

HCM CITY EXPORT 2023



HO CHI MINH CITY EXPORT FORUM & FAIR 2023

Strengthen connection - Green export

**25 - 28
May, 2023**

Business Day
25 - 26/5/2023

Public Day
27 - 28/5/2023

At SECC
HCMC



Chairing Unit



Ministry of Industry and Trade



Ho Chi Minh City People's
Committee

Organizing Unit



HCMC Department of
Industry and Trade



VIETRADE

As a part of series of action programs to implement the Prime Minister's Strategy of Import and Export of Goods to 2030, as well as the Project Development of exports in HCMC to 2025, orientation to 2030 by the People's Committee of HCMC.

The event is organized by the HCMC Department of Industry and Trade under the direction of the Ministry of Industry and Trade and the Ho Chi Minh City People's Committee, in collaboration with the Vietnam Trade Promotion Agency (Vietrade) and other agencies, departments and partners, associations.

Ho Chi Minh City Export Forum & Fair will bring together Vietnam's leading reputable export businesses, ready to **meet the diverse shopping needs** of both international and domestic customers with **high-quality export products**.



>250

Booths

>7

Key export industries

>200

Vietnamese & International exhibitors

>8,000

Visitors



Highlighted Programs



CONFERENCE
Connecting market information
for exports



EXHIBITION
HCM CITY EXPORT 2023



MATCHING
B2B, B2C, B2G



FORUM
Strengthen connection towards
green export

WHY VISIT?

► **Diversity of products from variety of export industries:**

Many Vietnamese product categories produced from manufacturers and exporters can fulfill high volume orders and meet customized needs.

► **Opportunity to trade connections:**

Reaching over 8000 local and international importers, dealers, supermarket systems, wholesale chains in key marketplaces, retailers, and consumers...

► **High promotion:**

Discounts and attractive offers are only at HCM City Export 2023.

► **Forums and events connecting B2B, B2C, B2G:**

A series of events, forums and other activities to encourage trade connections based on purchasing demands.



Discover top-tier exporters from **7 key industries** in Ho Chi Minh City - all in one trade fair:



Agricultural Products



Furniture & Handicrafts



Fishery



Support services



Textile,
Leather footwear,
Handbags



Food & Beverages



Rubber, Plastics,
Electronics,
Mechanics

BUSINESS FORUM



25

May, 2023

STRENGTHEN CONNECTION TOWARDS GREEN EXPORT

- Solutions proposed to improve regional connections between "Industry – Agriculture – Commerce and Services"
- Principle to ensure sustainable development
- Current export issue to be discussed

26

May, 2023

VIETNAMESE AGRICULTURAL PRODUCTS CONQUER WORLD MARKETS

- Updates on global market trends
- Strategies to connect manufacturing to export markets
- Direction to encourage export-ready agriculture and processed food production

VISITOR

> 8000
Visitors

> 80%
Experts and
Buyers



INTERNATIONAL VISITORS:

- Importers, traders, supermarket and wholesale chains in major markets: US, EU, ASEAN, China, Japan, Korea, etc, through the network of the Department of Industry and Trade, Vietrade and Major Industry Associations
- Representative offices for purchasing and sourcing in Vietnam: Global Sources, Walmart, WMGS, IKEA...
- Buyer delegation, partners for support on import, press agencies

LOCAL VISITORS:

- Supermarket, importer and retailer: Aeon, CJ Group, Central Retail, MM Mega Market, Lotte, THISO RETAIL, Saigon Coop, Satra...
- E-commerce platforms: Amazon, Alibaba, Lazada, Tiki, Shopee...
- Traders, exporters, marketers, wholesalers, retailers and e-commercial sellers
- Consumers and visitors



PROGRAM TO WELCOME INTERNATIONAL BUYERS

STRATEGIES FOR ATTRACTING BUYERS AND VISITORS

- Through the network of diplomatic missions: Embassy, Consulate, Vietnam Trade Office abroad, organizing a program to welcome international buyer delegations to Vietnam to attend the forum & fair.
- Providing flight ticket for the lead of delegation, as well as complimentary accommodation and transportation during their journey in Vietnam





SOURCING SUPPORT

A series of seminar for business matching

Format: Each topic will take 30 - 45 mins, from 9:00 am to 4:00 pm on May 26th, 2023

Content: Sharing market information and buyer's needs; and matching between buyers and exhibitors

- + B2B Matching for each industry: Furniture & Handicrafts, Food & Beverages, Agricultural Products, Textile, Leather Footwear & Handbags, Rubber, Plastics, Electronics, Mechanics
- + B2B Matching between Multinational Retail Groups
- + Trade connection between e-commerce platforms



B2C MATCHING SPECIAL OFFER INCREDIBLE DISCOUNT

27-28/5/2023 An opportunity for consumers to visit and purchase goods that meet export standards with special offer and receive presents only at HCM City Export 2023.



Arrange tours that cater to the preferences of buyers, with the objective of showcasing the production and export capabilities of Vietnamese enterprises, enhancing the likelihood of orders being placed.

- **Date:** 26/5/2023
- **Location:** Factories in Ho Chi Minh City and nearby Provinces



FACTORY VISIT





THE ORGANIZER OF HO CHI MINH CITY EXPORT FORUM AND FAIR 2023

Ho Chi Minh City Department of Industry and Trade
Ho Chi Minh City Center of Supporting and Enterprise Development

Website: hochiminhexport.com
Email: info@hochiminhexport.com

**Register
NOW!**

