

POST SHOW REPORT 2022



December 07th – 10th, 2022

Saigon Exhibition &
Convention Center

SECC

Organizer:



Agrotrade
Vietnam

SHOW GENERAL INFORMATION



Name of event	International Exhibition on Product, Technology and Equipment for Food & Beverage
Date	December 07 th – 10 th , 2022
Venue	Saigon Exhibition & Convention Center (SECC), 799 Nguyen Van Linh, Dist.7, HCMC, Vietnam
Opening hour	9:00 AM – 17:00 PM
Host	Ministry of Science and Technology Ministry of Agriculture and Rural Development Ministry of Industry and Trade
Organizer	ADPEX Joint Stock Company State Agency for Technology Innovation Agro Processing and Market Development Authority (AGROTRADE)

EXHIBITOR FACTS



210

Booths of

189

Participants

over **6,000** square meters
of exhibit scale

Coming from **20 countries
and territories:**

America, United Kingdom,
Canada, Sweden, Holland, Russia,
Greece, Turkey, Korea, Taiwan,
Japan, Singapore, Malaysia,
China, Thailand, India, Hong
Kong, Indonesia, Cambodia,
Vietnam.

GENERAL ASSESSMENTS AND REMARKS OF EXHIBITORS

90%

of the exhibitors were pleased with
services of Organizing Committee

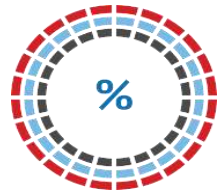
79%

of the exhibitors are interested in
participating in the next Vietnam
Foodtech 2023

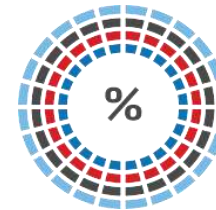


COUNTRY OF PARTICIPANT (EXP VIETNAM)

71%
Asean



20%
Europe



8%
Others



EXHIBIT MAJORS

15% PROCESSED FOOD

17% FRUIT & VEGETABLE

10% BEVERAGE

20% FOOD ADDITIVES

18% HEALTH FOODS

35% PACKAGING TECH & EQUIPMENT

37% PROCESSING TECH & EQUIPMENT

28% FOOD SAFETY & QUALITY MANAGEMENT

BUSINESS ACTIVITY OF PARTICIPANT

MANUFACTURER



55%

IMPORTER



32%

EXPORTER



9%

OTHER



4%

VISITOR FACTS

10,080
Visitors

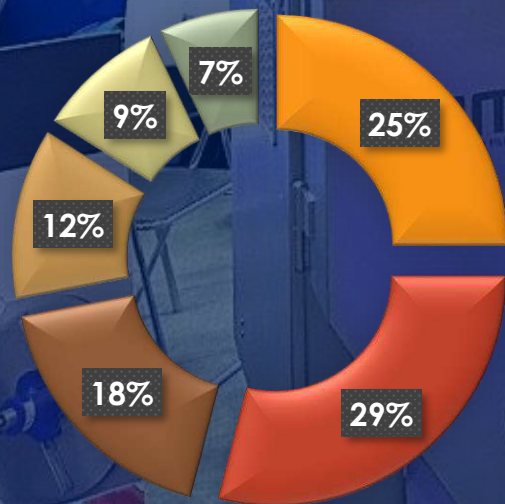
7,979
Trade visitors

2,101
Public visitors

25
Countries/
Territories

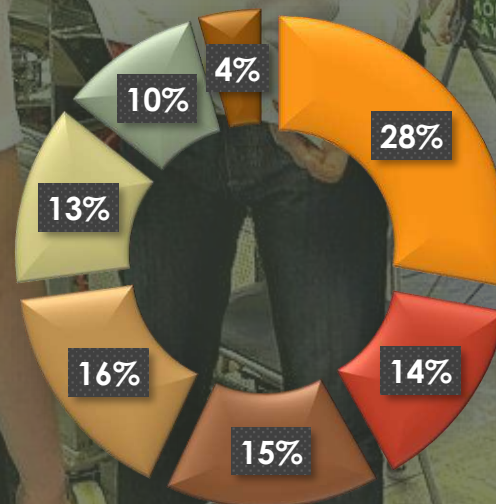
VISIT STATISTIC

BUSINESS ACTIVITY



- Retailer/Store/Supermarket
- Importer/Distributor
- Processor/Manufacturer
- Hotel/Restaurant/Fast Food Chain
- End-user
- Other

VISIT PURPOSE



- Seeking for new brand/product
- Seeking for new OEM/ODM
- Seeking for new technology/solution
- Collecting information and trend
- Meeting supplier
- Place an order
- Other purpose



This is the first time Bac Thai Nam SG has attended the Foodtech 2022 and has attracted many potential clients to visit our booth who are interested in tea dispenser solutions for bars and restaurants.

**Nguyen Minh Triet - Sales Leader
BAC THAI NAM SG**



Attending Foodtech this year with the desire to introduce mushroom products from 100% organic produced by technology from Canada, my booth has attracted a lot of visitors come to try and experience products

**Vo Quang Huy - Marketing Manager
LOTUS AND MUSHROOM CO., LTD**



Our mission is able to help customer with the healthier and safer life, we supply the technology, equipment and solution for food safety, quality management. This time of participating we placed many orders from clients.

**Andy Liu - Sales Manager
THERMO FISHER SCIENTIFIC PTE LTD**



We participate in Foodtech 2022 with Sumitomo's core products applied to food and beverage production and processing lines (cyclo motion systems, reducers for heavy industry, antenna transformers, etc.), Foodtech helped us meet and have the opportunity to introduce our products to many potential partners.

**Nguyen Anh Nguyet - Vice Director
SM-CYCLO VIETNAM CO., LTD**



EXHIBITOR VOICES



Ecolean specializes in manufacturing packaging machines for liquid foods. The optimal packaging solution is a sustainable motto, using very little natural resources, while ensuring product quality and protecting the environment, so we are present in many world markets and look forward to being expanded further through Foodtech 2022.

**Dinh Thuy - Sale Director
ECOLEAN GROUP VIETNAM**





Figures say it all...

67%

Exhibitors will **COME BACK** for next year of event

80%

Exhibitors commented **QUALITY** of this year's visitors was **VERY GOOD**

76%

Exhibitors praised Foodtech 2022 for its ability to generate leads for them and helped them maintain international relations

FORUM/SEMINAR/PRODUCT INTRODUCING IN EXHIBITION FRAMEWORK

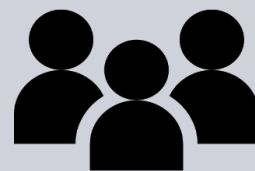
TECHCONNECT AND INNOVATION VIETNAM 2022 FORUM

Date: December 07th, 2022

Time: 13:00 to 17:00

Venue: Conference Room, Floor 2nd, SECC

Hosted: State Agency for Technology Innovation (SATI)



~500
attendees

80% rated the forum
quality was **VERY
GOOD** and **HELPFUL**

FORUM/SEMINAR/PRODUCT INTRODUCING IN EXHIBITION FRAMEWORK

CONFERENCE ON LOCAL TECHNOLOGY TRANSFER AND APPLICATION ACTIVITIES IN 2022

Date: December 08th, 2022

Time: 08:00 to 12:00

Venue: Conference Room, Floor 2nd, SECC

Hosted: Ministry of Science and Technology (MOST)



~400 attendees

**85% rated the conference
quality was VERY GOOD
and HELPFUL**

FORUM/SEMINAR/PRODUCT INTRODUCING IN EXHIBITION FRAMEWORK

PANEL DISCUSSION: "POLICY SUPPORTING COMMERCIALIZATION OF RESEARCH RESULTS AND IMPROVING CAPACITY FOR INTERINTERNATIONAL ORGANIZATIONS OF THE SCIENCE AND TECHNOLOGY MARKET"

Date: December 08th, 2022

Time: 13:30 to 17:00

Venue: Seminar Area, Hall A1, SECC

Hosted: Vietnam Climate Innovation Center (VCIC)



~150 attendees

**75% rated the seminar
quality was GOOD and
INTERESTED for product
introducing**



MEDIA CAMPAIGNS

~200 Domestic Press



176 đơn vị tham gia, trưng bày và giới thiệu các công nghệ, sản phẩm mới tại Triển lãm quốc tế Việt Nam Foodtech & Growtech 2022



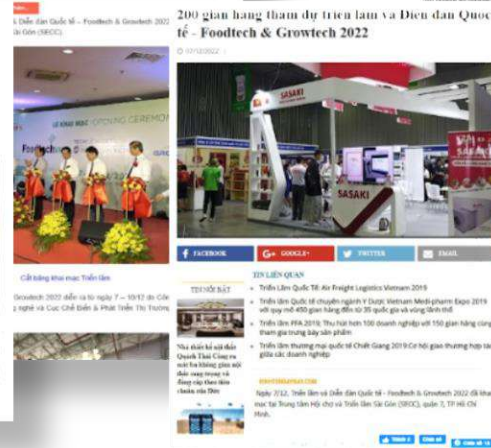
Hơn 170 đơn vị tham gia Triển lãm quốc tế sản phẩm, thiết bị & công nghệ thực phẩm - nông nghiệp Việt Nam "Foodtech & Growtech 2022"



Khai mạc Triển lãm Quốc tế – Foodtech & Growtech

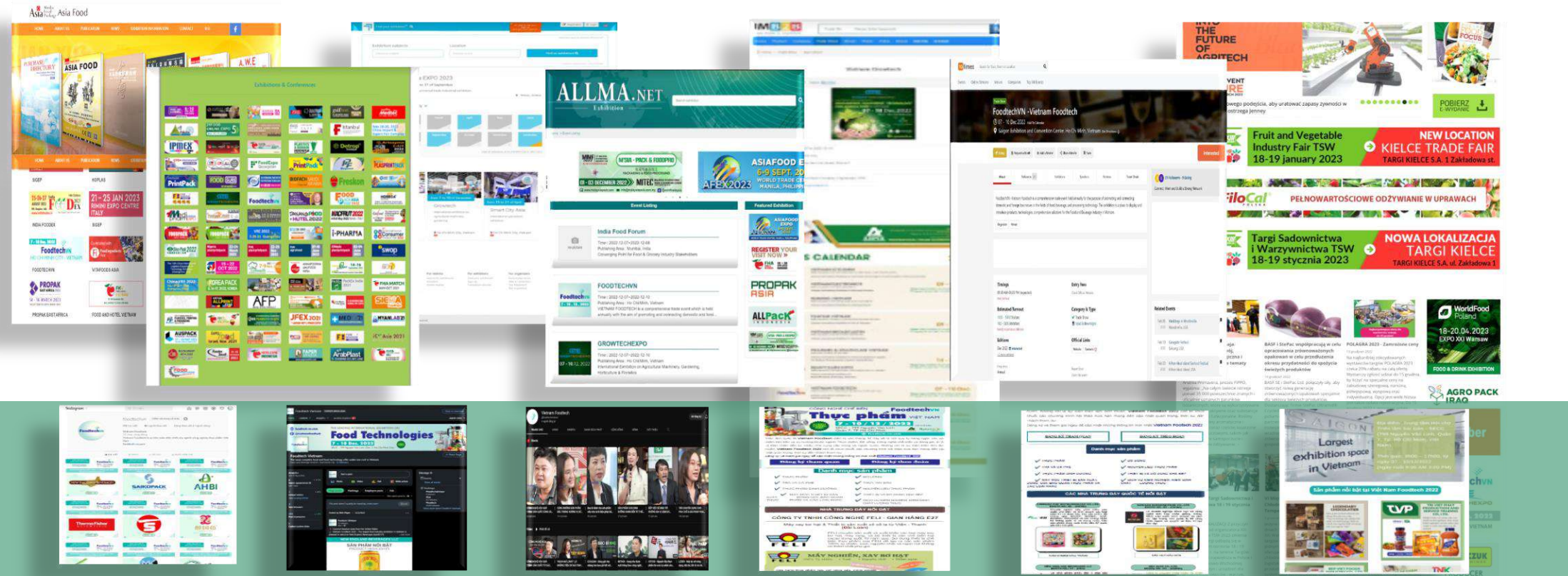


Gần 200 đơn vị tham gia Triển lãm và diễn đàn quốc tế "Foodtech & Growtech 2022"



MEDIA CAMPAIGNS

2,000+ Online post/1,000+ E-newsletter/Overseas Partner



Polandfruits
TRADE COOPERATION PLATFORM



Find your exhibition!
EXHIBITION.net

Media
Food
Package

ALLMA.NET
Machinery

Infotrade
IMB2B.com

Asia Trade Hub
Global B2B Marketplace

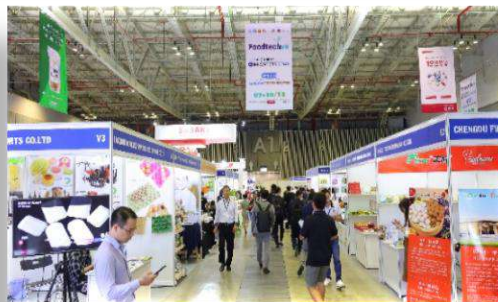
CONTENTOUR

SUNRISING
用英文EXHIBITION

希誠集團
SEEINGGROUPS

MEDIA CAMPAIGNS

1,000+ Outdoor/Indoor advertisement points



2,000+ street banner



BUSINESS MATCHING

1,393

MEETINGS

were matched at the exhibition

2,050

CONTRACTS

were signed

~2,679

PRE-REGISTRATION

via Website, Facebook, Invitation Letter, etc.





SEE YOU AGAIN

NEXT YEAR EVENT:

DECEMBER 13th – 16th, 2023
SAIGON EXHIBITION & CONVENTION CENTER (SECC),
799 NGUYEN VAN LINH, DIST.7, HCMC, VIETNAM

