

**THE VIET NAM INTERNATIONAL SOURCING EXPO –
VIET NAM SOURCING**

Time	13/09 – 15/09/2023
Venue	Hall B1, Saigon Exhibition & Convention Center – SECC, Dist.7, Ho Chi Minh City, Viet Nam
First page	Hosted by: Ministry of Industry and Trade of Viet Nam The European – American Market Department, Organizer: Adpex Joint Stock Company
Coverage:	Exhibit area: 8,000sqms Exhibits: 5,000 export-qualified products Exhibitors: 200+ Display booths: 300+ Visitors & Buyers: 8,000+ (25+ Countries & Territories) Conferences & Seminars: 10+
SLOGAN	Viet Nam – Strategic Destination of the Global Supply Chains
EVENT INFORMATION	<p>Viet Nam International Sourcing 2023 is an event hosted by Ministry of Industry and Trade of Viet Nam with its ultimate mission to promoting the direct linkages between Vietnamese manufacturing and exporting enterprises with foreign retail distribution networks and importers. The event includes of a series of workshop, seminars, business matching activities and an exhibition known as “Viet Nam International Sourcing Expo”.</p> <p>The Expo is a premier sourcing fair in Viet Nam, bringing together the leading manufacturers and exporters in the country. With 300 booths showcasing over 5,000 export-qualified products, visitors can explore a range of categories including processed foods; garments, textiles, fashion accessories; shoes, bags and luggage; sports and outdoors; household goods, and home decor.</p> <p>The Expo also features participation from leading logistics companies and supply chain service providers who offer value-added solutions to help exporters and sourcing enterprises optimize their operations, reduce costs and improve efficiency.</p>
	<p>VIET NAM – A STRATEGIC AND RELIABLE SOURCING DESTINATION OF THE GLOBAL SUPPLY CHAINS</p> <ul style="list-style-type: none"> • In recent years, Viet Nam has strongly transformed itself to emerge as a major center of the global production and supply chains, thanks to its ability to supply a wide range of world-class quality products at competitive prices. • The implementation of 15 Free Trade Agreements with almost 60 countries and territories including EU, UK, ASEAN, China, India, Japan, Korea, Canada, Mexico, Australia... has provided Vietnamese-origin products with significant tariff preferences and competitive advantages over their competitors in the global market. • Following the commitment made at COP26 to achieve net-zero emissions by 2050, Viet Nam has been making significant strides towards adopting sustainable

	<p>manufacturing practices, including green production and consumption. These efforts have created a long-term competitive advantage for Viet Nam's export industries.</p> <ul style="list-style-type: none"> • Manufacturers from Viet Nam offer excellent workmanship at competitive rates and are more flexible with smaller order quantity requests compared to neighboring countries. Buyers can expect low labor costs from the country's highly specialized workforce. • Companies seeking to diversify their global supply chains and decrease reliance on a single market, while still adopting the "China Plus One" strategy will find Viet Nam's resilient and competitive market a promising land for businesses.
<p>KEY EXHIBITION SECTORS</p>	<ul style="list-style-type: none"> - FOODS - GARMENTS, TEXTILES AND FASHION ACCESSORIES - SHOES, BAGS AND LUGGAGE - SPORTS AND OUTDOORS - HOUSEHOLD GOODS AND HOME DECOR
<p>WHY YOU SHOULD SOURCING FROM VIET NAM</p>	<p>Over the years, Viet Nam has emerged as one of Asia's most reliable suppliers of processed foods; garments, textiles, fashion accessories; shoes, bags and luggage; sports and outdoors; household goods, and home decor products:</p> <ol style="list-style-type: none"> 1. Agricultural products and processed foods <p>Viet Nam is a leading global exporter of agricultural products, including rice, coffee, pepper, and cashew nuts, vegetables, fishery products, among others, with export turnover reached \$33,6 billion USD in 2022. The abundant raw materials, the adoption of advancements in science and technology, as well as government policies that promote sustainable agriculture have enabled the food processing industry to build its competitiveness, enhance product quality and meet the rising demands of export markets.</p> 2. Garments & Textiles, Shoes & Leather, Fashion Accessories <p>Viet Nam has emerged as a significant player in the world's garments & textiles, shoes & leather value chain, with its products finding a market in over 180 countries and territories worldwide. In 2022, the country exported a total of \$37.6 billion worth of apparel and textiles, \$23.9 billion USD of shoes and leather, and \$4.1 billion USD of fashion accessories.</p> <p>Viet Nam's success can be attributed to its commitment to sustainable manufacturing practices, which have helped the country transition towards a more environmentally friendly and socially responsible approach to production. This shift has positioned Vietnam for continued strong growth, with the potential to become one of the leading production centers in world's fashion industry and further enhance its reputation as a reliable and innovative player in the global value chain.</p> 3. Sports and Outdoors <p>Viet Nam's sports and outdoors products sector is rapidly expanding and has become one of the fastest-growing areas for the country's exports. In 2022, exports of sports equipment and accessories alone reached \$4.2 billion USD, representing a remarkable increase of 45%.</p>

	<p>As the demand for sports and outdoors products continues to grow globally, the relatively young industry is well-positioned to capitalize on this trend and emerge as a significant player in the global market.</p> <p>4. Household Goods and Home Decor</p> <p>Viet Nam has a strong export industry for household products, including furniture, home decor, kitchenware, plasticware, glassware, and more. In 2022, Vietnam's export revenue for furniture alone was estimated to exceed \$16 billion USD.</p> <p>With over 10,000 enterprises and a skilled workforce, Vietnam's household products industry is well-established and can produce a vast array of high-quality goods. The focus on quality and innovation has enabled Vietnam to emerge as a significant player in the global household products market, attracting a growing number of customers sourcing for high-quality, competitively-priced products.</p>
EXHIBITORS	<ul style="list-style-type: none"> • Vietnamese manufacturers & exporters produce goods that meet export standard • The foreign investment enterprises based in Viet Nam in related sectors • Pavilions of international retailers seeking to recruit suppliers in related sectors • Pavilions of key manufacturing economic regions • Supply chain service providers • Startup of home and fashion products • Suppliers of machineries, equipment, materials, services for the Viet Nam manufacturing industry
VISITORS	<ul style="list-style-type: none"> • Sourcing offices, purchasing experts of international retailers • International importers, wholesalers, distributors, traders • eCommerce Sellers • International trade delegations • Local manufacturers and traders who aspire to be suppliers to international retailers • Service company, consultants • Government agencies, associations, press
PARTICIPATING BENEFITS	<ul style="list-style-type: none"> • The Exhibition will be an exclusive opportunity for visitors to meet with qualified manufacturers & exporters • Identify reliable potential suppliers and sustainable sourcing partners to form long-term strategic partnerships • Free Business Matching with 200 leading Vietnamese companies • Source high-quality and innovative made-from-Viet Nam products • Free arrangement for factory visits • A series of workshop, seminars to be organized in 3 full days along with the

exhibition will create practical experience to all visitors to learn more about the Vietnamese market and keep you updated on Viet Nam’s industry trends and government trade legislations

- The Exhibition helps Vietnamese suppliers with manufacturing capabilities to have face to face meetings with international buyers, enabling them to explore new business ideas and expand their opportunities for global exportation.
- The Exhibition will provide an exclusive opportunity for Vietnamese exporters to have free consulting services from the international sourcing experts

THE UNIQUE OPPORTUNITY AT VIETNAM SOURCING EXPO 2023—

FACE TO FACE MEETING WITH OVER 200 QUALIFIED DISTRIBUTORS IN THE REGION AND WORLDWIDE

STRATEGIC PARTNERS OF THE EVENT

The central area of the table features a collection of logos for the event's strategic partners. At the top left is the Walmart logo in blue with a yellow sunburst icon. To its right is the CENTRAL RETAIL logo in red. Below Walmart is the DECATHLON logo in blue with a red and white graphic. To the right of Decathlon is the Carrefour logo in blue. In the center is the T&T Foods logo in red and green with the tagline 'Explorer tous les Parfums de l'Asie'. To the right of T&T Foods is the TOPVALU logo in purple with a star and the tagline 'QUALITY AND TRUST'. Below Carrefour is the AEON logo in purple. To the right of AEON is the Coppel logo in yellow with a blue key icon. At the bottom left is the Costco Wholesale logo in red and blue. At the bottom right is the amazon logo in black with a yellow arrow.

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