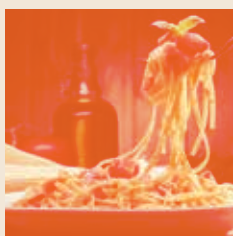
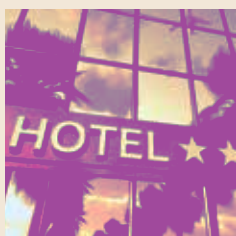
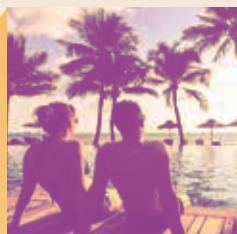


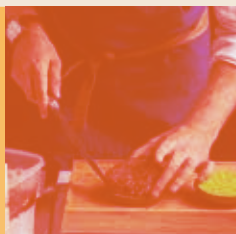
The 11<sup>th</sup> international  
**FOOD & DRINK, HOTEL, RESTAURANT, BAKERY AND  
 FOOD SERVICE EQUIPMENT, SUPPLIES & SERVICES EXHIBITION**



**REMAINING  
 RESILIENT**



**THROUGH  
 CHANGE**



 **07-09/12/2022**

 **SECC, HCMC, VIETNAM**

ORGANISED BY:



SES Vietnam Exhibition  
 Services Company  
 Limited

**SUSTAINABILITY  
 AWARDS**



**ecoact**



**2022**

After years break from the pandemic, Vietnam starts many kick-off economic programs to achieve the **target of 6.5% GDP in 2022**, following that **Food & Hotel Vietnam** is staging a strong comeback between **07-09 December 2022** at newly built Hall B1 & B2, **Saigon Exhibition & Convention Center - SECC**, HCMC, Vietnam in the 11th edition of the largest industry trade show in Vietnam and one of the most significant of its kind internationally.



Food & Hotel Vietnam 2022 will connect you with thousands of **trade buyers** who are industry **professionals and executives** across Vietnam's thriving market. This powerful, end-to-end industry showcase will cover up-to-the-minute products, solutions and innovations serving for food, beverage and hospitality. As an industry-leading and pioneering, expert and reliable: Food & Hotel Vietnam is also supporting the industry with its unique, dynamic strength by raising its voices in many insightful conferences, seminars, competitions and other events.



**62%**

of visitors are  
decision maker or  
influencer for  
business

**40,000+**  
trade databases

Series of  
**ONLINE & OFFLINE  
events**

before and during  
Food & Hotel  
Vietnam 2022

**CUSTOMED  
CAMPAIGN**

as exhibitor demand  
upon request

Phu Quoc has received many crowded and bustling entertainment spots during Lunar New Year with **66,991 domestic visitors**

From the beginning of 01/2022 until now, Vietnam has increased **425% search on Google** by international traveler

By the end of 2021, 46.7% of sellers believe that the retail market will recover; **14.5% of sellers expect to witness strong growth in 2022**

Following the latest report of General Statistics Office of Viet Nam, revenue from accommodation, F&B and travel services **reached over VND 660 billion, increased 9.09%** the same period in 2021.

From 12/02/2022, Vietnam has **reopened international routes** to and from **20 countries and territories**



Food & Hotel Vietnam is an order-writing show where the hotel industry, restaurants, catering industry/ institutions, importers, buyers/ distributors meet with vendors, to source best of the products in the food, hospitality & equipment sectors. Senior management, professionals like CEOs, Managing Directors, Vice Presidents, Directors, General Managers formed a substantial part of the visitors.

## VISITOR PROFILES

Check out visitor profiles to know more about Food & Hotel Vietnam attendance

- ▶ Airline / Cruise Liners
- ▶ Bakery & Confectionery
- ▶ Bakery & Confectionery Equipment & Supplies
- ▶ Beverage & Drink
- ▶ Beverage & Drink Equipment & Supplies
- ▶ Catering – Government / Military / School / Hospital
- ▶ Catering – Industrial / Offshore
- ▶ Coffee & Tea
- ▶ Coffee & Tea Equipment
- ▶ Event / Conference Organiser
- ▶ F&B / Hospitality Consultancy & Management Service
- ▶ Fitness Centre / Spa & Wellness
- ▶ Food
- ▶ Foodservice (i.e. Bistro, Restaurant, Café, Bar, Industrial Kitchen...)
- ▶ Foodservice Equipment
- ▶ Hospitality Equipment & Supplies
- ▶ Hotel / Resort / Casino / Accommodation
- ▶ Property Development & Management
- ▶ Publication, Press & Media
- ▶ Retail (Butchery / Deli / Gourmet Store, Grocery Store / Convenience Store
- ▶ Serviced Apartment
- ▶ Supermarket / Hypermarket
- ▶ Trade Association / Government Agency / Academia
- ▶ Travel Agent / Tour Operator / OTA
- ▶ Wine & Spirits

## KEY BUYERS AT FOOD & HOTEL VIETNAM 2019

▶ TRENDY FINE FOOD ▶ VINCOMMERCE ▶ THE COFFEE HOUSE ▶ KFC VIET NAM ▶ CLASSIC FINE FOODS ▶ NKID GROUP ▶ SEVEN SYSTEM VIET NAM ▶ ANNAM PEARL ▶ GARDEN PLAZA - KHACH SAN PARKROYAL SAIGON ▶ THUC PHAM HORECA ▶ DOMINO'S PIZZA ▶ BACH HOA XANH ▶ RADISSON BLU RESORT PHU QUOC ▶ SALINDA RESORT PHU QUOC ▶ SAM TUYEN LAM GOLF & RESORTS ▶ CARAVELLE SAIGON HOTEL ▶ CRYSTAL PALACE HOTEL ▶ DONG KHOI GRAND HOTEL ▶ EASTIN GRAND HOTEL SAIGON ▶ EMM HOTEL SAIGON ▶ HOTEL DES ART ▶ HOTEL NIKKO HANOI ▶ HOTEL NIKKO SAIGON ▶ LIBRARY BOUTIQUE HOTEL ▶ LOTTE LEGEND HOTEL SAIGON ▶ N EW WORLD SAIGON HOTEL

## EXHIBIT PROFILES

Check out exhibit profiles to know more about Food & Hotel Vietnam exhibiting companies

- ▶ Bakery & Confectionery
- ▶ Coffee & Tea Equipment & Supplies
- ▶ Food & Drinks
- ▶ Foodservice - Front of House Equipment
- ▶ Foodservice\_ Back of House Equipment
- ▶ Hospitality, Technology, Design & Supplies
- ▶ Hotel / Pool & Spa / Fitness Equipment & Supplies
- ▶ Packaging Equipment & Materials
- ▶ Wine & Spirits Equipment & Supplies
- ▶ General Services

“Food & Hotel Vietnam this year is fantastic, from its scale to its organization, there is nothing else I could ask for more. Over the past ten editions, I was overwhelmed by how big the show has grown and the huge number of visitors coming even just on the first day. I’m looking forward to join in the next edition.

MR. KYLE NUNAS, CONSUL GENERAL  
CANADA CONSULATE HO CHI MINH CITY

“This year’s exhibition is much bigger than the previous editions that we have attended before. We particularly were impressed with the best showcases in the extended Hall A3. Besides, we saw a lot of interesting products in the US pavilion. This was a fruitful visit for our company.

MS. NGUYEN THI CAM DUyen, SALES MANAGER  
THE COFFEE HOUSE

92% of exhibitors were satisfied with the exhibition

89% of exhibitors would be likely to return to the 2021 edition

98% of visitors rated the exhibition good, very good to excellent

92% of visitors would be likely to attend the exhibition again in 2021

## ADDITIONAL MARKETING CAMPAIGNS

Food & Hotel Vietnam 2022 will feature an additional marketing campaign to attract the crucial buyers to help develop your business to the next level. In addition, our team are available to discuss additional promotional activities but not limited to the list below:

- ▶ ROADSHOW
- ▶ ONLINE SHOW CATALOGUE
- ▶ DIRECT MAILERS
- ▶ CUSTOMED E-CARD
- ▶ PRESS RELATION
- ▶ EMAIL CAMPAIGN
- ▶ TELE MARKETING
- ▶ SOCIAL MEDIA
- ▶ CONFERENCE
- ▶ SEMINAR WORKSHOP
- ▶ SPONSORSHIP

### A CHOICE SELECTION OF



#### Space Only

SGD 570  
(Min. 18m<sup>2</sup>)



#### Standard Package

SGD 655  
(Min. 9m<sup>2</sup>)



#### Premium Package

SGD 675  
(Min. 18m<sup>2</sup>)

\*\*\* Price is applied for 1 sqm and not included local tax which depends on beneficial office

### CONTACT US FOR FURTHER ASSISTANCE

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### THE 11<sup>th</sup> INTERNATIONAL FOOD & DRINK, HOTEL, RESTAURANT, BAKERY & FOODSERVICE EQUIPMENT, SUPPLIES & SERVICES EXHIBITION

 07 – 09 December 2022  
 Hall B1 & B2, Saigon Exhibition & Convention Center – SECC, District 7, HCMC, Vietnam

### FOLLOW US ON OFFICIAL CHANNELS TO GET UPDATED ABOUT THE SHOW!



[www.foodnhotelvietnam.com](http://www.foodnhotelvietnam.com)



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Food&Hotel Vietnam