

POST SHOW REPORT



Vietnam

9-11 October 2024

SECC, HCMC, VIETNAM

Vietnam's leading F&B ingredients event



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Food ingredients - Fi Vietnam

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Fi Vietnam 2024 - The only exhibition in Vietnam dedicated to food and beverage ingredients



3

days of networking
& learning



8,424

attendees



174

exhibitors



39

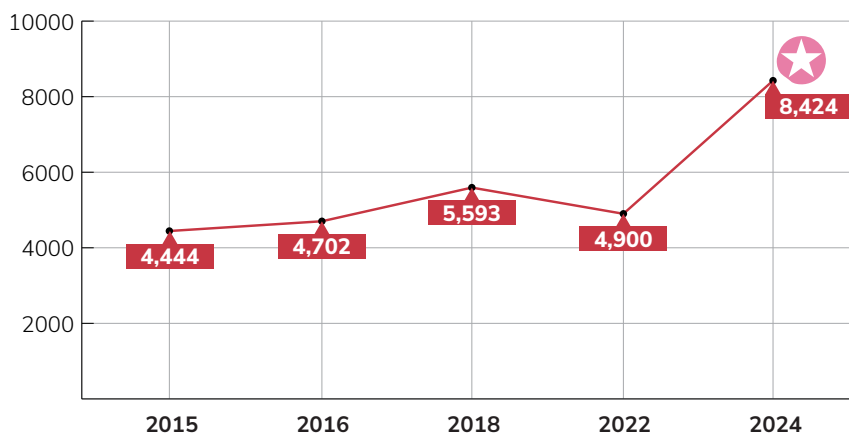
visiting countries



4

International pavilions

Number of attendees over years



72%

Growth rate of Attendees



Ms. Pham Khanh Phong Lan
Director of Food Safety
Department of Ho Chi Minh City

"Fi Vietnam 2024 unlock new opportunities, enabling Vietnamese businesses to enhance their competitiveness and reach new heights on the global stage".



Madam Ly Kim Chi
President of the Food and Foodstuff
Association in Ho Chi Minh City (FFA)

"This event has become an important trade promotion platform within the global Fi exhibition series, offering numerous opportunities for businesses to connect, collaborate, and find new food ingredients and additives".



Ms. Rose Chitanuwat
Regional Portfolio Director – ASEAN
Informa Markets

"Fi Vietnam 2024 is a premier event for tastemakers to connect, learn, and discover the best and one-of-a-kind ingredients, flavours, and additives".

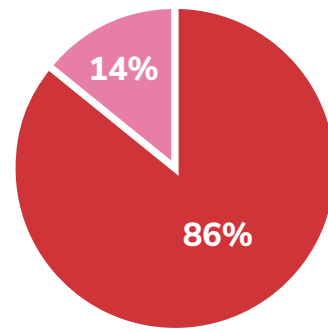
Exhibitors Analysis



174
exhibitors



18
countries



● International 86%
● local 14%

Top 10 exhibitor countries

- | | |
|--------------|--------------|
| 1. CHINA | 6. JAPAN |
| 2. VIETNAM | 7. MALAYSIA |
| 3. INDIA | 8. KOREA |
| 4. SINGAPORE | 9. INDONESIA |
| 5. THAILAND | 10. USA |



97.5%

were satisfied
with their
experience at
Fi Vietnam 2024



93.6%

will return in
Fi Vietnam 2026

What our exhibitor say?



Mr. Adrian Jacklowsky
CEO – Green Life

"We come to Fi Vietnam to engage in deeper discussions and dive into technical details, so we can better understand our customers' needs and what our suppliers have to offer"



Dr. Matthias Huttli
Global Marketing Director -
Lanxess

"This is our first time at Fi Vietnam, and we're impressed with the setup. It's a great opportunity to speak directly with customers, allowing us to explain our solutions in more detail. We've had many visitors and plenty of questions"



Mr. Ta Quang Hoa
General Director – BFC

"Through the Fi exhibition series worldwide and Fi Vietnam, BFC has connected with many customers and suppliers and gained valuable insights. The organizers are professional and enthusiastic, and the seminars are highly beneficial for businesses and researchers in the food ingredients industry, delivering great results for BFC and our clients"



Ms. Kino Noriko
General Director – Morinaga
Milk Vietnam

"Fi Vietnam is a great platform to connect and discuss with potential customers while showcasing our brand and products. This year's program is different, with a variety of activities. We will join the next edition of Fi Vietnam"

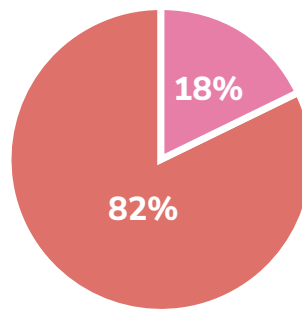
Visitors Analysis



8,424
attendees



39
countries



● International 18%
● local 82%

Top 10 visitor countries

- | | |
|----------------|--------------|
| 1. VIETNAM | 6. JAPAN |
| 2. CHINA | 7. MALAYSIA |
| 3. THAILAND | 8. INDONESIA |
| 4. PHILIPPINES | 9. TAIWAN |
| 5. SINGAPORE | 10. INDIA |



97.3%

satisfied with their
experience at
Fi Vietnam 2024



95.7%

satisfied with
exhibitors &
products quality



What our visitor say?



**Thuy Tran – Whole Farm
Australia**

"I came to Fi Vietnam 2024 to look for new ingredients and have found some suitable suppliers. Fi Vietnam offers a wide range of both local and international options. The exhibition is very up-to-date with current trends, and many booths are showcasing newly emerging applications in their products"



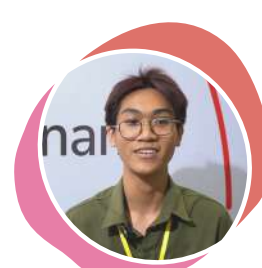
Vaibhav Mehta

"This experience has been wonderful for connecting with the right people and accessing valuable information and connections. It's truly a gateway into the Vietnamese market and also supports Vietnamese products in reaching other markets. I hope to be here at every edition"



**Dianne Maurice Diaz –
Mixmate International**

"We're looking for collagen and syrup suppliers for both alcoholic and non-alcoholic drinks. It's exciting because Fi Vietnam has multiple booths offering the exact products we need. We'll be back for the next edition, as we see great potential in this expo"



Nguyen Vo

"The exhibition is quite eye-catching, with booths showcasing a wide variety of food products, and the beverage booths are particularly impressive. Natural flavors that cater to Vietnamese preferences have great potential for development in the Vietnamese market"

Attendees Statistic

The primary activity of the visitor's organisation

69%

from Manufacturers,
Distributors and
Exporters / Importers

Manufacturer: Food / Beverage Finished Products	27%
Distributor	17%
Consulting	11%
Import/Export	9%
Manufacturer: Ingredients & Additives	9%
Contract manufacturing	5%
Food Safety, Quality and Service	4%
Equipment, packaging and processing supplier	4%
Retailer	3%
Research / Scientific	2%
Manufacturer: Pet Food/Animal Nutrition	2%
Training & Education	2%
Wholesaler	2%
Government / Pavillion Organiser / Trade Association	2%
Press & Publishing	1%

Visitor's job position

54% Decision Makers

Board Director	12%
CEO / COO / President / Chairman	8%
Consultant	5%
Manager with staff	20%
Manager without staff	10%
Non-management	41%
Managing Director / Sr. VP / EVP	2%
VP / Director	2%



Top 20 most searched ingredients

Decision making power



31.68
%

Influence
purchase

20.97
%

Specify need

13.65
%

Authorise
purchases

Top 5 main reasons to visit

1. Attend educational program
2. Learn about the latest market trends
3. Get knowledge on specific industry & business challenges
4. Source ingredients
5. Attend sales presentations by suppliers



Highlights

Bev Hub

Immerse yourself in a world of unique ideas, exclusive ingredients, and breakthrough formulas inspired by Vietnam and Asia at Bev Hub, visitors can explore the latest innovative beverage products.



3 Ingredients Pavilions

Beverage ingredients (Bi) pavilion

immerses attendees in the latest beverage trends and flavours, sparking endless creativity.



Health ingredients (Hi) pavilion

showcases innovative ingredients that prioritise overall wellness, catering to the growing demand for healthier lifestyles.



Natural ingredients (Ni) pavilion

offers a world of natural, organic, and sustainable products, enabling businesses to develop unique and differentiated F&B offerings.



International Conferences



Business Breakfast

This is a must-attend conference for anyone keen to understand the consumer behaviours of Gen Z and Millennials



VBA Conference

Introducing leading ingredients, additives that help enhance efficiency in business and production of the food and beverage industry



VAFoST Conference

Novel trends and advancements in ingredients and technologies for functional foods



Food Industry Conference

Shaping the future of food: A collaborative approach



Highlights

Technical Seminars



26 in-depth technical seminar sessions on the F&B ingredients industry were presented by experts from leading companies to a large audience over the 3-day exhibition.

Better Stands Awards



Towards sustainability and waste reduction, Fi Vietnam honours businesses that have designed and built sustainable and reusable booths

MATCH & MEET Lounge



The business matching area where attendees connect directly with F&B professionals, who are relevant to industry for private networking opportunities

Sustainability Square



Visitors can get creative and make their own unique Dreamcatcher from recycled materials at the Sustainability Square



Promotion and Marketing Campaign

Newspaper & TV media
Print Ads & Online banner
Social Media
Monthly Industry E-Newsletter
Street Banner
SMS

Upcoming Exhibitions



Asia Thailand
17-19 September 2025
QSNCC, Bangkok Thailand



Asia Indonesia
16-18 September 2026
JIExpo, Jakarta Indonesia

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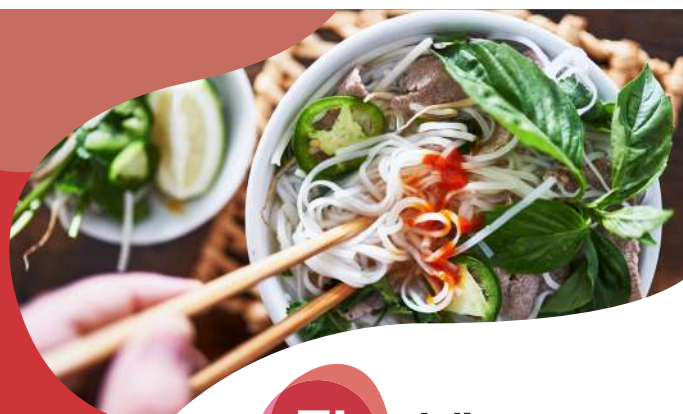
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WELCOME TO FI VIETNAM 2026

Vietnam's leading F&B ingredients event

13 – 15 May 2026
SECC, HCMC, VIETNAM



Vietnam