

THE VIETNAM INTERNATIONAL LOGISTICS EXHIBITION 2023

A comprehensive supply and demand matching platform for logistics industry



2023' S CENTRAL SEGMENT: F&B COLD CHAIN & SOLUTIONS

10 ▶ 12 | August | 2023

SECC- SAIGON EXHIBITION & CONVENTION CENTER

799 Nguyen Van Linh Street, District 7, Ho Chi Minh City, Viet Nam



www.vilog.vn



[LogisticsExhibition](#)

Hosted by: The Ministry of Industry & Trade of Vietnam

Directed by: Vietnam Trade Promotion Agency

Co-ordinated by: Agency of Foreign Trade

Organizers: VIETNAM LOGISTICS BUSINESS ASSOCIATION



Supporters:



EUROPEAN - AMERICAN MARKET DEPARTMENT

Media Sponsors:



WHY YOU SHOULD JOIN VILOG 2023

- ▶ VILOG 2023 is the gateway for international companies to the Vietnam market and for Vietnam enterprises to the global market.
- ▶ The exhibition creates a platform where businesses in the industry exchange useful information, update new trends and seize opportunities from trade facilitation policies and post-Covid-19 economic growth stimulation implemented by the Government.
- ▶ Especially, the concurrent event - Vietfood & Beverage which is the most outstanding international exhibition of Vietnam's F&B industry will bring about:
2000+ export-oriented manufacturers of Vietnam with products ranging from food, seafood, drink, health food to food additive and materials
500+ food and beverage manufacturers from 18 countries and territories ready to set up business in Vietnam

MAIN SECTORS



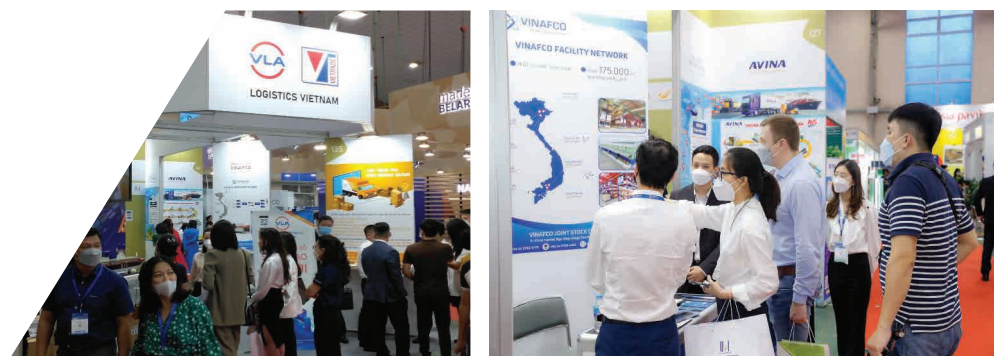
VISITOR PROFILE

• By Industry:

- **Logistics:** service businesses, infrastructure, technology, equipment, machinery, logistics vehicles, logistics research organizations, training institutions
- **Food & Beverage:** processing, packaging and storage
- **Personal care:** Pharmaceuticals and personal care products, cosmetics, toiletry kit
- **Manufacturing, assembling machinery, distribution system, agent**
- **Electrical, electronic and accessories**
- **Textile & Leather**

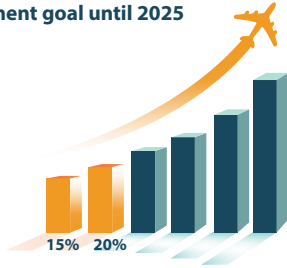
• By Job Function:

- Director/ Owner
- Factory Manager
- Logistic & Supply Chain Manager
- Procurement / Purchasing Manager
- Production and Technical Manager
- Engineer
- R & D, QC, QA
- Service & Maintenance



Logistics industry of Vietnam – SUSTAINABLE DEVELOPMENT

Development goal until 2025



AVERAGE ANNUAL GROWTH RATE

LOGISTICS



CONTRIBUTION OF LOGISTICS SERVICE TO GDP



Rail, road and pipeline transport

60,1%

Warehousing and supporting activities for transportation

32,51%

Inland waterway transport

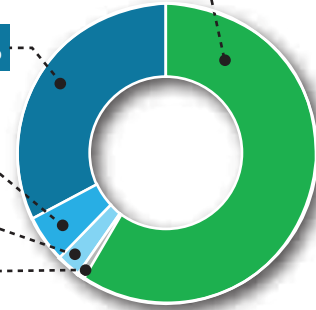
5,06%

Postage, courier services

2,31%

Air cargo

0,02%



OVERVIEW OF VIETNAM LOGISTICS INDUSTRY (According to the data of the General Statistics Office)

PROFESSIONAL COMMUNICATION PLAN



1- TRADITIONAL CHANNELS

- ▶ Billboards
- ▶ Street pole banners
- ▶ Invitations (opening ceremony, seminar, etc.) directly sent to visitors
- ▶ Advertisement on Specialized Magazines & Official Mass Media at home and abroad
- ▶ Advertisement on Television channels and Radio in Vietnam
- ▶ Press Conference 2 weeks prior to the show
- ▶ A close media co-operation relation with a broad network of Media Sponsors in Vietnam and the world
- ▶ A firm collaboration with Trade promotion agencies and Industry associations to expand the online and offline business connection network



2- THE COMBINATION OF DIGITAL MARKETING AND MULTIMEDIA

- ▶ Email Marketing & SMS based on the sources of customer data updated after every event
- ▶ Advertisement on online newspaper and multi-platform internet browsers
- ▶ Official websites dedicated to each event organized by VINEXAD
- ▶ Social networking services including Facebook, Zalo, Instagram for a multi-lateral connection with customers

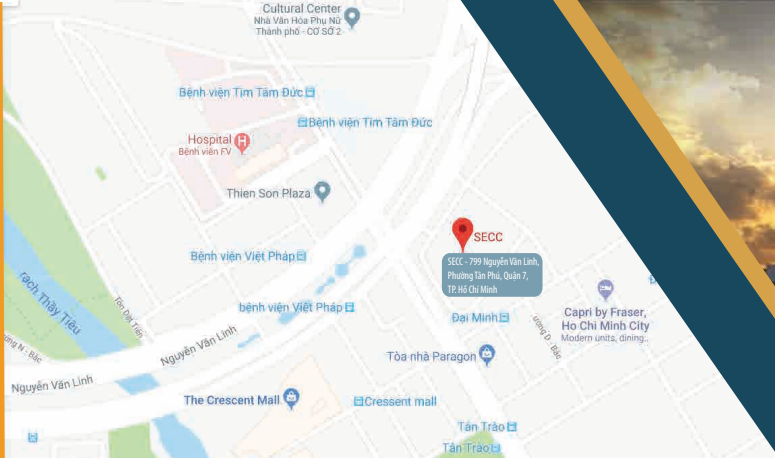


PRACTICAL ACTIVITIES

• Specialized seminars/forums providing in-depth information for businesses

• Competition/workshop to train logistics personnel





VALUE-ADDED BENEFITS FOR EXHIBITORS:

- ▶ Attending conferences, seminars during the Exhibition
- ▶ Badges, opening ceremony invitation letter, exhibition invitation letter, etc.
- ▶ Free introduction in the Exhibition's directory preview
- ▶ Public hygiene in the Exhibition area
- ▶ Security of the Exhibition items during the closing time of the Exhibition.
- ▶ Installation and dismantling booths (in case of package rental)

OPTIONAL SERVICES (CHARGED)

- ▶ Advertising in the Exhibition's directory preview.
- ▶ Organizing thematic seminars to introduce products and services
- ▶ Cargo transportation, visa procedures, hotel booking, interpretation and other service, etc.
- ▶ Designing and installing special booths, booth equipment rental services.
- ▶ Printing services for advertising products.
- ▶ Local travel for market survey.

PARTICIPATION PROCEDURES

1. Filling in the Application Form and Form for Catalogue entry.
2. Sending Application Form together with a deposit of 50% or total space rental fee in cash or T/T to:
Vietnam National Trade Fair & Advertising Company (VINEXAD)
Account in VND: 0021000000172
Account in USD: 0021370020067
Account in EUR: 0021140474605
Name of the bank: VIETCOMBANK HANOI
11B Cat Linh St., Quoc Tu Giam Ward, Dong Da Dist., Hanoi, Vietnam
3. The balance should be arranged before July 10th 2023



SPACE ONLY

- * Only exhibition space will be provided.
- * Utilities and additional services can be requested at an additional charge.



STANDARD BOOTH

- * Basic type of booth is provided:
1 information desk and 2 chairs /
Basic lighting & lighting electricity.



PREMIUM BOOTH

- * Specialized Premium Booth design will be provided.
- * Additional facilities should be applied separately if necessary.

CONTACT US



VINEXAD NATIONAL TRADE FAIR & ADVERTISING J.S.C

VIETNAM LOGISTICS BUSINESS ASSOCIATION

- 📍 9 Dinh Le St., Hoan Kiem Dist., Hanoi, Vietnam
- ☎ +84-24-38255546 (ext. 446)
- @ expo@vinexad.com.vn

- 📍 HoChiMinh City Office
- ☎ Ms. Thuy: +84-28-39432658
- @ vla-hcm1@vla.com.vn

- 📍 Hanoi City Office
- ☎ Ms. Trang: +84-24-35627709
- @ vla-hn02@vla.com.vn