

**12 – 14 September 2018**  
**Saigon Exhibition & Convention Center (SECC)**



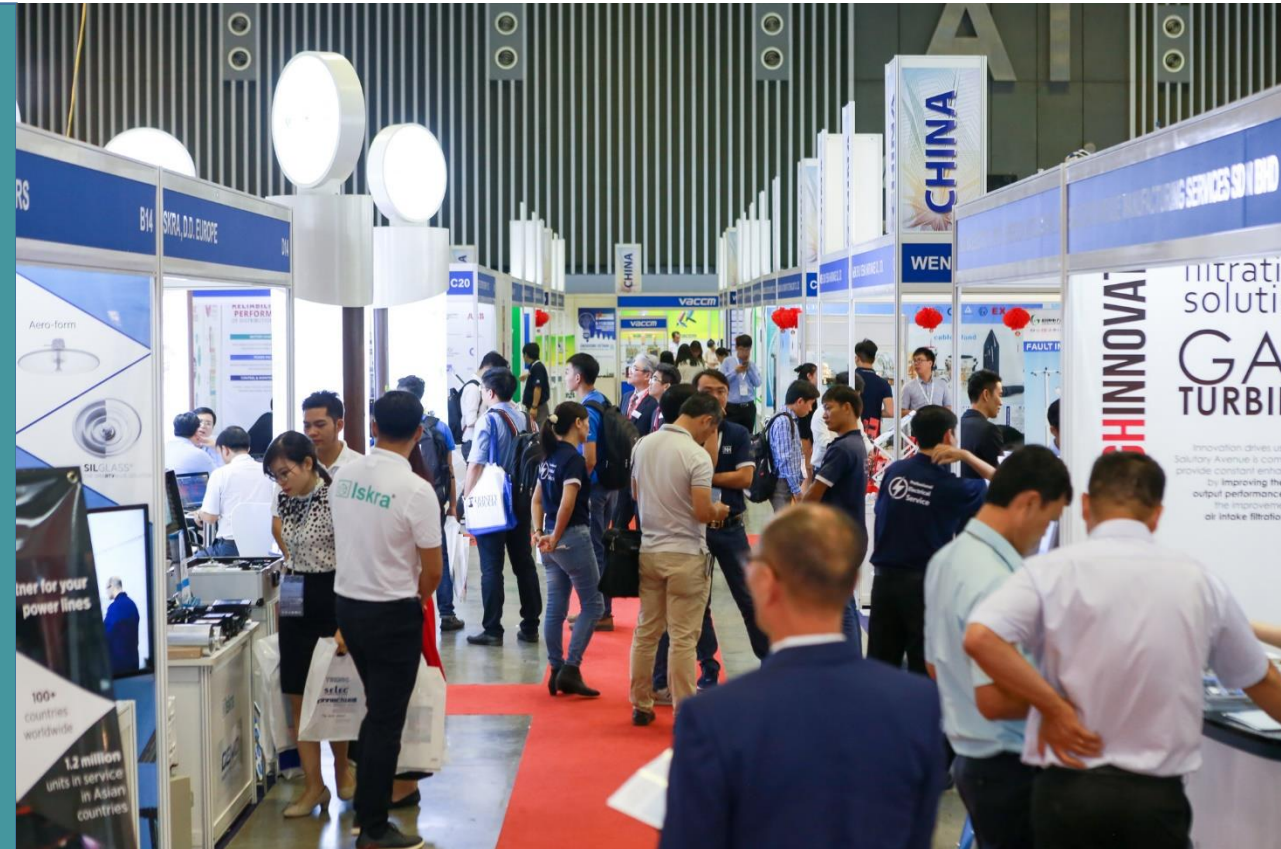
Organiser



SES Vietnam Exhibition  
Services Company  
Limited

Vietnam's International Power Generation, Transmission & Distribution & Renewable Energy Exhibition

**2018  
POST SHOW  
REPORT**





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# QUICK FACTS

## ELECTRIC & POWER VIETNAM 2018 AND RENEWABLE ENERGY VIETNAM 2018 SUCCESSFULLY ENDED WITH REMARKABLE STATISTICS

The 7<sup>th</sup> edition marked the first time co-locating with Renewable Energy Vietnam 2019 – The International renewable energy exhibition. After 3 days, the event welcomed a total of **4,759 trade visitors, 336 group delegations** from the big local businesses. A strong line-up of products and technological solutions from top rated brands in the world had been shown across the exhibition area of **7,000** square meters, bring visitors enjoyable experiences.

**Mr. BT TEE**  
**General Manager**  
**of UBM VES**

*The combined events of **Electric & Power Vietnam, and Renewable Energy Vietnam 2018** ended with a positive note with an increase in both exhibitor and seller participation. We thus expect to return in 2020 with a bigger and better combined event so see you then, at **Electric & Power Vietnam 2020***



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# QUICK FACTS

**Exhibition Space**

**7,000sqm**

**7**

**Exhibiting Companies**

**196**

**4,759**

**Exhibiting Countries/Regions**

**22**

**334**

## Group Pavilions

*(China, Germany, Korean, India, Singapore, Taiwan, Turkey)*

## Trade Visitors

*(93.1% Local & 6.9% Overseas)*

## Group Delegations

*(a 71.3% increase Compared to EPV2016)*

*(Based on the results of EPV18 & RE18 Registration Data)*

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## 1. Exhibitor Spotlight

- 1.1. Exhibitors in Numbers
- 1.2. Exhibit Profile
- 1.3. Exhibitor's by Countries/Regions
- 1.4. Exhibitors' Voices

## 2. Visitor Spotlight

- 2.1. Visitors by Countries/Regions
- 2.2. Visitors by Business Activity
- 2.3. Visitors by Job Title
- 2.4. Top 10 Product Interest

## 3. Marketing Highlights

- 3.1 Educational Seminars
- 3.2 Promotional Activities



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# 1. EXHIBITING HIGHLIGHTS

## 1.1 Exhibitors in Numbers

Number of participants : **196**

Exhibiting Countries/Regions: **22**

Group Pavilions: **7**

**China, India, Singapore, Korea, Germany, Turkey, Taiwan**

# 1. EXHIBITING HIGHLIGHTS

## 1.1 Exhibit Profile

- ❖ Busbar System
- ❖ Cables/Cable Systems, Conduit & Wires
- ❖ Terminal
- ❖ Transformer
- ❖ Industrial Lighting
- ❖ Meters & Monitoring Systems
- ❖ Power Generation Equipment/Generator
- ❖ Renewable Energies-Biomas/Solar/Wind
- ❖ Industrial Electronics, controllers, sensors
- ❖ CRM,ERP
- ❖ Electrical Accessories
- ❖ Energy Saving Solution
- ❖ Power Invesion
- ❖ Safety Equipment
- ❖ Process control

.....*many more*



# 1. EXHIBITING HIGHLIGHTS

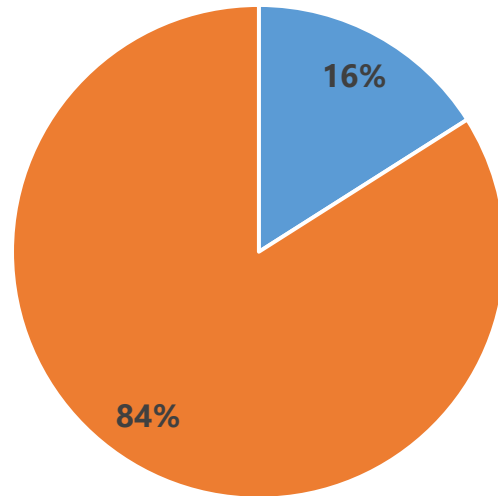
## 1.2 Exhibitors by Countries/Regions



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### SATISFACTION FROM OUR EXHIBITORS

#### Geographical Breakdown



■ Local Exhibitor ■ International Exhibitor

**64.44%**

Of Exhibitors were satisfied with the results gained in EPV18 & RE18

**68.88%**

of Exhibitors confirmed to return in EPV20 & RE20

**63.33%**

of Exhibitors are likely to recommend the event to their friends/colleagues

# 1. EXHIBITING HIGHLIGHTS

## 1.3 Exhibitors' Voices

VSUN is a local Vietnamese company, our product here is solar modules manufacturing with variety of products, we usually export to Europe, USA and India. This time is the second time we join this exhibition, and we are really happy because we can meet different customers from different countries, not only Vietnamese. Besides that, your organization is also really well and we received good service from your site. We expect the exhibition will be bigger, and you can bring more VIP guests, the government so that they can interact with suppliers like us

**Mr. Arnold Hou – Marketing Director  
VIETNAM SUNERGY CO., LTD (VSUN)**

This is the first time 3M come here to participate in Electric & Power Vietnam 2018. We think this is one of the biggest exhibitions about electric industry in Vietnam, so that we are really excited to work with the new customers. The atmosphere here is also really positive and there are so many companies attend to share their products. Moreover, cooperating with Renewable Energy Vietnam 2018 is an unique combination for the electric industry, so that we are really happy to be here.

**Mr. Francis Ong – Marketing Manager  
3M SEA REGION**



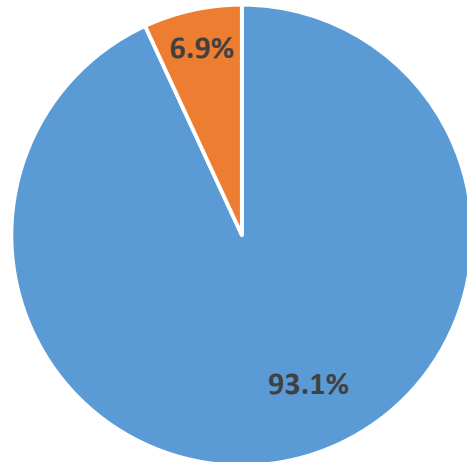
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## 2. VISITING HIGHLIGHTS

### 2.1 Visitors by Countries/Regions

#### GEOGRAPHICAL BREAKDOWN



■ LOCAL ■ INTERNATION



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Most of visitors are from **Southern Vietnam** with **4,147**, accounted for **93.05%**

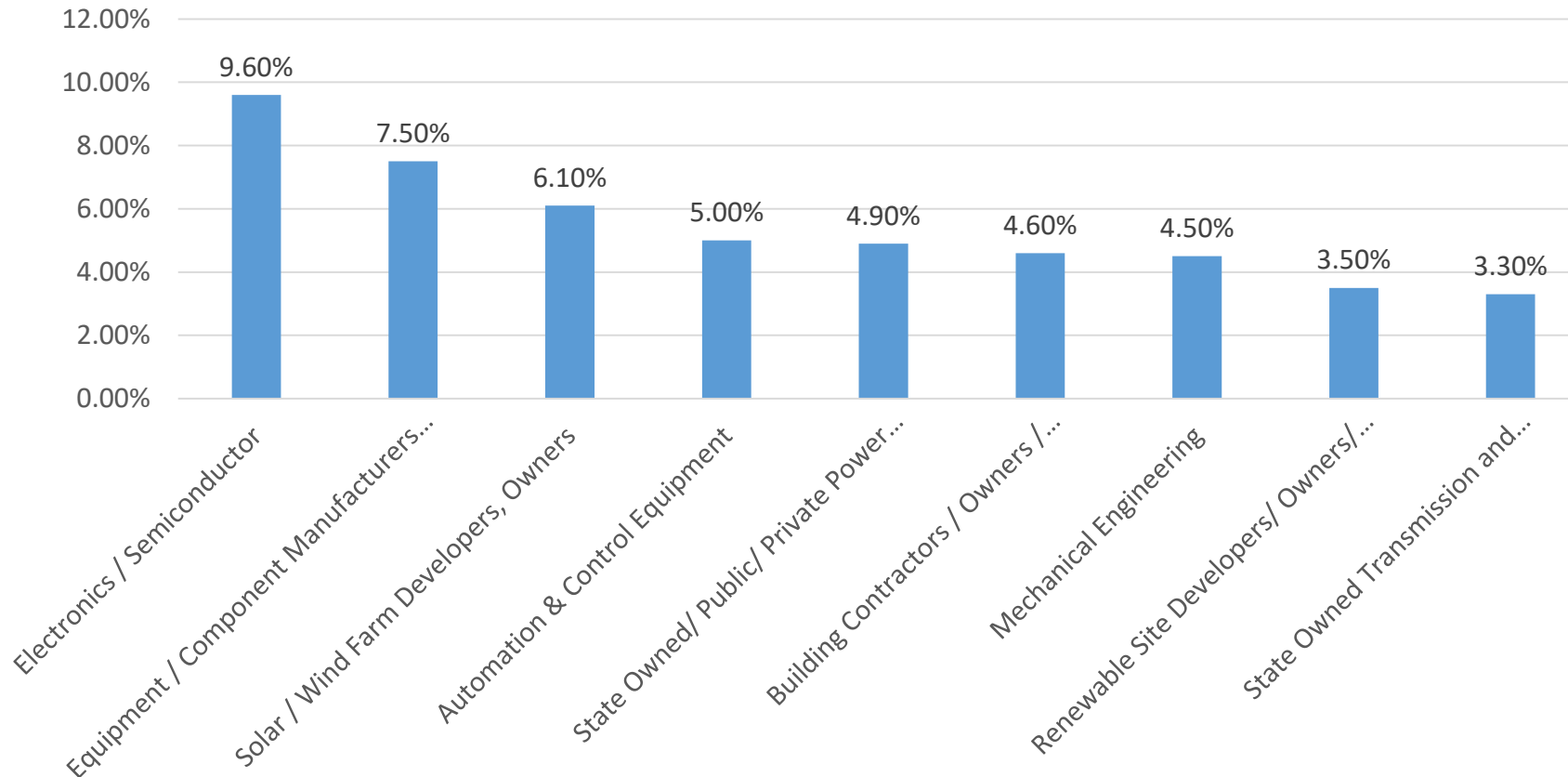
- **92.9%** of Visitors expressed they were satisfied with **EPV18 & RE18**
- **93.31%** of Visitors confirmed to return to **EPV20 & RE20**
- **93.6%** of Visitors are likely to recommend **EPV & RE** to their friends or colleagues

## 2. VISITING HIGHLIGHTS

### 2.2 Visitors by Business Activity



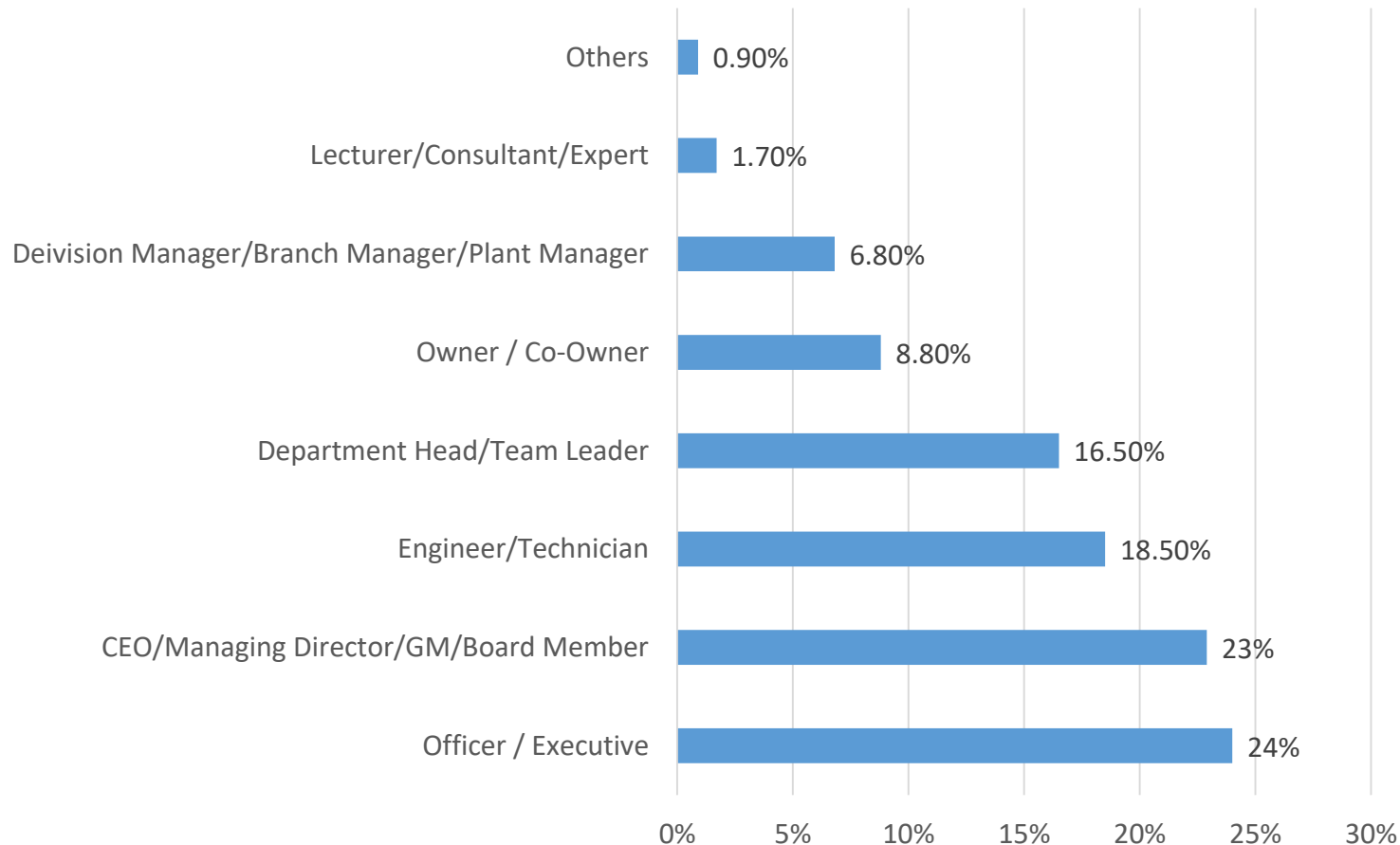
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- Most of visitors come from **“Electronics / Semiconductor”** accounted for 9.06%
- Ranked second & third are **“Equipment / Component Manufacturers...”** and **“Solar / Wind Farm Developers, Owner”** accounted for 7.5% and 6.1% respectively

## 2. VISITING HIGHLIGHTS

### 2.3 Visitors by Job Title



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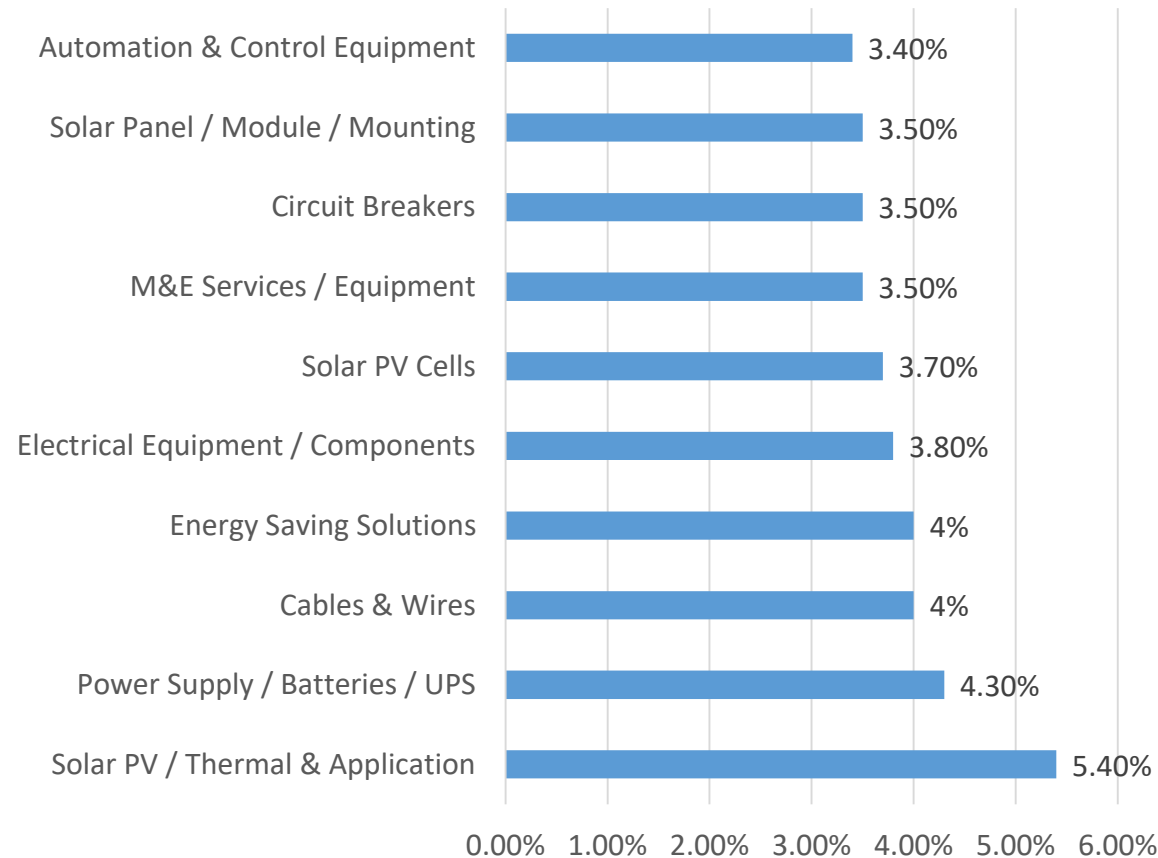
- **“Officer / Executive”** achieved highest percentage with **24.0%**
- **“CEO / Managing Director / General Manager / Board Member”** ranked second with **22.9%**
- The third ranking is **“Engineer/Technician”** with **18.5%**

## 2. VISITING HIGHLIGHTS

### 2.4 TOP 10 Visitors by Product/Service Interest



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Three highest percentage are **“Solar PV / Thermal & Application”**, **“Power Supply / Batteries / UPS”** and **“Cables & Wires”**, accounting for **5.4%**, **4.3%** and **4%** respectively.

## 2. VISITING HIGHLIGHTS

### 2.5 Visitors' Voices

This is our first time visiting RE Vietnam2018 which has combined with Electric & Power Vietnam 2018. Thanks to the organizers, the staff are enthusiastic and support us from registration to welcoming stage. In term of scale, we found out that this year's exhibition space is relatively larger than other exhibitions that we had visited. With the energy field especially for the solar system, it is kind of informative where we have found some potential firms like Quoc Huy Company, Solar BK and Enterbright Solar. See you in the next edition!"

**NGUYEN THANH BINH – Director  
SOLAR INS COMPANY LIMITED**

This is our first time coming to Electric & Power Vietnam 2018 & RE Vietnam 2018. In general we highly appreciate and feel satisfied with the organizer. Our main purpose of visiting is sourcing for the electrical equipment, testing and measurement. Next time, we hope to have more time exploring the exhibition. One more time, we'd like to thank for the warm welcome from the organizer

**PHAM THANH DONG – Deputy Technical Apartment,  
DA NHIM HYDROELECTRIC POWER STATION**



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# 3. Marketing Highlights

## 3.1 Educational Seminars



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**13 Sep 2018**

*Lean Six Sigma Network Seminar*

**The Connect Factory Industrial Communication Improves Your Factory Bottom-line**

**14 Sep 2018**

*Lean Six Sigma Network Seminar*

**Integrated Management of Environment, Health, Safety & Security Issues (Intergrated EHS)**

# 3. MARKETING HIGHLIGHTS

## 3.2 Promotional Activities

- ❖ **Telemarketing** (Data: **37.385** numbers)
- ❖ **Mobile Marketing** (Data: **12,000** numbers)
- ❖ **Electronic Direct Mailing** (Data: ~**17,000** emails/round)
- ❖ **Mailing** (Data: **85.632** mails )
- ❖ **Radio**: 20 sessions
- ❖ **Advertisement (insertions):**

Online	Local Newspaper	Local Magazine
520	39	30

➤ *Some magazines/newspapers: Bao Nang luong moi, Bao Xay Dung, Vietnam-Korea Times, Access, Automation Today,...*



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**ELECTRIC & POWER VIETNAM** **RENEWABLE ENERGY RE VIETNAM** **12-14/09/2018**

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Trung tâm Hội chợ và Triển lãm Sài Gòn (SECC) - 799 Nguyễn Văn Linh, Quận 7, Tp. Hồ Chí Minh

**ELECTRIC & POWER VIETNAM** **RENEWABLE ENERGY RE VIETNAM** **12-14 09/2018**

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**ENERGISING VIETNAM**

Trung tâm Hội chợ và Triển lãm Sài Gòn (SECC) 799 Nguyễn Văn Linh, Quận 7, Tp. Hồ Chí Minh.

# 3. MARKETING HIGHLIGHTS

## 3.2 Promotional Activities

### ❖ Website:

- Website: [www.electricvietnam.com](http://www.electricvietnam.com) and [www.renergyvietnam.com](http://www.renergyvietnam.com)



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## ❖ Facebook statistic

Facebook.com/ElectricPowerVietnam

www.facebook.com/renergyvietnam

Total Page Followers as of Today: 268



Total Page Likes as of Today: 263



### **FOLLOWER:**

From 1<sup>st</sup> Sep – 14<sup>th</sup> Sep: Increase from **216** to **238**

Current follower is **268**

### **LIKES:**

From 1<sup>st</sup> Sep – 14<sup>th</sup> Sep: Increase from **213** to **245**

Current page like is **263**

# STAND BOOKING



Organiser



UBM

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SPACE ONLY:  
**SGD 535/SQM**



STANDARD PACKAGE:  
**SGD 625/SQM**

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# STAND BOOKING



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SPACE ONLY:  
**SGD 535/SQM**



STANDARD PACKAGE:  
**SGD 625/SQM**

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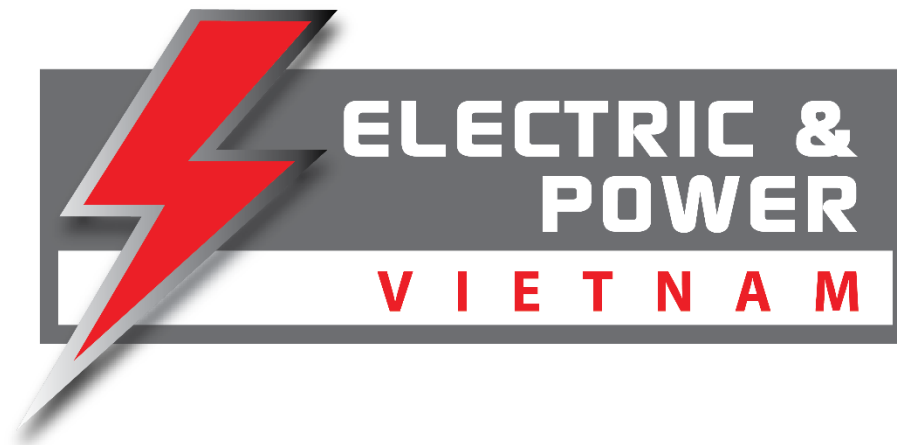
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**SEE YOU THERE!**

Organiser



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