



THE 1ST VIETNAM INT'L COFFEE & DESSERT FAIR 2016



June 8 - June 10, 2016



SECC | 799 Nguyen Van Linh, Dist.7, HCMC



www.vietcoffeefair.com

SHOW REPORT

Coex Vietnam would like to express our sincere thanks to all exhibitors, buyers, supporters, media partners, visitors, for supporting and contributing to the success of **The 1st Vietnam Int'l Coffee & Dessert Fair 2016**.

From understanding the love of coffee deeply ingrained in Vietnamese people and the rapid growth in Vietnam 's coffee and dessert market has seen , particularly in Ho Chi Minh City, Coex believes that **The 1st Vietnam Int'l Coffee & Dessert Fair 2016** brought together a variety of suppliers under one roof and providing an international platform for buyers and sellers to network and explore business opportunities.

177

BOOTHS

250

BRANDS

15

COUNTRIES

37 600

VISITORS

24

COUNTRIES

EXHIBITION OVERVIEW

Exhibition Name	Vietnam Int'l Coffee & Dessert Fair 2016
Organizer	Coex - Vinexad - Vicofa
Date	10:00 - 17:00 June 08 - June 10, 2016
Venue	SECC, 799 Nguyen Van Linh, Dist. 7, HCMC
Scale	177 Booths - 250 Brands - 15 Countries
Co-located Show	Vietnam Int'l Retail & Franchise Show 2016

EXHIBITOR ANALYTICS

94%

Of the exhibitors were satisfied with the quality of visitors

90%

Of the exhibitor stated that the exhibition played an important role in their marketing activities within the region

87%

Intent to Re - Participate

EXHIBITOR PROFILE

Premium Coffee & Tea

Green Beans, Roasted Beans, Capsule Coffee, Instant Coffee, Tea, Beverage

Ingredients

Syrup, Sauce, Powder, Smoothie, Puree

Coffee & Tea Related Products

Home Cafe Products, Teaware, Small Appliance, Interior Tools

Machinery & Facilities

Coffee Machine, Related Machinery, Facilities

Desserts

Bakery, Ice-cream, Chocolate, Cheese

Education & Consulting

Related Media, Education Center, Consulting

Gold label

Favorite products and New products





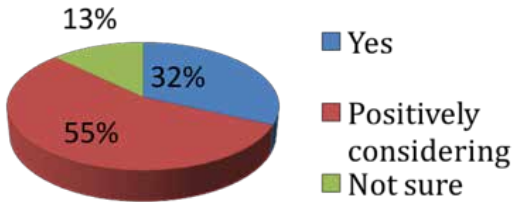
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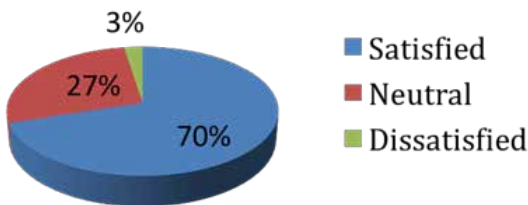
EXHIBITOR ANALYTICS

SHOW REPORT

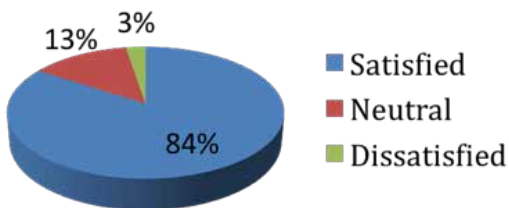
Re - Participation Intent



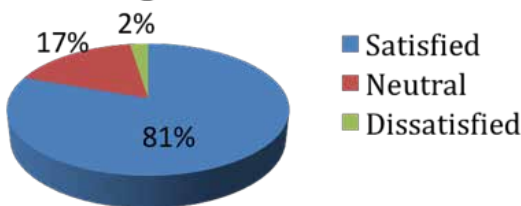
Participation effect



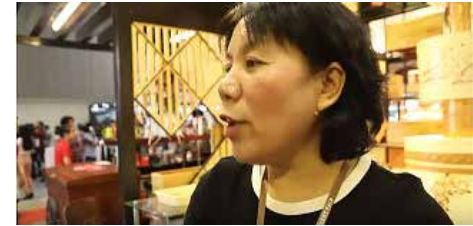
Promotion



Concurrent Program Management



TAN NHAT HUONG



This exhibition provides the opportunities to promote Vietnam's coffee industry , encourage young people who have love with coffee, and also potential baristas who are looking for places to develop their skills



NESTLE

The show's visitor is extremely crowded & bustling. Good location. Great events. We can see the effective from Coex's marketing activation.





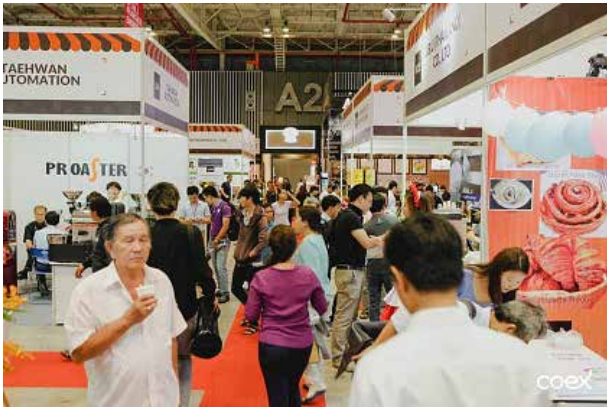
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VISITOR ANALYTICS

37 600 VISITORS



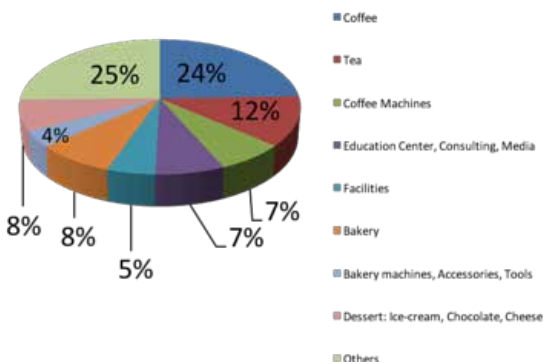
24 COUNTRIES



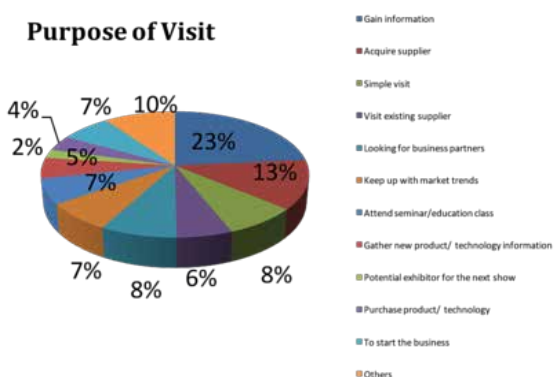
VISITOR PROFILE

- Coffee/Dessert related business operator
- Multinational wholesale/retail businesses
- Importers, exporters and trading companies
- Preliminary founders, store owners, investors
- Barista/Patisier
- Coffee shop/ franchise owner

Business classification



Purpose of Visit





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EVENTS ANALYTICS

VIETNAM SUPER BARISTA CHAMPIONSHIP

MANAGED BY



50,000,000 VND
TOTAL PRIZES



1

ALL-FULL-EXPENSE-PAID TRIP TO KOREA TO PARTICIPATE IN WSBC 2017

87

POTENTIAL CANDIDATES

10

PROFESSIONAL JUDGES



LEE SEUNG HOON



PARK SOO HYE



VO TAN SI



SAM CHOI



CADEN (LEE CHEA HONG)



NAT PAOLONE



VICHAJ SAETIA



JONAS VAN BINSBERGEN



HENRY PANG



JO YONG JIN



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EVENTS ANALYTICS

SEMINAR & TRAINING CLASS

13 SLOTS

283 RE-REGISTER ONLINE

738 AUDIENCES

EVENT / HỘI THẢO

08 / 06 - Wednesday

International Coffee Corp Cupping Test Giới thiệu về Cupping Test	10:00 - 12:15
Tan Nhat Huong Co., Ltd. The trend of bakery development in TPP period (Part 1) Xu thế phát triển ngành bakery thời kỳ hội nhập TPP (Phần 1)	12:30 - 13:30
Ly Gia Vien Company Limited Education class Lớp kĩ năng	13:45 - 14:45
Dutch Bakery Co., Ltd (Agent Of Zeelandia) How to make cappuccino muffins and (various applications of mamon cake) Cách làm bánh muffins cappuccino và nhiều loại bánh khác	15:00 - 16:00

09 / 06 - Thursday

Ly Gia Vien Company Limited Education class Lớp kĩ năng	10:00 - 11:00
Solomon International Company Limited Organic food and reason to buy Thực phẩm hữu cơ và lý do để lựa chọn	11:15 - 12:15
Tan Nhat Huong Co., Ltd. The trend of bakery development in TPP period (Part 2) Xu thế phát triển ngành bakery thời kỳ hội nhập TPP (Phần 2)	12:30 - 13:30
Total Swiss The Secret of being healthy (Part 1) Bí mật sức khoẻ (Phần 1)	13:45 - 14:45
Dutch Bakery Co., Ltd (Agent Of Zeelandia) How to make tiramisu cake and steamed brownie Cách làm bánh Tiramisu và brownie	15:00 - 16:00

10 / 06 - Friday

Solomon International Company Limited Organic food and reason to buy Thực phẩm hữu cơ và lý do để lựa chọn	10:00 - 11:00
Barista School How to make coffee? Lớp dạy pha chế cà phê	11:15 - 12:15
Total Swiss The Secret of being healthy (Part 2) Bí mật sức khoẻ (Phần 2)	13:45 - 14:45
Dutch Bakery Co., Ltd (Agent Of Zeelandia) How to use espresso coffee in baking ? Làm thế nào để sử dụng cà phê espresso trong việc làm bánh ?	15:00 - 16:00

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EVENTS ANALYTICS

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LUCKY BAG

COEX Vietnam would like to express our deep gratitude to the following companies: Tan Nhat Huong, Tan Khoa - Monin, TH True Milk, Lotteria, Mê Trang, Bon Appétit, Foodclub, Solomon, Mr.Brown, Ly Gia Vien for sponsoring the products for the Lucky Bag.



We are proud to inform that we had got

30,000,000 VND

All fund was donated to KOTO - A non - profit enterprise that empower at-risk & disadvantaged youth in Vietnam through a Holistic training program.



LUCKY BAG SPONSOR
mobifone
KẾT NỐI GIÁ TRỊ - KHƠI DẬY TIỀM NĂNG



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EVENTS ANALYTICS

VIETCOFFEE MATES



21 COFFEE SHOPS
10,000 MEMBERS

VIETCOFFEE MATES COFFEE SHOPS



The Kafe



Arlon Coffee

RITA VŨ CAFE

Rita Vũ Cafe



Smoothie Factory



Yên Coffee



Icon Coffee



The Terminal
Coffee



Oromia Coffee



Mylife Coffee



The Chai Coffee



Teaspoon
Coffee & Tearoom



Watcha
Dessert Cafe



Lava Coffee



Bk6 Coffee



Gu Saigon Home
Roasted Coffee



Bird Coffee



VIETNAM INT'L
COFFEE & DESSERT
FAIR 2016

**THANK
YOU**

&

**SEE YOU
AGAIN**



7 - 9 / 6 / 2017



SECC | HCMC

799 Nguyen Van Linh, D.7