



SES Vietnam Exhibition
Services Company
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MINING2018
VIETNAM



IN CONJUNCTION WITH

**BUILDING &
CONSTRUCTION**
VIETNAM 2018



2018 POST SHOW REPORT

18 – 20 April 2018 | ICE, HANOI

Vietnam's Most Comprehensive Platform for Mining and Minerals Recovery

The 4th edition of Mining Vietnam successfully ended on 20th April 2018 attracting **138** exhibitors and **2,450** industry professionals and experts from a total of **19** countries & regions. Being attended by prominent mining & mineral exploitation companies, equipment manufacturers and distributors, the exhibition offered participants the opportunity to network, explore new technologies, exchange new ideas and build business relationships.

Exhibitors described Mining Vietnam 2018 as ideal for generating leads, closing business deals and building lasting relationships. **74%** of exhibitors expressed their satisfaction with the quality of visitors they had met at the exhibition.

The 3-day event program was packed with exciting and diversified seminar sessions on the innovation, sustainability in the mining industry, and the application of advanced technology for mining and minerals processing operations management, hosted by The Asia Miner, Hanoi University of Mining and Geology, MESLAB, respectively.

SHOW INFORMATION

Dates: 18 – 20 April 2018

Venue: ICE, 91 Tran Hung Dao, Hanoi, Vietnam

Time: 9:00am – 5:00pm daily

4,000

*sqm of exhibition
area*

2,450

Visitors

138

Exhibitors

9

Group Pavilions

115

Group delegations

(According to MNVH18 Final Statistics)

What the industry

“Mining Vietnam is a good B2B platform for us to present our OTR tires to Vietnam market. This is our first time here and we have contentedly had enjoyable moments of getting valuable contacts. The exhibition was organized very well, we greatly appreciate the strong support from the Organiser, and will definitely come back to the next edition in 2020”

Martin Lumb, Sales & Marketing Director R.O.W – MAXAM Tire International Ltd (Exhibitor)

“Our group came to Mining Vietnam with the main purpose of sourcing for new mining technology and pumps. The exhibition is mostly focused on the open-pit mining and coal mining, we have found a suitable supplier for our production line though. We will be following up further with ZAMEP Industrial Mechanical LLC from Poland after the show.”

Nguyen Dinh Thuan, Mine Director – Mineral Exploitation, Processing & Export JSC (Visitor)

“The Sunward is a privately owned group with up to 200 products lines about ground treatment equipment, underground works, mining, tunnel drilling. At this year’s edition, we brought two new drilling equipment for open-pit, and some other equipment serving the mining industry. We were satisfied with the visitor frequency. For us Mining Vietnam is the largest and most comprehensive trade exhibition for the Mining industry in Vietnam so far. ”

Nguyen Chi Binh, Sales Manager – Sunward Intelligent Equipment Vietnam Co., Ltd (Exhibitor)

had to say?

“This is our first time to Mining Vietnam. Definitely a great platform for networking and product sourcing, especially for us! In fact, we found some interesting minin equipment such as excavator, OTR Tires, Jigs, Crusher and Dumper. Some of potential suppliers are the PET JSC, Fong Chuan Machinery Co., Ltd. Can’t wait to visit the next edition in 2020”

Daniel Pardomuan Sitorus, Head of Geology Department – PT Vietmindu Energitama (Visitor)





Target Audience

75% of exhibitors were satisfied with the development of business leads and with the prospects of reaching their target audiences

75%



Level of Management

60% of visiting business professionals have a decision making position

60%

IMPRESSIONS MINING VIETNAM 2018

Overall Satisfaction
97% of visitors were satisfied or very satisfied with the event and quality of exhibitors

97%



Future participation
91% of visitors expressed interest in attending the event again in 2020

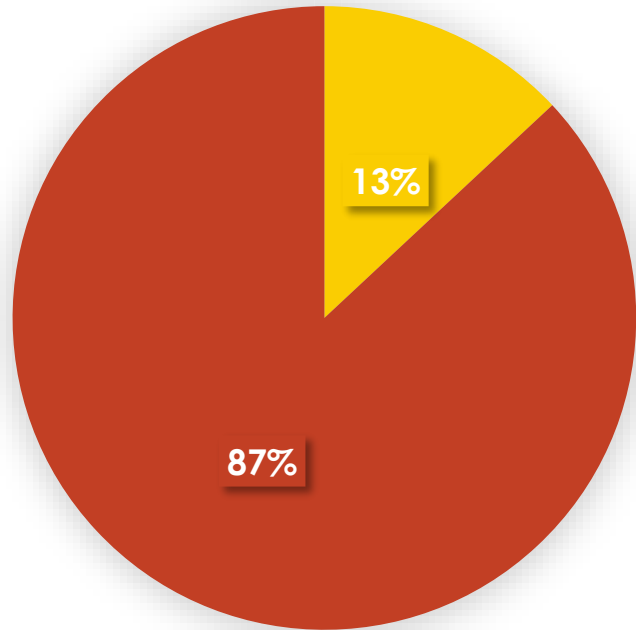
91%



EXHIBITOR ATTENDANCE

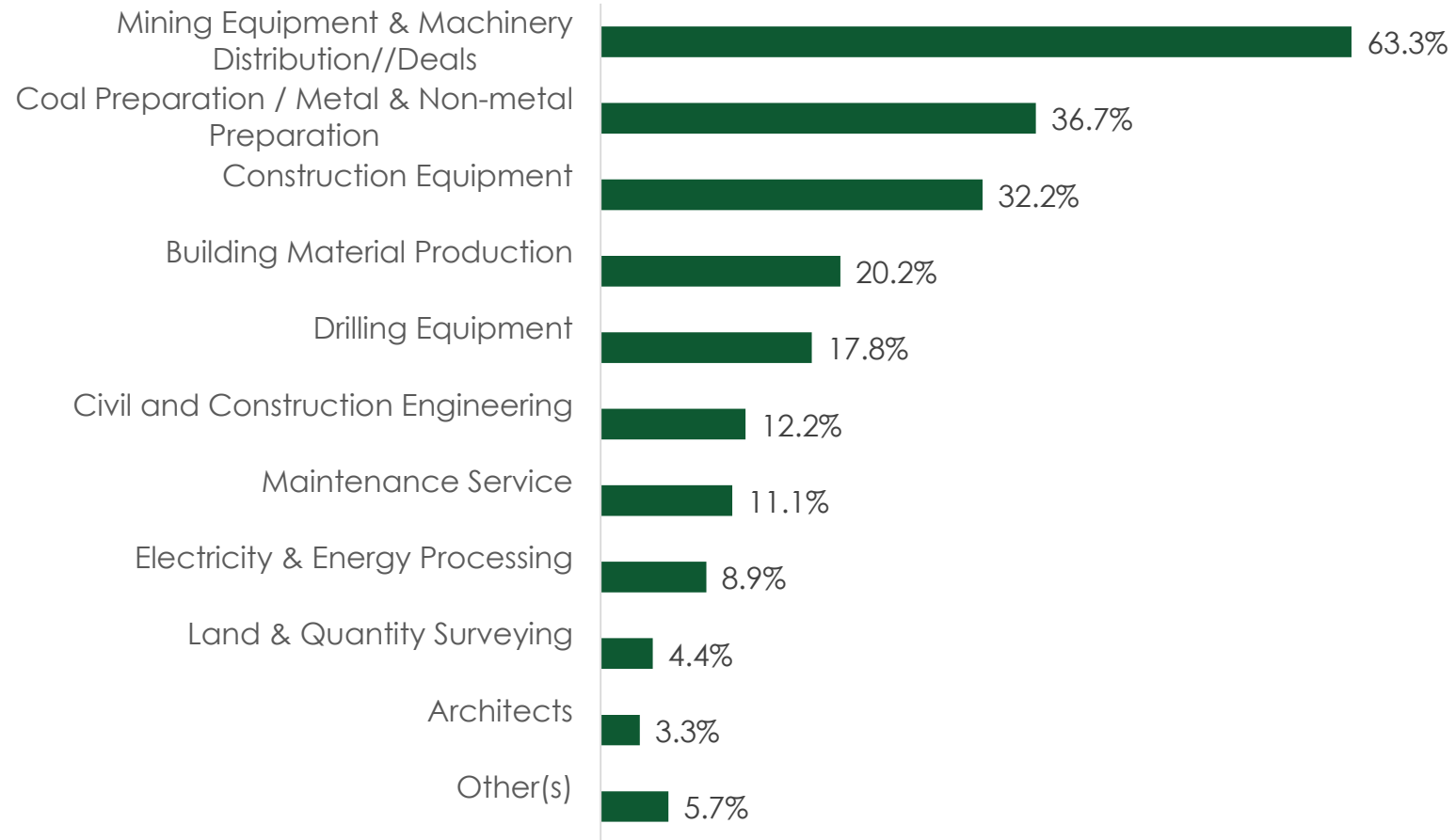
Exhibitors by Countries/Regions

TOTAL | 138 Exhibiting Companies



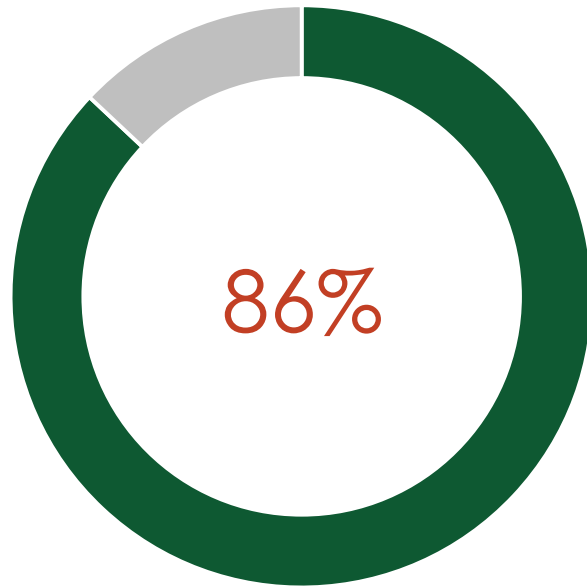
Local International

Exhibitors' Target Audience



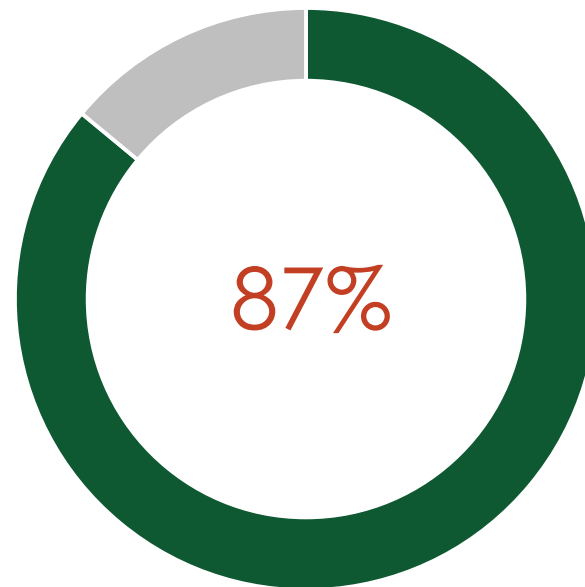
Exhibitors' Satisfaction

Recommendation



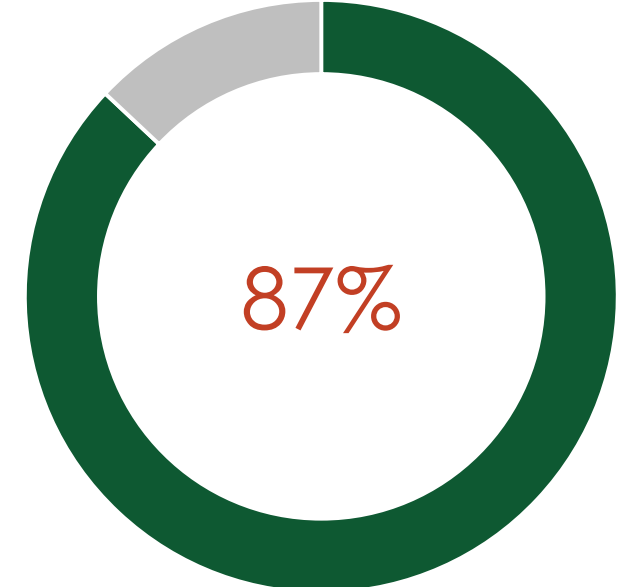
exhibitors are likely to recommend the event to a friend/colleague

Overall Satisfaction



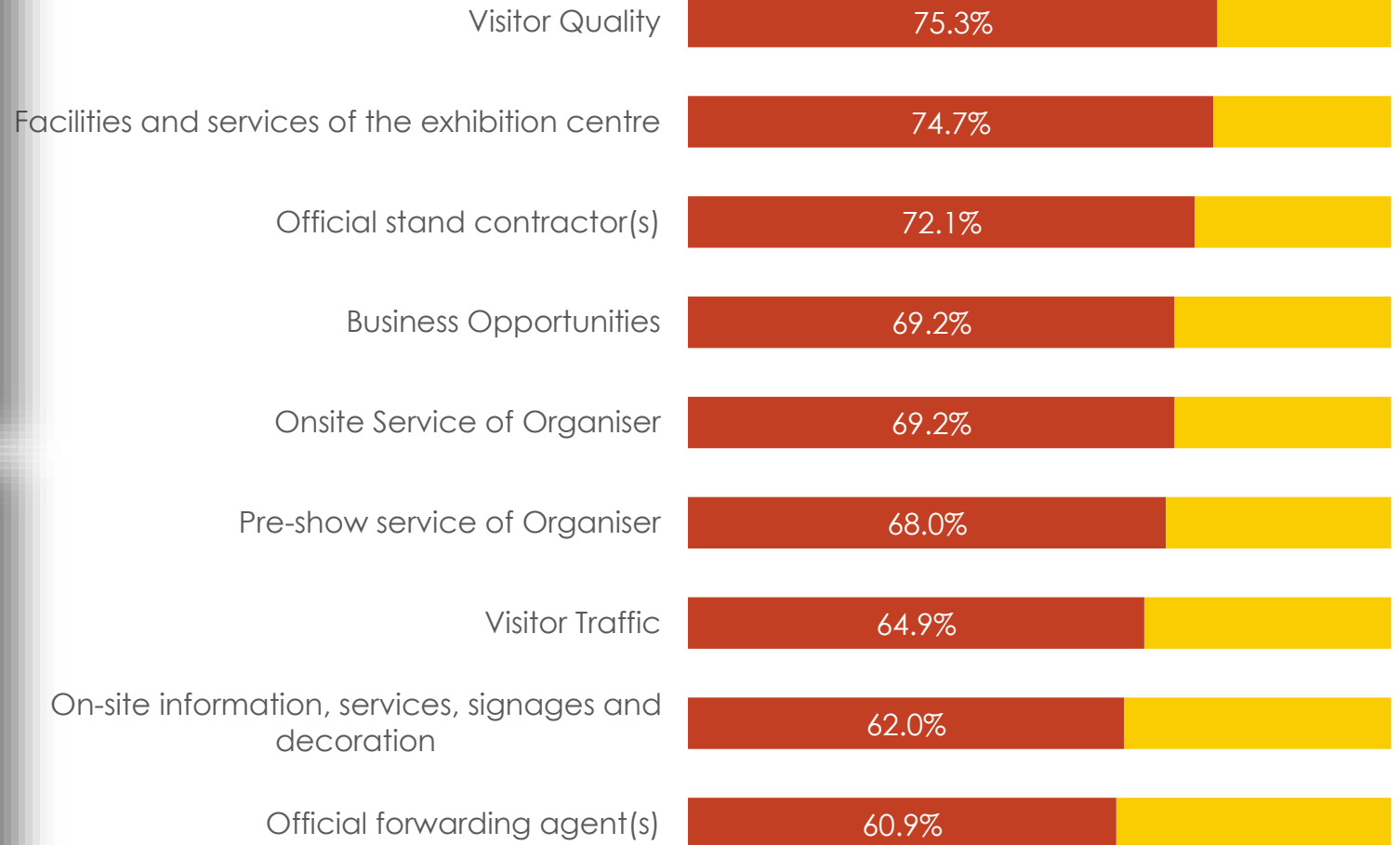
exhibitors were satisfied with their overall experience at Mining Vietnam 2018

Future Participation

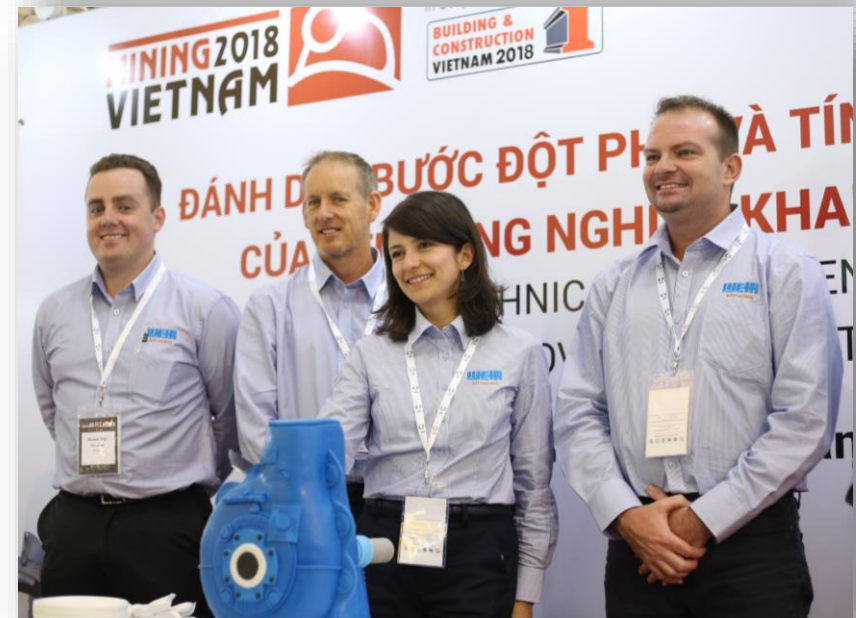


exhibitors expressed interest in exhibiting again in 2020

Exhibitors' Satisfaction



Achievement of Top Objectives for Exhibiting



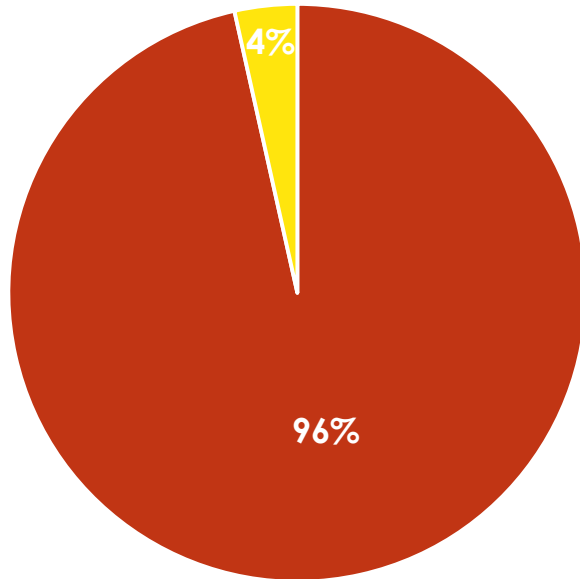
Leading brands participated to Mining Vietnam 2018, but not limited to:



VISITOR ATTENDANCE

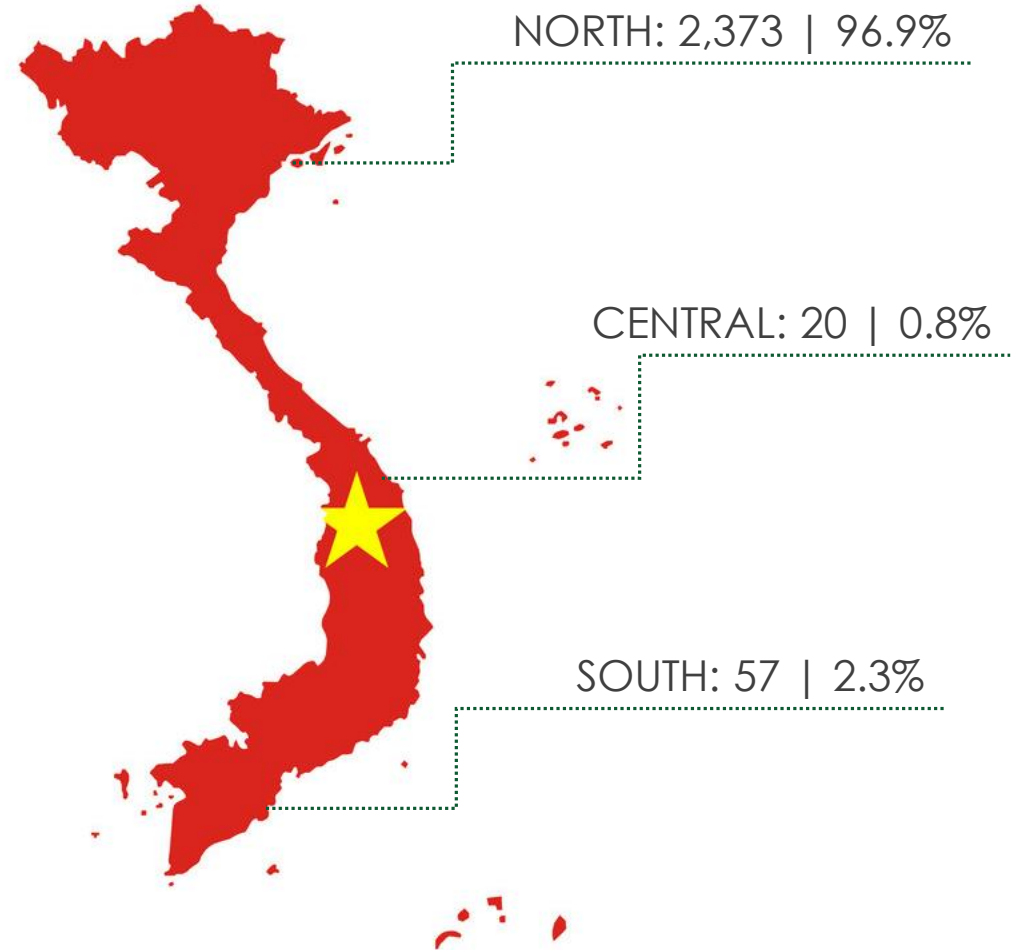
Visitors by Country/Region

TOTAL | 2,450 Trade Visitors



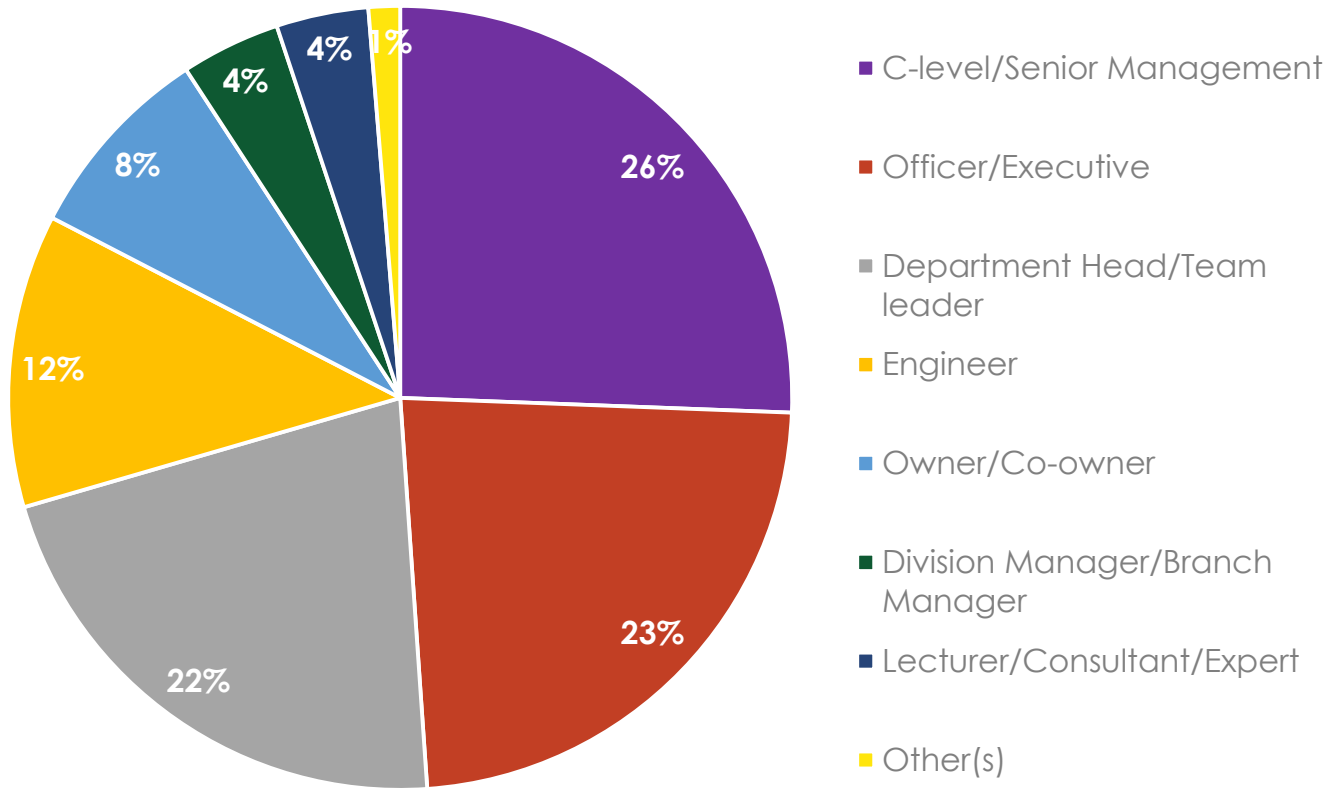
- Vietnam
- International

Provincial Breakdown

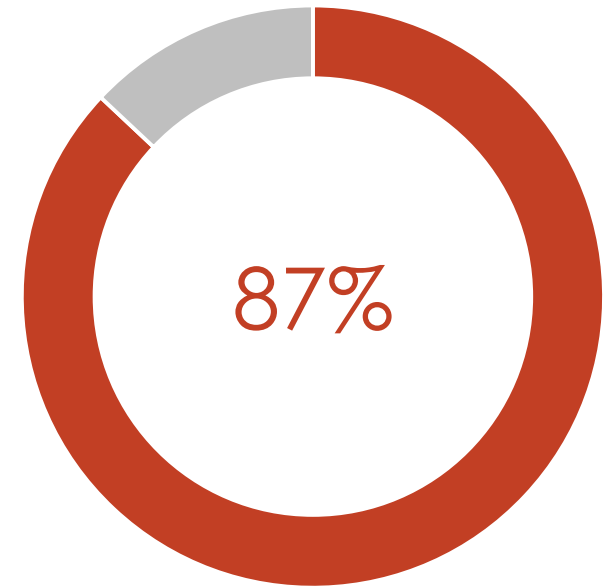


VISITOR ATTENDANCE

Visitors by Job Function



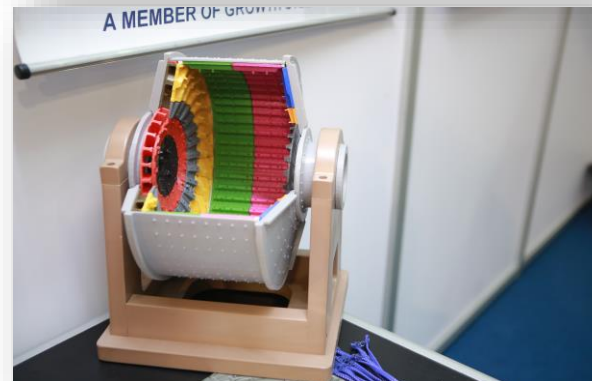
Future Participation



visitors expressed interest in returning to the next edition in 2020

TOP10 Visitor Areas of Interest

- 1 Bucket Wheel Excavators
- 2 Belts (Power Transmission) / Conveyor
- 3 Electric Motors & Generators
- 4 Engine & Parts / Gears/ Toolings
- 5 Mineral Processing Equipment
- 6 Compressors
- 7 Cheminals / Materials
- 8 Environmental and Water Remediation
- 9 Hydraulic Components
- 10 Crushers and Pulverizers



TOP 10 Visitors' Business Areas



Achievement of TOP 3 Objectives for Visiting

Networking



Sourcing New Product(s)



Collecting market information



MARKETING & PR CAMPAIGNS

The show e-newsletters reached over **110,990** databases.

The total circulation of event brochure was **75,000** readers



A total of **245** clippings in print, online and broadcast media were generated during 2018



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Book your stand today !

22 – 24 April 2020
ICE, HANOI



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