



**Food ingredients**  
Vietnam



Natural  
ingredients



Beverage  
ingredients

**12-14 October 2022**

SECC, Ho Chi Minh City  
Vietnam



**Your gateway to Vietnam's  
food and beverages  
ingredients industry**

Secure  
your space  
**now**



**informa**markets

[fi-vietnam.com](http://fi-vietnam.com)

# Fi Vietnam 2022

 **5,000+**  
attendees

 **160** ingredients  
exhibitors

 **3 DAYS**  
of learning



## THE BIGGEST GATHERING OF F&B INGREDIENTS PROFESSIONALS IN VIETNAM AND NEIGHBOURING CAMBODIA, LAOS AND MYANMAR

**Don't miss this unsurpassed business opportunity to showcase your products and meet the industry's key decision makers.**

Fi Vietnam is unique – It is the only event dedicated solely to food ingredients in Vietnam, the surrounding CLMV regions and beyond. The three-day show featuring the co-located Natural ingredients (Ni) and Beverage ingredients (Bi) exhibitions will give you instant access to highly targeted buyers and decision makers.

**Take your business to the next level at Fi Vietnam 2022**

Now in its fifth edition, Fi Vietnam is where local and regional F&B industry professionals will gather to learn and experience what's new and what's next.

## Vietnam Key Facts

With a young population and the current trend of people dining out, Vietnam has been drawing the attention of domestic and foreign investors.

### THE 8<sup>TH</sup> BIGGEST MARKET IN ASIA FOR



Vietnam is the 8<sup>th</sup> biggest market in Asia for new F&B-product launches tracked.

The launch activity has increased by 15.8% over the last 5 years (CAGR, 2017-2021).



### SNACKS IS THE TOP CATEGORY

in new F&B launches, holding a share of 14.6%.



For imports to Vietnam, Confectionery (15.0% share), Bakery (13.6%) and Baby & Toddler (11.7%) are the biggest segments by products tracked.



# Why exhibit at Fi Vietnam 2022

Fi Vietnam is a must-attend gathering for F&B ingredients manufacturers, suppliers and distributors.

- ✓ Network face-to-face with more than 5,000 key decision makers, buyers and suppliers.
- ✓ Shorten your sales cycle - our event attracts visitors looking for new products and/or suppliers.
- ✓ Engage your customers - let them see, source and sample your ingredients.
- ✓ Launch and promote new products and build your brand.
- ✓ Discover what's happening in the F&B market in Vietnam and surrounding areas.



## What exhibitors had to say about the last edition

**Don't take our word for it, see what past exhibitors have said about their success at Fi Vietnam 2018:**

“I think **this edition of Fi Vietnam is larger and more interesting than the last edition. I met a lot of potential clients** and we had the opportunity to present our products to international markets as well.”

**Ms. Phan Thuy Hong Tham**  
B2B Sales Manager  
**Nam Phuong V.N Co., Ltd.**

“This is the first time that Barents participated in Fi Vietnam. We didn't expect too much the first time. However, the flow of visitors was attractive, **the event had many interesting features and great Vietnamese brands.**”

**Mr. Andreas Thiede**  
Regional Sales Director  
**Barentz**

## Who exhibits?

More than 160 leading local, regional and international F&B ingredient manufacturers, suppliers and distributors are expected to attend. They will highlight several ingredients and products such as:

- Bakery products
- Beverages
- Baby food & infant formula
- Convenience foods & ready meals
- Confectionary
- Dairy products & ice cream
- Emulsifiers
- Enzymes
- Fat replacers
- Flavourings, colourants & aromas
- Food additives, ingredients & supplements
- Food supplements
- Halal ingredients
- Health, nutraceuticals, organic & functional ingredients
- Herbs, spices & seasonings
- Natural ingredients
- Preservatives
- Processed & preserved foods
- Protein ingredients
- Stabilisers, thickeners, binders & texturisers
- Sweeteners
- Vegetarian and vegan foods
- And many more

## Who can you expect to meet at your booth?

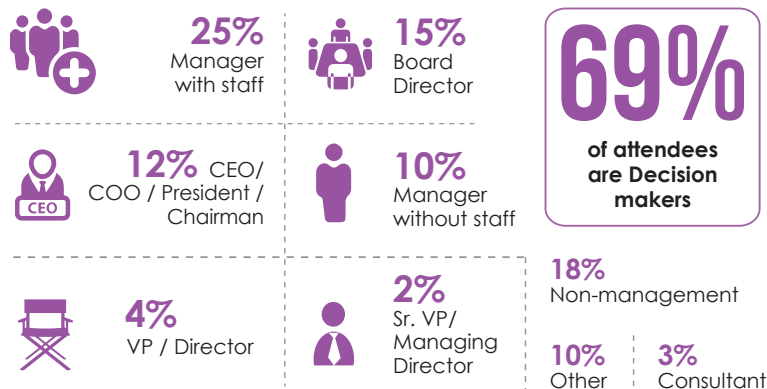
- Manufacturers, producers of foods, beverages & supplements
- Ingredient manufacturers, suppliers, traders & distributors
- Professionals involved in food safety, quality & services
- Professionals involved in food education & training
- Researchers & food technologists
- Government & trade associations
- Consultants & Press

# Fi Vietnam 2018 – Facts and Figures

Fi Vietnam 2018, the last edition welcomed

**5,859** attendees  from **66** countries

## Job Position



## Decision Making Power



## TOP 10 Industry Topics of Interest



## According to 2018 exhibitor survey



## Exhibitor Statistics

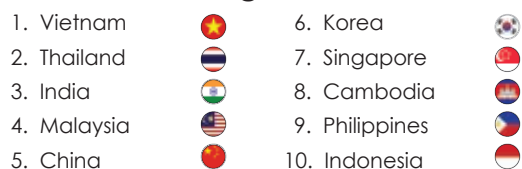
**158** Exhibitors **21** Countries

## Area of responsibility

**76%** of attendees are Marketing, Purchasing Position, Production and R&D



## TOP 10 Visiting Countries



## Build your brand beyond your booth: Sponsorship Opportunities

There is no better way to maximise your ROI and booth traffic at Fi Vietnam 2022 than utilising our event marketing and sponsorship opportunities.

We can help you create an integrated package to promote and highlight your brand before, during and after the show. Choose from a broad range of advertising, on-site events, promotional opportunities and more. Talk to us now to discuss your Fi Vietnam 2022 objectives. We will work with you to create a sponsorship package that's right for your business and budget. We can also create custom sponsorships that fit your needs.





# Getting the most out of exhibiting at Fi Vietnam 2022

Fi Vietnam 2022 is so much more than just a trade show. It offers conferences, seminars and unsurpassed networking opportunities that add value to the event, attracting industry visitors, and helping you get the most out of exhibiting.



## **Beverage ingredients (Bi) Theatre**

An area of presentations from leading exhibitors and experts in F&B industry and a showcase area of finished beverage and ready to drink product.



## **Conferences**

Fi Vietnam 2022 will again feature a range of international conferences that allow you to connect you with thought leaders and industry influencers from across the world.



## **Spotlight Product Showcase**

An extensive selection of the most innovative products are showcased with insightful information from exhibitors.



## **Technical Seminars**

The established Technical Seminar program continues to offer opportunities for you to present your latest ingredients and solutions.



## **The Annual VAFoST Young Achievers' Safe Food Award**

The competition to encourage and reward young talents – to source, grow and nurture the future leaders of the F&B industries in Vietnam, Thailand and Cambodia.



## **Business Matching Service**

This programme, both pre-show and onsite, helps you get directly connected with F&B professionals that are relevant to you for private networking opportunities.

## Maximise your investment

Exhibiting at Fi Vietnam 2022 not only helps you stand in front of key F&B industry influencers and key decision makers but also provides you a place to present your brand through our promotional marketing activities throughout the year. You can be included in Fi Vietnam 2022 website, exhibitor listing, social media, email marketing campaigns, printed marketing materials, telemarketing campaigns, and other marketing activities.

### Online Marketing



## Marketing Promotion

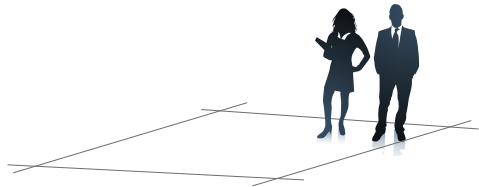


# Cost of participation

## Make your mark. Invest now!

Don't miss this opportunity to promote your food ingredients, products, services and solutions to the food and beverages market in Vietnam and beyond! Many of the exhibitors have already rebooked their space for 2022.

### Space only (min. 12m<sup>2</sup>)



Booth Cost  
**USD 421**

Rent a space to build and design your own stand & pay for electricity (organiser doesn't provide carpet)

### Shell scheme (min. 12m<sup>2</sup>)



Booth Cost  
**USD 487**

White back & side walls, fascia board, lockable information counter, 2 chairs, 1 fluorescent lamp 40 w., power sockets, waste basket, carpet

#### Additional Services and Costs:

☑ Other Venue Related Costs at \$7 m<sup>2</sup> compulsory.

**BOOK  
YOUR  
STAND NOW**

## The Venue

### Saigon Exhibition and Convention Center (SECC)

is an international standard facility located in 799 Nguyen Van Linh, District 7 Ho Chi Minh City Vietnam. The venue is located approximately 25km from Tan Son Nhat International Airport. Paid parking is available on-site. The facility has a restaurant and cafeteria serving Vietnamese and western food, and many other dining options are available nearby. In addition, SECC is situated close to shopping centers.



**CONTACT  
US**

#### China

**Ms. Vicky Peng**

Vicky.peng@imsinoexpo.com

#### Europe and USA

**M. Rene Striekwold**

Rene.striekwold@informa.com

#### Indonesia

**Ms. Anna Maria**

Anna@pamerindo.com

#### Taiwan

**Ms. Sophia Lu**

Sophia.lu@informa.com

#### Thailand and the rest of the world

**Ms. Naruechol Bunpaiboon**

Naruechol.B@informa.com

**Ms. Thansaya Patcharathanachai**

Thansaya.P@informa.com

#### Vietnam

**Mr. Tony Thanh**

Tony.ly@informa.com