

An online exhibition and B2B matching event will be held on the HOPE platform (www.hopefairs.com) to introduce 100 Vietnamese producers to global buyers and offer the latter a visual experience and connection with the former.



The platform offers 3D images of showrooms, factories and workshops, a 3D product catalogue, social apps to enable 24/7 interaction between exhibitors and visitors, digital marketing, live events, and others. It has a total of more than 20,000sq m of virtual showrooms and 10,000 products belonging to 100 exhibitors and attracts 30,000 visitors from 100 countries and territories.

Webinar/individual matching session with business matching opportunity with key players in Vietnam's furniture & woodworking manufacturers can be arranged under request.

Vietnam Trade Office in Singapore will be pleased to help Singaporean businesses to confidently experience the features of Hybrid Furniture Matching Week and to identify potential suppliers/partners.

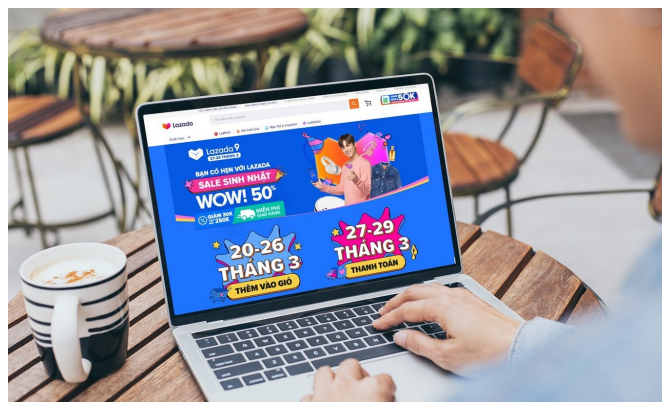
(Source: VTO)

VIETNAM DOMINATES LIST OF TOP SOUTHEAST ASIAN E-COMMERCE SITES

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"Major e-commerce companies across the region have also rolled out other marketing campaigns drawing customers through gamified features on the app, as well as free shipping and discounts," the report said.

Vietnam's e-commerce market expanded 18 percent year-on-year last year to \$11.8 billion, the only country in Southeast Asia to record double-digit growth in the sector amidst the Covid-19 pandemic.



A person shops online. Photo by Shutterstock.

According to an e-commerce development plan approved by the Vietnamese government last year, the sector's revenues should reach \$35 billion by 2025 and account for 10 percent of the total. The government also targets having 55 percent of the population shopping online by 2025.

(Source: Vnexpress)