



THE 11TH INTERNATIONAL EXHIBITION ON FOOD & BEVERAGE IN HANOI
 THE 11TH INTERNATIONAL EXHIBITION ON FOOD PROCESSING,
 PACKAGING TECHNOLOGY & EQUIPMENT IN HANOI

05 > 08 / 11 / 2025



📍 (I.C.E) HANOI INTERNATIONAL EXHIBITION CENTER
 91 Tran Hung Dao str., Hoan Kiem dist., Hanoi, Vietnam



Organizer:  **Vinesad**®  UFI
Member

Co-organizers:  

WHY EXHIBIT?

-  **Joining the Largest international F&B showcase in Vietnam** with the most exceptional line-up of food & beverage companies around the world
-  **Establish Connection** and build lasting relationships with local and international buyers from around the world
-  Create **maximum reach** with regional buyers with no geographical boundaries
-  **Effective marketing to qualified leads** and engage in 1:1 self-arranged physical meetings with highly relevant buyers
-  Increase **brand awareness** by pitching onsite to buyers and engaging in simply showcase your products at your booth



FOOD PRODUCTS

- Confectionary, Canned food, Processed food
- Milk and butter products, Instant products
- Natural food, Herb/herbal products
- Vegetable, root, fruit of dried and fresh
- Vegetable oil, Sugar/derivative products
- Meat/poultry & livestock products
- Fresh & raw aquatic products
- Organic Food

DRINK PRODUCTS

- Tea, coffee
- Cocktails, champagne...
- Beer (bottle, keg, fresh beer)
- Non-alcohol drinking water, Gas & non-gas of soft drink; Mineral & pure water
- Fibre, vitamin, nutrition, fruit water

DIET FOOD HEALTH FOODS

- Bird's Nest, Chicken Essence,
- Diabetic Products, Ginseng & Ginseng Products
- Health Supplements & Vitamins
- Herbal Jelly, Natural Health Foods
- Organic Foods
- Traditional Health Foods Supplements

EXHIBITS PROFILE

SEAFOOD

- Frozen seafood
- Dried seafood, Fish sauce
- Processed seafood, Canned seafood
- Frozen aquatic products: Catfish, Fish, Crab, Shrimp, Cuttlefish
- Processed aquatic product: Salte fish, Steamboar
- Aquatic products

RAW MATERIALS FOOD ADDITIVE

- Raw materials, food additive
- Monosodium glutamate, spice
- Fermentative matter
- Preservative substance
- Condiment

MACHINERY AND EQUIPMENT FOR PROCESSING & PACKAGING

- Assorted Food & Beverage Processing Equipment
- Drink / Juice Processing, Equipment
- Food Sterilizing Machinery & Equipment
- Agricultural Product Processing
- Fruit & Vegetable Processing Technology
- Cleaning / Sanitary Systems & Equipment
- Flavor, Pulp & Paste Making Machinery / Equipment
- Pasteurizing Equipment
- Freezing & Cold Storage
- Food Canning & Bottling Equipment



Trade franchise, consultancy, specialist skill training program of food & drink processing and preserving

VISITOR PROMOTION ACTIVITIES



◆ Advertising campaigns in mass media means, social networking sites (Facebook, Twitter,...) , radio, national and local television, newspaper publications of Vietnam and region, major industry websites, etc.



◆ Continuously update information of the sluros in leading industry magazine and famous newspapers in Vietnam



◆ Direct mailing of information to over 100 thousands potential buyers. Direct mailing of invitation to top ranking companies in the fields of Food processing and Beverages of Vietnam and region



◆ Publication of the show newsletter, show preview and press release Magazine: Publish in domestic & overseas professional magazines, and invite foreign companies and domestic experts to joint the exhibition



◆ Press Conferences



◆ Outdoor Advertisement: Panoes, Billboards, Posters, Flags, Leaflets,...

◆ Visitors can get the Exhibitors Directory Freely, and show information through website: WWW.FOODXVIETNAM.COM

VISITOR PROFILES

- ◆ Retailer/ Department Store
- ◆ Drink Importer/ Distributor/ Wholesaler
- ◆ Fast Food Restaurant/ Hotel
- ◆ Food Service Government, Military
- ◆ School, Hospital
- ◆ Food Service Industrial/ Offshore
- ◆ Food Service Consulting
- ◆ Bakery/ Confectionary Manufacture
- ◆ Restaurant/ Bar/ Club/ Café Management
- ◆ Fast Food Restaurant
- ◆ Supermarket/ Grocery Store/ Convenience Store
- ◆ Food - Manufacture/ Producer/ Supplier
- ◆ Custom processing; Packaging;
- ◆ Bottle; Chemicals/ Plastics;
- ◆ Recycling; Machinery & Equipment;
- ◆ Hardware/ Tools/ Molds; Bags / Wraps & Liners; Houseware Consultants, scientists, experts in food session

ACTIVITIES DURING THE SHOWS

Professional Seminars/ Conferences

Business Matching: between trade visitors and exhibitors onsite of the Fair or individual meetings arranged upon requirement

Technical Seminars/ Trade transactions between local and overseas companies in each field

Cooking Examination

"Spin the wheel" & check-in activities

Barista training workshop



REPORT OF VIETFOOD & BEVERAGE - PROPACK VIETNAM 2024

350 BOOTHS **300** PARTICIPANTS **FROM 08** COUNTRIES & TERRITORIES



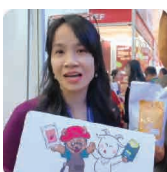
"We are one of the oldest biscuit manufacturers in Indonesia. We already exported to more than 30 countries worldwide. By participating in this exhibition, we hope to find opportunities to expand our markets even further. So far, we have met some potential buyers coming to our booth, and also a lot of local people. I think Hanoi has great potentials to look for distributors."

Ms. Yani Aprilia Tjia, International Business Officer
KHONG GUAN GROUP



"We come from Ho Chi Minh city. Participating in this exhibition is an opportunity for us to connect with the Northern market. We saw an excellent number of visitors coming to our booth, B2B & B2C customers both, as well as foreign partners. This morning, we met with two important partners from Jiangxi (China) who are interested in our products."

Mr. Ngo Minh Hung, Sales Director
GIA THINH PHAT PRODUCTION & SERVICE JSC



"By participating in Vietfood & Beverage 2024, we've successfully attracted many buyers, store owners and consumers interested in our products. We would like to thank Vietfood & Beverage 2024 for executing such a remarkable media campaign to increase brand awareness in Hanoi and many other places within the country."

Ms. Phi Phuong Thanh, Head of Sales Department
HI SWEETIE VIETNAM IMPORT & EXPORT CO., LTD.



"We are one of the leading confectionery manufacturers in South Korea. We really appreciate the opportunity of attending this event. A lot of buyers and distributors came to us and they're very interested in South Korean products."

PhD. Terry Lee, CEO
SAMJIN CNF CO., LTD.



BECOME A SPONSOR

SPONSORSHIP PACKAGES



SPACE ONLY

* Exhibitors will build their own stands, electricity and carpet are not available.



PACKAGE STAND

* (3m x 3m x 2.5m) including: Carpeted floor, 03 partitions, Fascia with company name, 01 information counter, 02 chairs, 01 waste paper basket, 02 fluorescent, 01 electric socket of 5Amp/220V



UPGRADE STAND

* Package stand with outstanding tower and light system.

VALUE-ADDED BENEFITS FOR EXHIBITORS:

- ◆ Attending conferences, seminars during the Exhibition
- ◆ Badges, opening ceremony invitation letter, exhibition invitation letter...
- ◆ Free introduction in the Exhibition's catalogue in English and Vietnamese
- ◆ Public hygiene in the Exhibition area
- ◆ Security of the Exhibition items during the closing time of the Exhibition.
- ◆ Installation and dismantling booths (in case of package rental)

OPTIONAL SERVICES (CHARGED):

- ◆ Advertising fees in the Exhibition's catalogue.
- ◆ Organizing thematic seminars to introduce products and services
- ◆ Cargo transportation, visa procedures, hotel booking, interpretation and other service,...
- ◆ Designing and installing special booths, booth equipment rent.
- ◆ Printing services for advertising products.
- ◆ Local travel for market survey.

PARTICIPATION PROCEDURES:

1. Filling in the Application Form and Form for Catalogue entry.
2. Sending Application Form together with a deposit of 50% or total space rental fee in cash on T/T to:

VINEXAD

Account in VND: 0021000000172
 Account in USD: 0021370020067
 Account in EUR: 0021140474605
 Name of the bank: VIETCOMBANK HANOI - 11B Cat Linh Str., Hanoi
 3. The balance should be arranged before 8 October 2025

CONTACT US



VINEXAD NATIONAL TRADE FAIR & ADVERTISING J.S.C

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