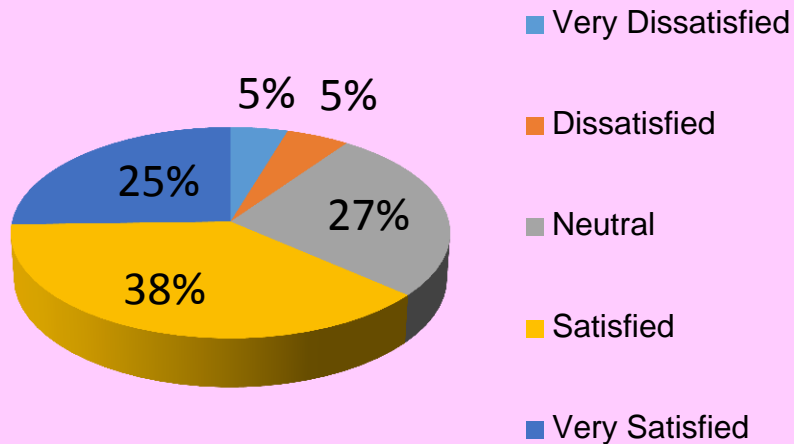
EXHIBITION OPERATION BY ORGANIZERS



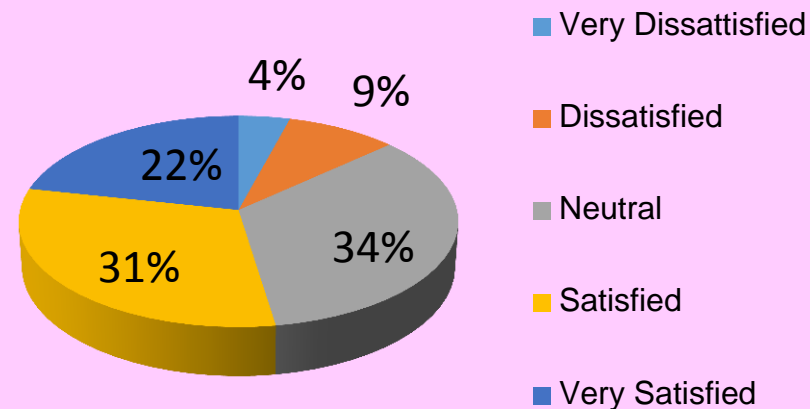
PARTICIPATION ACCOMPLISHMENT



EXHIBITION FEE

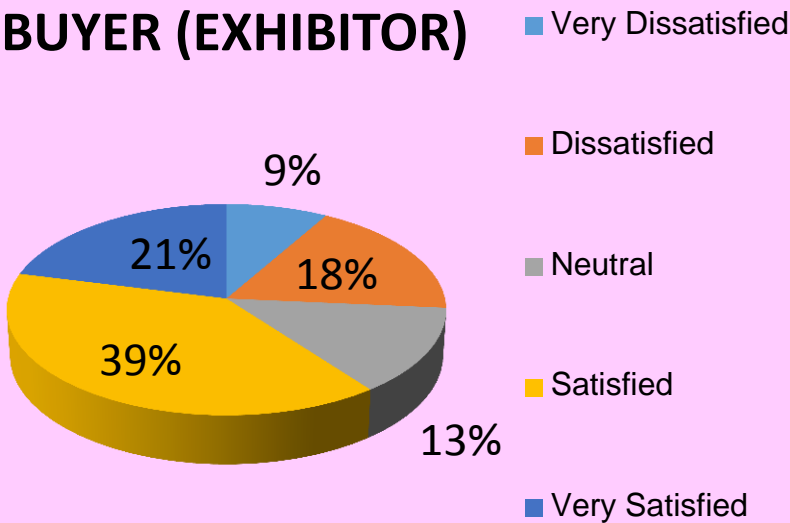


EXHIBITION SCHEDULE

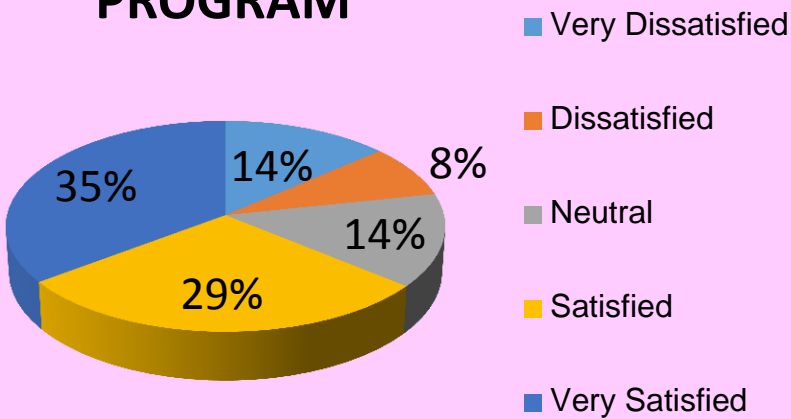


Exhibitor Survey Result

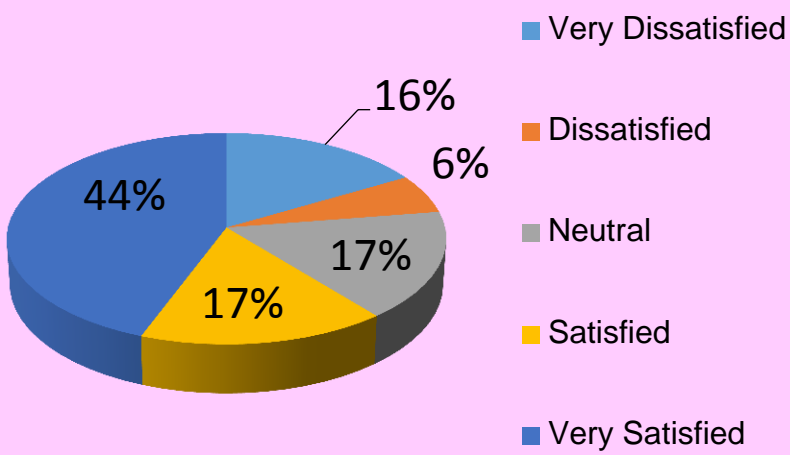
BUYER (EXHIBITOR)



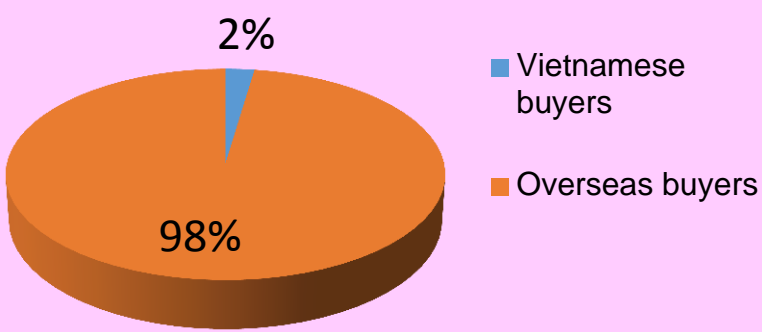
1:1 BIZ-MATCHING PROGRAM



DISCOVERING NEW BUYERS

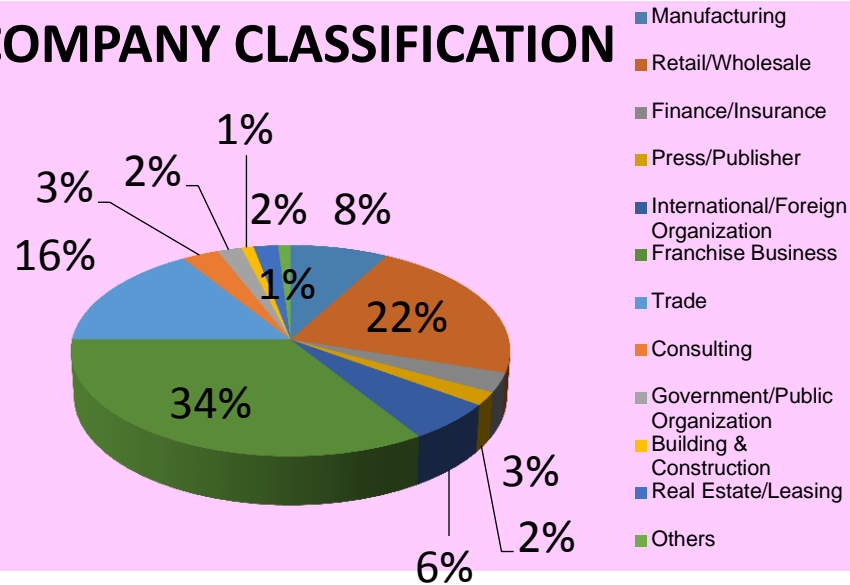


BUYERS CONSULTING ABOUT PURCHASE

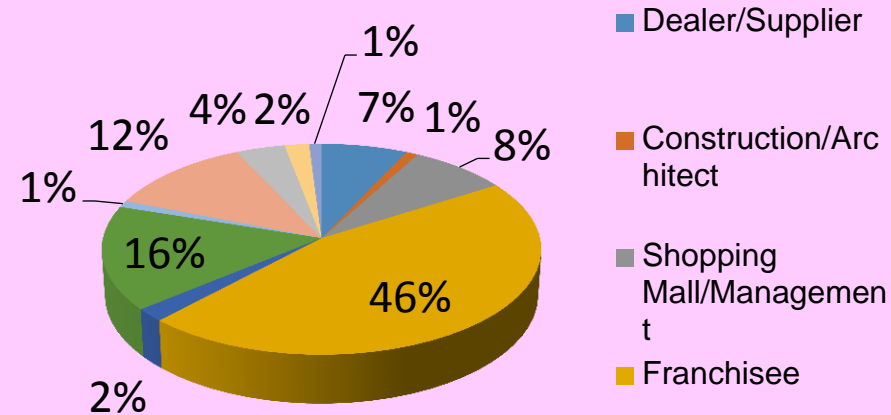


Visitor(Buyer) Survey Result

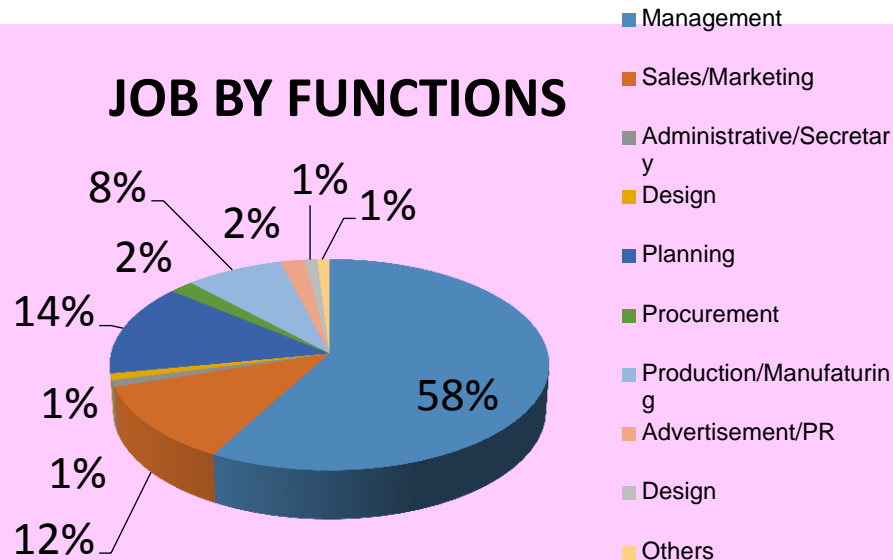
COMPANY CLASSIFICATION



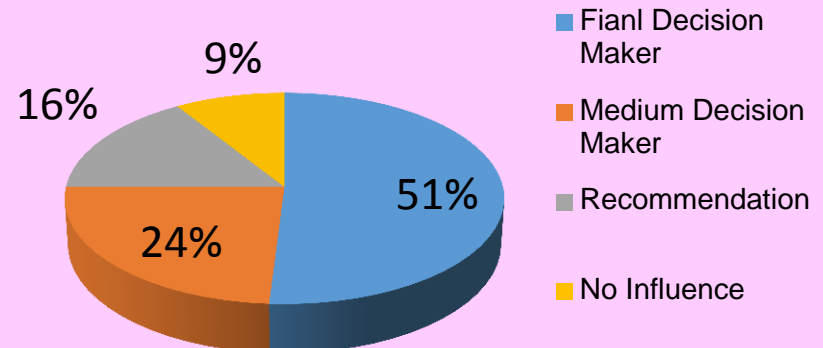
BUSINESS CLASSIFICATION



JOB BY FUNCTIONS

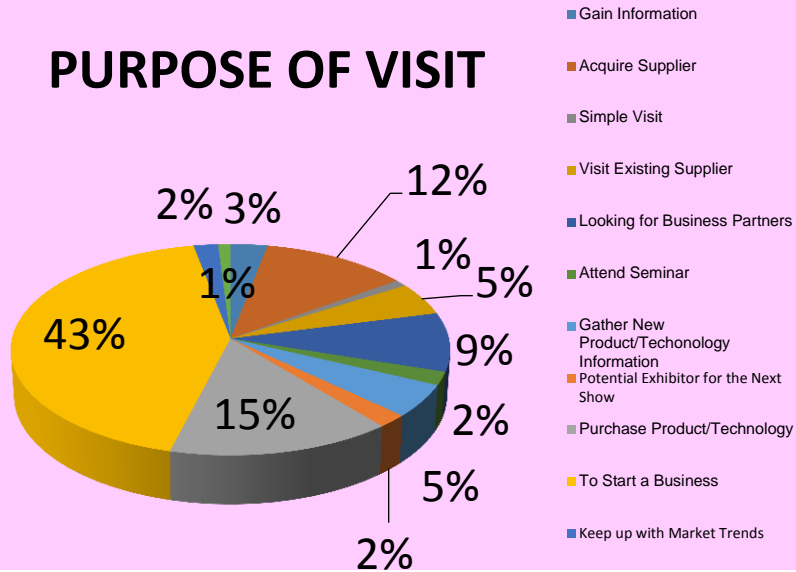


PURCHASING POWER IN THE COMPANY

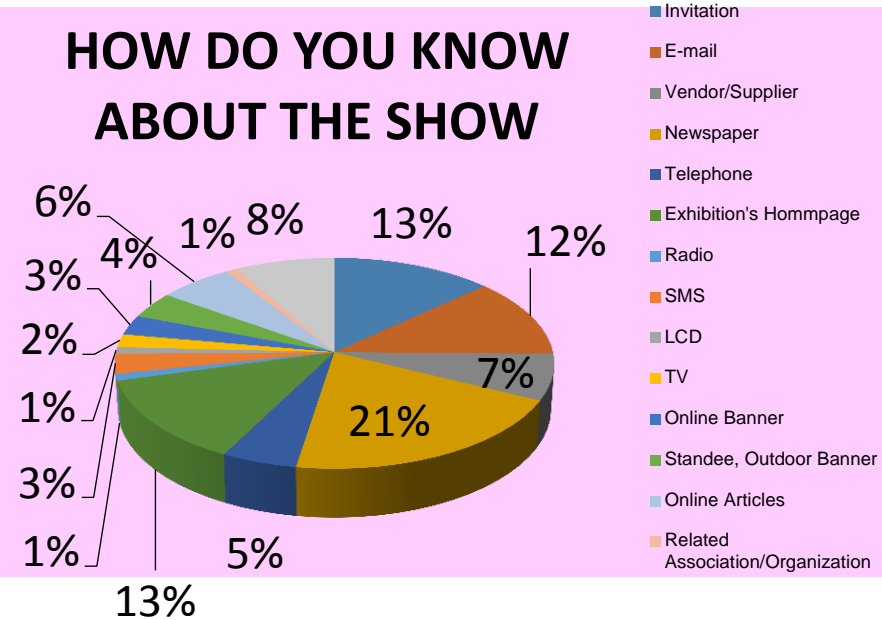


Visitor(Buyer) Survey Result

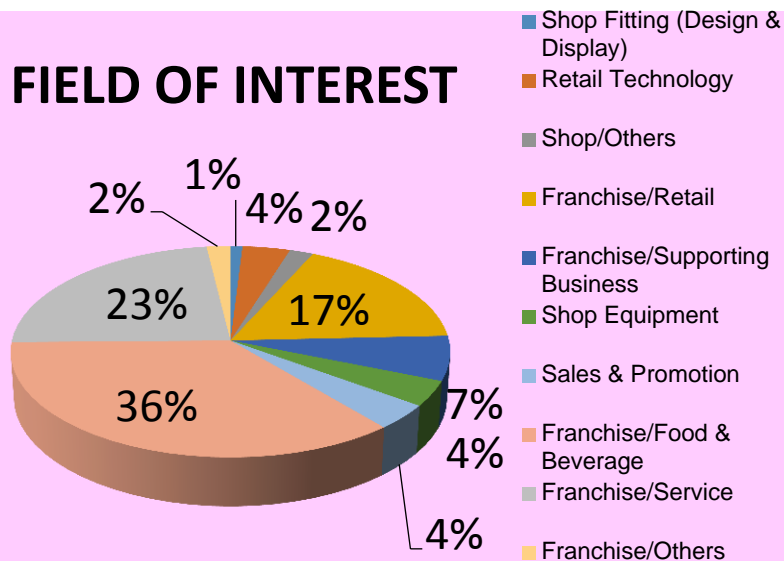
PURPOSE OF VISIT



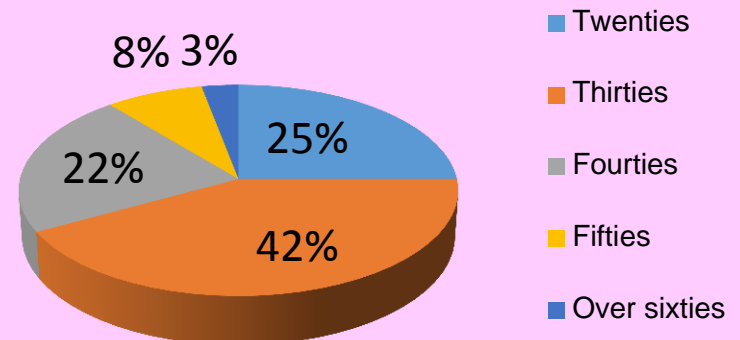
HOW DO YOU KNOW ABOUT THE SHOW



FIELD OF INTEREST



AGE GROUP



Marketing Result

To view full marketing result report, click here ↓



Vietnam Int'l
Retail & Franchise Show 2015

Organizers



Co Organizers



The 7th Vietnam Int'l Retail & Franchise Show 2015 AD & PR Report

Nov 05th Thurs. ~ Nov 07th Sat.

05 – 07/11/2015 | SECC, 799 Nguyen Van Linh, Dist.7, HCMC

Feedback from Exhibitors



- **Mr. Lee Woong**
- **Development Director
of Lotteria Vietnam Co., Ltd.**

Yes, last year we participated for smaller booths, only 4. This year we make bigger than last year and also we have good customers who interested in our business. This is a very good opportunity.

This is the second time we've been here at Coex. We were here last year and we were very satisfied with the result and that's why this time we're actually coming back bigger and better. Last year we had 1 booth, this year we have 4 booths altogether. We had a lot of visitors to the booth and we've actually met some really qualified candidates as well. The show this year is basically a lot bigger and the quality is a lot better as well. We're quite happy with the traffic we got this year.



- **Mrs. Nguyen Phi Van**
- **Chairwoman of Retail & Franchise Asia**



PART

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Co-located Show

Co-located Show-The 3RD Korea Sourcing Fair 2015

■ The 3rd Korea Sourcing Fair 2015

- 5 Nov – 7 Nov, 2015
- Saigon Exhibition and Convention Center



- 94 Companies
- 95 booths
- Events:
K Movie Day, K-Pop Fan Club,
K-Makeup Performance,
K-Fashion Exhibiting



KOREA SOURCING FAIR

5 - 7/11/2015
10:00 - 17:00

SECC, 799 Nguyen Van Linh, D.7

Co-located Show-The 3RD Korea Sourcing Fair 2015

◆ Exhibitor items

FOOD & BEVERAGE

- Kimchi
- Health food, Red ginseng
- Korean BBQ, Fried Chicken
- Korean Alcohol

BEAUTY & HEALTH

- Korea Cosmetics
- Jewelry
- Shampoo, Soap
- Mask Pack, Essence

SHOP-RELATED

- Kitchen Utensils
- Digital Doorlock
- Lighting
- Food Container

FASHION

- Caps
- Bags
- Clothes

Co-located Show-The 3RD Korea Sourcing Fair 2015

◆ Visitor profile

- Trading company about Korean Products and Service
- Consumers who favor Korean Products and service
- Fans of Korean Culture
- Government officers & Medias
- Wholesaler/ Retailer/ Distributor Korean Product and service





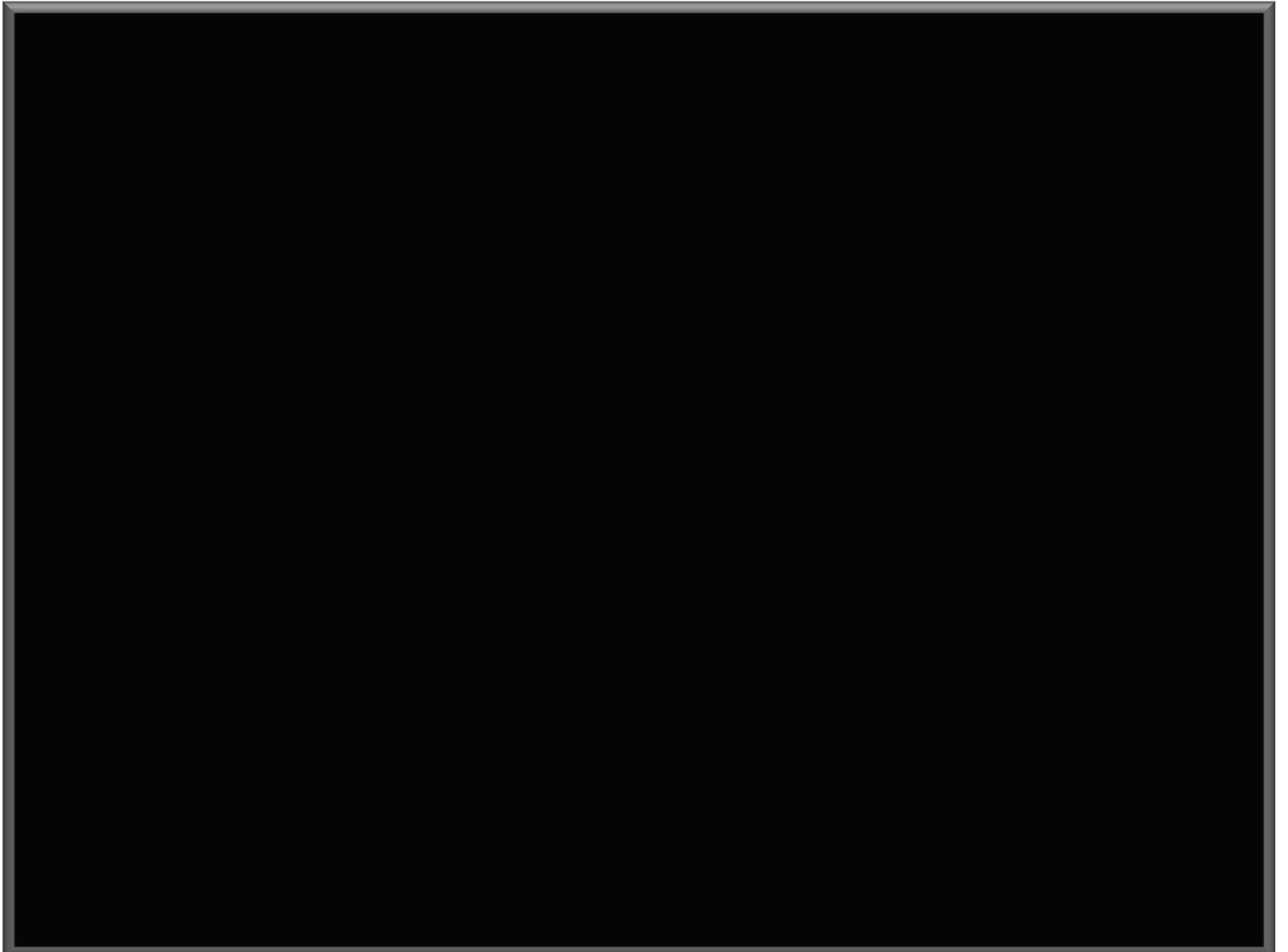
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Video



Video





PART

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Next Show Information

Next Year Information

Show title	The 8th Vietnam International Retail and Franchise Exhibition 2016
Co-located Show	The 1st Vietnam International Coffee and Dessert Fair 2016
Organizers	COEX, VINEXAD, AVR, VICOFA
Date	8th June – 10th June, 2016 (10:00AM – 5:00PM)
Venue	SECC (Saigon Exhibition & Convention Center) 799 Nguyen Van Linh Street, District 7, HCMC
Booths	450 booths
Estimated Scale	300 companies from more than 14 countries

Next Year Information

◆ The 8th Vietnam Int'l Retail & Franchise Show 2016

Vietnam International Franchise Show 2016

- Food & Beverage
- Beauty & Health
- Fashion
- Retail & Wholesale
- Consulting Service
- Education & Training
- Other Specialized Retail

Vietnam International Retail Show 2016

- Retail Products
- Retail Store Fixture & Interior
- Retail Technology
- Professional Retail Service
- Retail Trade Item

Next Year Information

◆ Co-located Show

Vietnam International Coffee and Dessert Fair 2016

- Premium Coffee & Tea
- Ingredients
- Coffee & Tea Related Products
- Machinery & Facilities
- Desserts
- Mint Label





Thank you!

See you next year

at the 8th **Vietnam Int'l Retail & Franchise**
Show 2016