



26th Vietnam International Industrial Fair VIIF

OCTOBER 18TH - 21ST, 2017

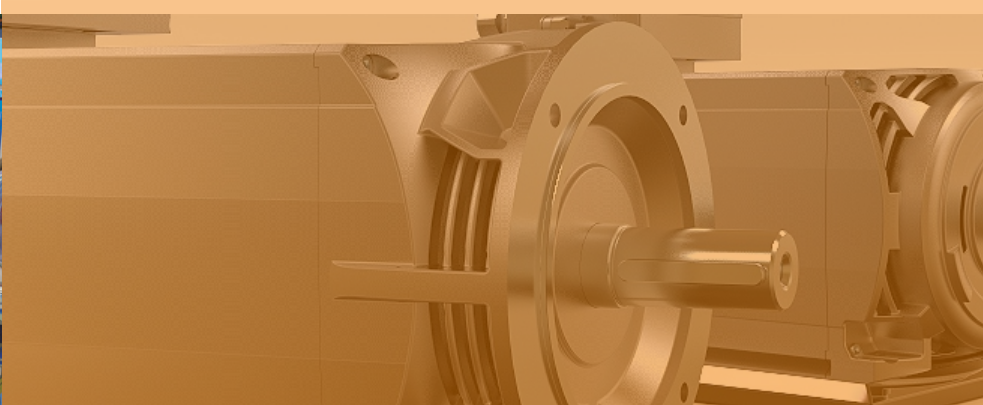
HOST: VIETNAM NATIONAL ORGANIZING BOARD
ORGANIZER: VIETNAM EXHIBITION FAIR CENTRE JSC (VEFAC)
VENUE: HANOI INTERNATIONAL EXHIBITION CENTRE
91 TRAN HUNG DAO, HOAN KIEM, HANOI



Development Strategy of Vietnam Industry in 2025

Development Strategy of Vietnam industry in 2025, with a vision to 2035 has been approved by the Government will effectively mobilize resources from all economic sectors in the country and outside to develop, restructuring the industry towards modernization; focusing on training human resources with industrial skills, innovative capacity; Priority development and transfer of technology for the sector that has a competitive advantage and modern technology, advanced in some areas of processing agricultural, forestry, fisheries, electronics, telecommunications, new and renewable energy, mechanical engineering and medicinal chemistry to participate into the global value chain.

(Source: Ministry of Trade & Industry)



VISITORS

48%

have **direct authority** or influence for purchasing goods or services seen at VIIF

5568
unique visitor over
3 days and a half

35%

saw something at VIIF they were **likely to buy** after the exhibition

87%

will **recommend visiting** VIIF to colleagues and associates

73%

intend to visit VIIF 2017

82%

were **"very satisfied"** or **"satisfied"** with VIIF 2016

VIIF 2016 AT A GLANCE

EXHIBITORS

71%

were **"very satisfied"** or **"satisfied"** with VIIF 2016

60%

stated they either **"will"** or **"possibly will"** exhibit at VIIF 2017

TOP 5 INDUSTRIES

- 25% Engineering/ Manufacturing
- 7% Metalworking/ Tooling
- 9% Machinery/ Equipment
- 8% Automotive
- 5% Electronics

TOP 4 JOB FUNCTIONS

- 30% CEO/ Director/ General Manager/ Managing Director/ Owner
- 17% Engineer/ Technical Manager
- 12% Sales & Marketing
- 8% Production/ Operations/ Factory Manager

WHO VISITED?

2017

OCTOBER 18TH - 21ST, 2017

Delivering Customers Directly To You

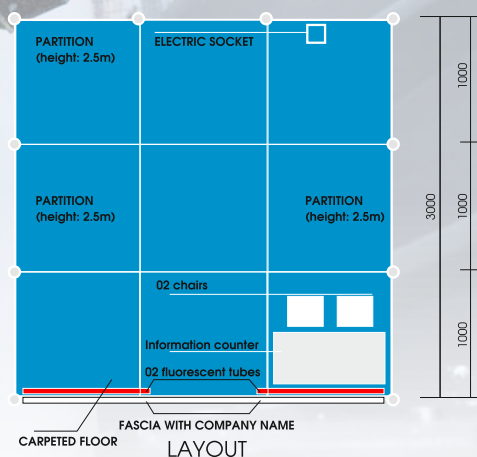
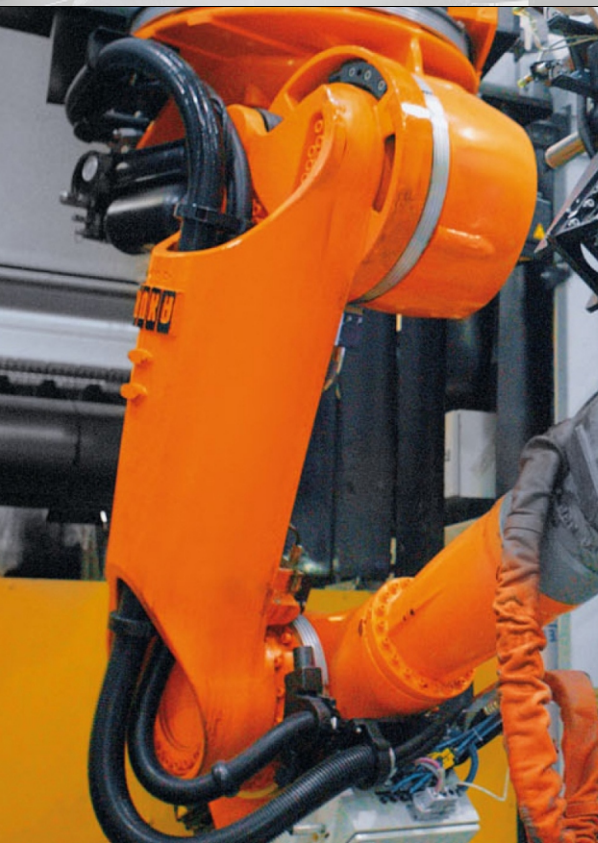
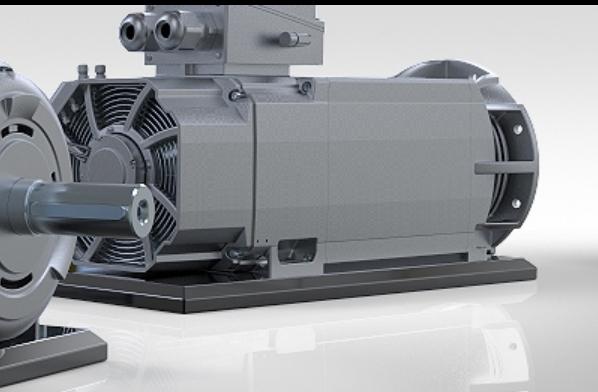
VIIF will STRIVE to attract a high-quality audience of manufacturing industry professionals in 2017.

Key activities will include:

- Direct mail and email to previous visitors (10,000+) & new/potential prospects (10,000+)
- Print and online advertising in key trade publications
- Newspaper and radio advertising
- Social media advertising and community engagement
- Partnerships with relevant industry associations
- Dynamic e-marketing
- Telemarketing; Brandnamed message
- Official Fair Catalogue

Exhibit Profile:

- Machinery/ Manufacturing
- Metal working/ Tooling
- Automation





Free services:

- Presenting exhibitor profile in Official catalogue printed in English and Vietnamese;
- Participating in all events held during the Fair;
- Entry badges;
- General security and cleaning in common area.

Optional services:

- Designing and setting up special designed booth, pavilion;
- Providing electric, water, telecommunication and internet services, equipment for rent;
- Hotel booking, applying visa, tourism, market research;
- Function halls for conferences, meetings...;
- Providing all forms of advertising;
- Man power including interpreters, hostess, workers, guards, cleaners.

Participation cost

- Package stand (9sq.m): USD2,250/unit (including 01 information counter, 02 chairs, 02 fluorescent tubes, 01 electric socket of 15Amp, 01 waste basket, carpeted floor, fascia name)
- Indoor raw space: USD200/sq.m (stand design and construction is up to exhibitors)

Participation procedures:

- Return the space application form together with 50% of total space rental in cash of by TT to:
- 1, Bank Name: BIDV Ba Dinh Branch, 57 Lang Ha, Thanh Cong Ward, Ba Dinh District, Hanoi, Vietnam
 - 2, Account Name: Vietnam Exhibition Fair Centre Joint Stock Company
 - 3, Account Number: 126 10370 005 740
 - 4, SWIFT Code: BIDVNVX
 - 5, Company Name: Vietnam Exhibition Fair Centre Joint Stock Company

*** The balance should be arranged 10 days prior to the opening day**

**VIIF 2017 is an opportunity
for anybody desiring to make contacts
and turn them into profit accordingly!**

For further information, please contact

Vietnam Exhibition Fair Centre Joint Stock Company (VEFAC JSC)

Exhibition & Trade Fair Organizing Department

Add: 3rd floor, No.2, Trieu Quoc Dat street, Hoan Kiem district, Hanoi, Vietnam.

Tel: +84-4-38343110 (ext: 126 - 128)

Email: huongnt@vefac.vn

Mobile: 0904 211 644

Website: www.viif.vn

Website: www.viif.vn



SPACE APPLICATION FORM 2017

Company name:.....
Contact person: Title:.....
Address:
Country:
Tel: Fax: Email:
Website:.....
Exhibit profile:.....
.....
.....
.....
.....
.....

We would like to reserve:

.....package stand (9sq.m) at USD 2,250/unit
.....indoor raw space at USD200/sq.m

We would like to arrange a T/T of USD..... being 50% of space rental payable to:

- 1, Bank Name: BIDV Ba Dinh Branch, 57 Lang Ha, Thanh Cong Ward, Ba Dinh District, Hanoi, Vietnam
- 2, Account Name: Vietnam Exhibition Fair Centre Joint Stock Company
- 3, Account Number: 126 10370 005 740
- 4, SWIFTCode: BIDVNVX
- 5, Company Name: Vietnam Exhibition Fair Centre Joint Stock Company

Only upon receipt of 50% of the above stated total rental payment, which is non-refundable, will this be treated as a valid space reservation form.

Date:/...../2017

Signature: _____

To register, please complete this form and return it to:

Vietnam Exhibition Fair Centre Joint Stock Company (VEFAC JSC)

Exhibition & Trade Fair Organizing Department

Add: 3rd floor, No.2, Trieu Quoc Dat street, Hoan Kiem district, Hanoi, Vietnam.

Tel: +84-4-38343110 (ext: 126 - 128)

Email: huongnt@vefac.vn

Mobile: 0904 211 644

Website: www.viif.vn

Deadline: Sep.15th, 2017