



Food ingredients
Vietnam

Your Niche Market Opportunity



**Beverage
ingredients**



**Natural
ingredients**

11-13 November 2020

Ho Chi Minh, Vietnam

The perfect location is waiting for you



Fi Vietnam is the only dedicated food and beverage exhibition in Vietnam, offering industry professionals a great platform to be a part of this growing market.

The show is your opportunity to promote your company and products to regional and global audiences of industry professionals in a highly effective and vibrant environment. As Fi Vietnam has grown, so has the country's food industry.

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Fi Vietnam is the meeting place for the F&B industry in Vietnam, and the only event of this quality. As many local and foreign-invested food processors continue to establish themselves in the Vietnamese market, the prospects for food ingredient exporters will continue to grow.

Olav Masseling
Brand Director
Fi Vietnam



WHY EXHIBIT?

- ✓ Be where your customers are - network face-to-face with highly targeted key decision makers, buyers and specifiers
- ✓ Get the best ROI on your travel, time and budget - access your most promising prospects in one place in just three days
- ✓ Engage your customers - let them see, taste and smell your food ingredients
- ✓ Keep up-to-date with industry trends and market developments with onsite conference, seminar program and an award ceremony

WHY FI VIETNAM 2020?

- ✓ Fi Vietnam is the only dedicated food and beverage ingredients exhibition in Vietnam, making it your gateway to the entire Vietnamese food and beverage supply chain
- ✓ Fi Vietnam is a bi-annual event, so don't wait until 2022
- ✓ By 2020, Vietnam is expected to enter the top 3 Asian countries with the highest growth rate in the food and beverage industry
- ✓ Consumer-orientated food products produced in Vietnam rely on imported food ingredients, making Vietnam an especially promising market

Learn more about Fi Vietnam:
www.figlobal.com/vietnam

VISITOR FACTS



5.500+
expected attendees



79%
of visitors have purchasing power



#1
reason to visit: Source Ingredients

TOP 5 VISITORS

Asahi Group Foods, Ltd	Manager
PepsiCo	Marketing Manager
Nutricare	R&D Director
Nestle	Group Application Supervisor
Nutrifood Nutrition	Purchasing Manager

EXHIBITOR FACTS



160+
expected exhibitors



2,500 m²
total exhibition space



#1
industry topic of interest: beverage ingredients

TOP 5 EXHIBITORS



INSIGHTS

93 mil

Vietnam has a population of around 93 million, half of which are under 30

17%

The F&B industry is expected to grow at 17% annually over the coming years

8%

Consumer expenditures growing steadily at over 8% per year



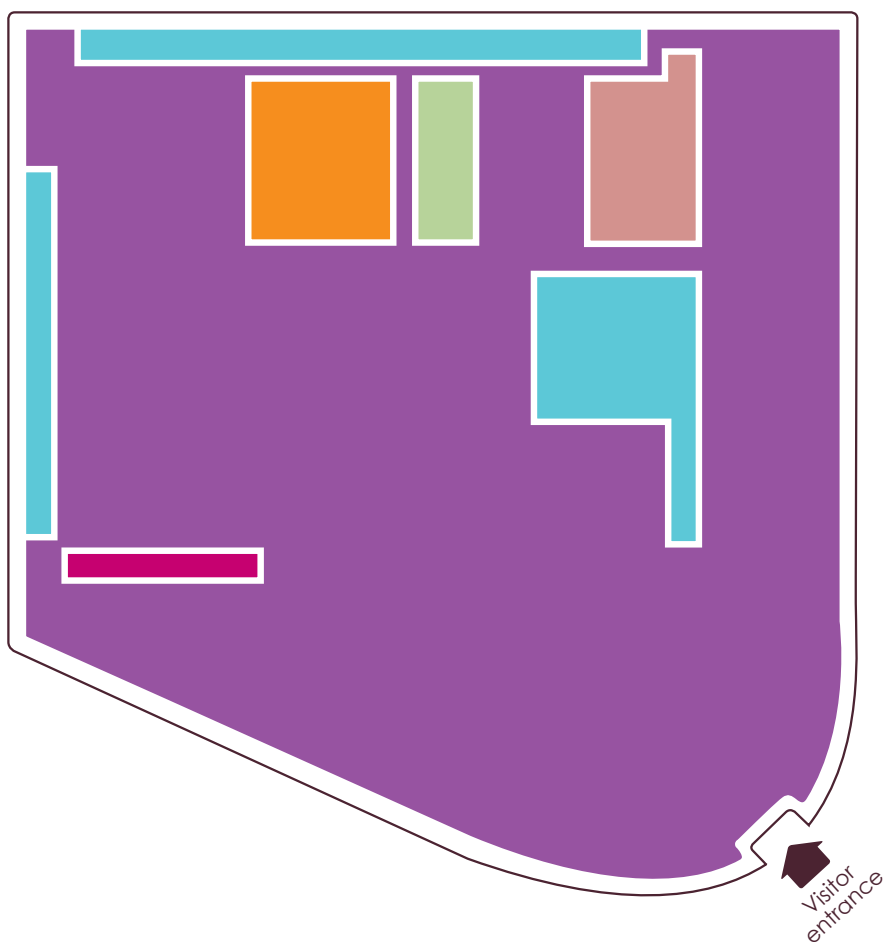
It is our 3rd time to exhibit at Fi Vietnam. This year, the show is more crowded and we have met new players.

Ms. Khau Thi Thien Kim
Managing Director,
Behn Meyer





FLOORPLAN



Global Floorplan
11-13 November 2020
Ho Chi Minh, Vietnam

-  Food ingredients
-  Natural ingredients
-  Beverage ingredients
-  New Business Pavilion
-  China Pavilion
-  Thailand Pavilion



CONTACT

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LEARN MORE

Explore your opportunities
at Fi Vietnam 2020

