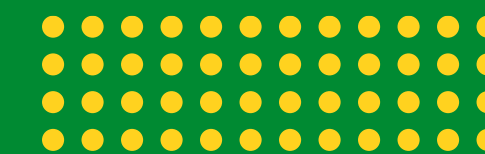


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The First Golden Autumn Fair 2025

Post Show Report





01 Fair overview

02 Fair results

03 Responses and Evaluations

04 Side events

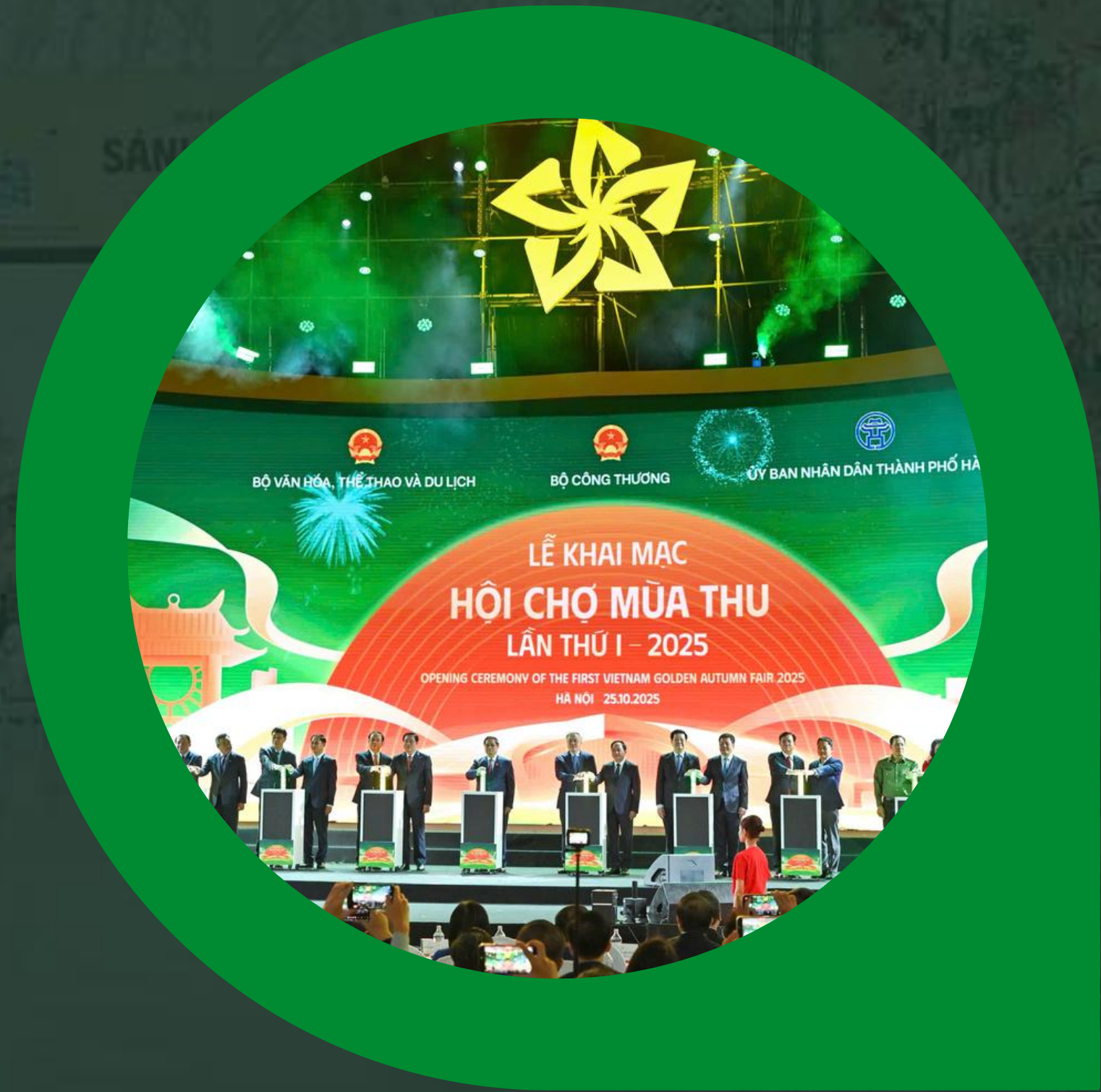
05 Overview on Vietnam Exposition Center (VEC)



**GOLDEN
AUTUMN FAIR
2025**

01. FAIR OVERVIEW

Following the success of A80, the Prime Minister directed the organization of the Autumn Fair 2025. Within a month, preparations were carried out urgently, ensuring timely progress. The fair was organized on an unprecedented scale, becoming a prominent milestone in the series of events in 2025.



01. FAIR OVERVIEW



GOLDEN
AUTUMN FAIR
2025

SCALE

- 3,000+ booths, 2,500+ businesses (the largest scale ever in Vietnam) Participation of 34 provinces and cities
- >150 leading Vietnamese corporations and businesses
- 77 international pavilions (China, Japan, Korea, Germany, Australia, etc.)
- 8 exhibition halls & Culinary Zone – the culinary essence of the three regions of Vietnam Total area of 173,000 m²:
- 130,000 m² indoors at the Kim Quy exhibition hall
- 43,000 m² outdoor food court



01. FAIR OVERVIEW



GOLDEN
AUTUMN FAIR
2025

AREA & ZONING

- Vietnamese booths: agricultural products – food, OCOP (One Commune One Product), handicrafts, industrial and commercial goods
- International booths: technology, machinery, consumer products

- Tourism and Culture Zone: Promoting destinations in 34 provinces and cities
- Food Zone: Regional specialties, cooking demonstrations



01. FAIR OVERVIEW



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AUTUMNFAIR
2025

DIRECTING & ORGANIZING UNITS

Vietnam Government

Ministry of Industry
and Trade as a
Permanent
coordinating agency

Ministry of Culture, Sports & Tourism

Organizing tourism promotion
activities and art performances.

Hanoi People's Committee

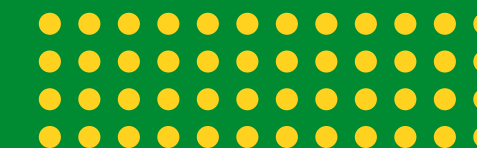
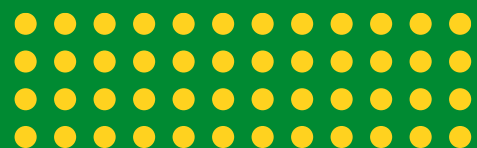
Responsible for
managing large-scale
exhibition booth areas.

Vingroup Corporation & VEC Company

Co-organizer and
biggest sponsor of the
Fair



**H.E Prime Minister Pham Minh Chinh
directly supervised the organization
of the FAIR**



02. FAIR RESULTS



**GOLDEN
AUTUMN FAIR
2025**

VISITORS

- Attracting over 1.1 million visitors during the 10 days of the fair. An average of 100,000 visitors per day

REVENUE

- On average, each standard booth generated 300 million VND in revenue over 10 days.
- Total direct revenue reached nearly 1,000 billion VND.

One of the highest-traffic fairs in the country.



Signed over 1,000 contracts, agreements, and MOUs on trade and investment promotion.

6 RECORDS ACHIEVED



GOLDEN
AUTUMN FAIR
2025

QUY MÔ LỚN NHẤT



BIGGEST SCALE

KHÔNG GIAN HIỆN ĐẠI NHẤT



THE MOST
MODERN SPACE

SẢN PHẨM PHONG PHU NHẤT



THE WIDEST
PRODUCT
RANGE

HOẠT ĐỘNG HẤP DẪN NHẤT



MOST EXCITING
ACTIVITIES

CHẤT LƯỢNG CAO NHẤT



HIGHEST
QUALITY

ƯU ĐÃI TỐT NHẤT



BEST DEALS

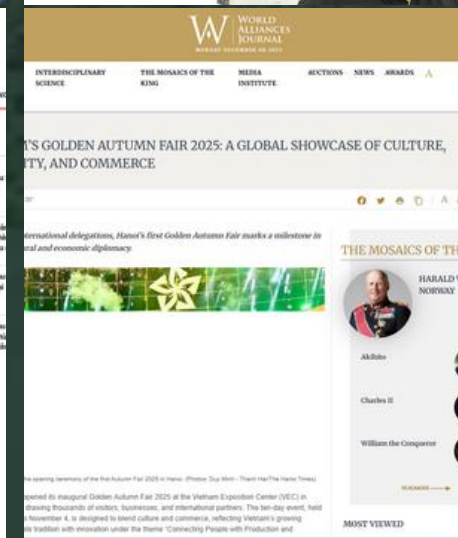
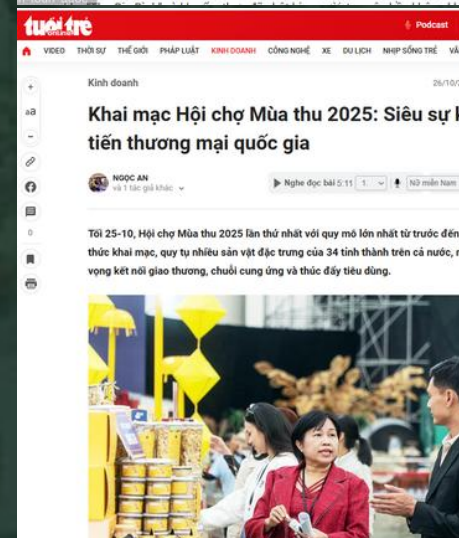
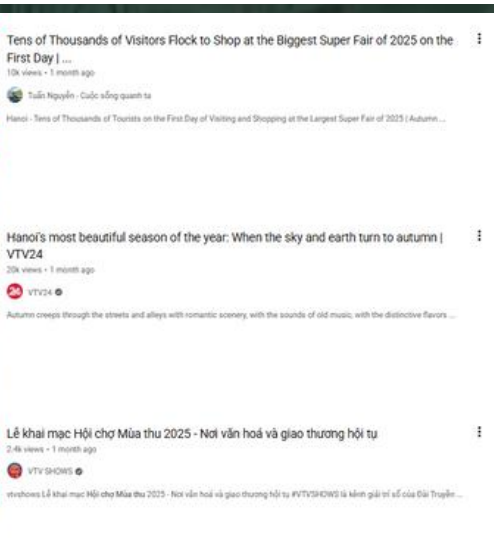
03. FEEDBACKS AND REVIEWS



GOLDEN
AUTUMN FAIR
2025

COMMUNICATION ACTIVITIES

The media coverage for the 2025 Autumn Fair was extensive across newspapers and digital platforms, creating a significant impact. Central and local media outlets provided continuous updates. In addition, over 500 digital content pieces, many videos with nearly 1 million views, and KOLs/KOCs helped increase interest and the event's standing, reaching over 3 million social media accounts.

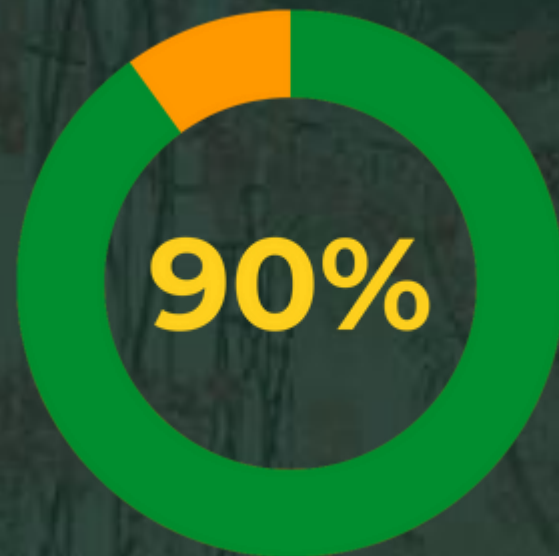


SATISFACTION SURVEY

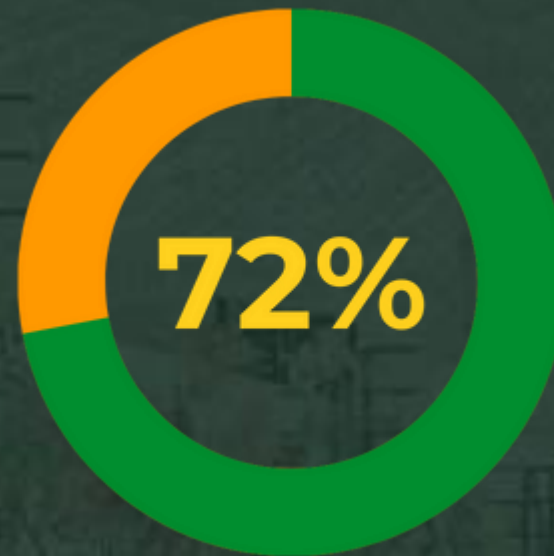


GOLDEN
AUTUMN FAIR
2025

Trade promotion onnectivity efficiency

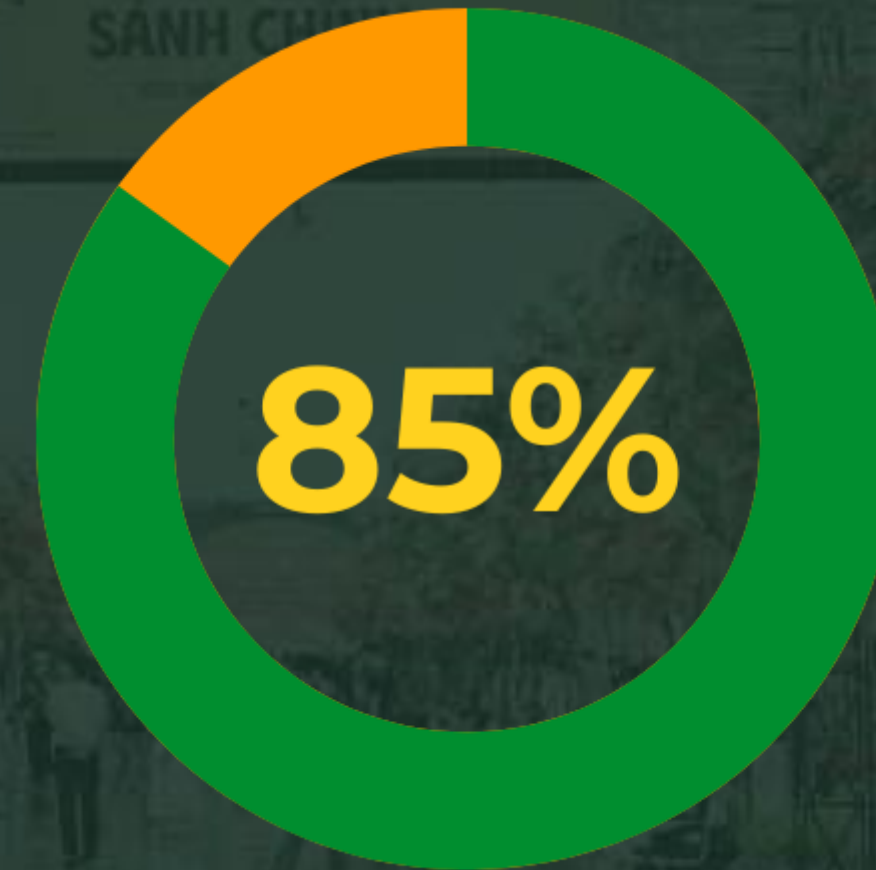


Local units



Businesses

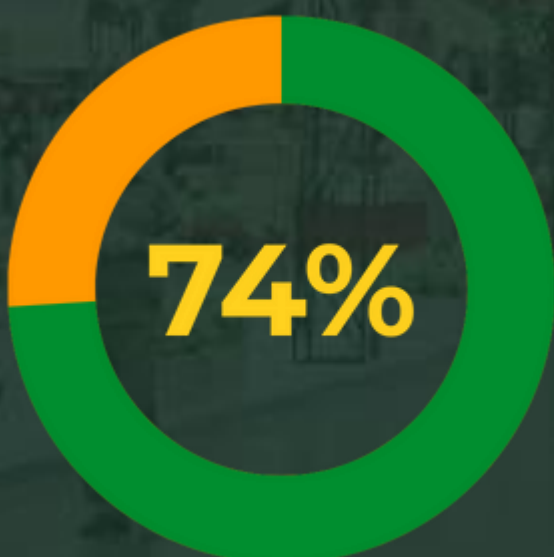
Ready to participate next time (Business)



Công tác tổ chức



Local units



Businesses



FEEDBACK FROM PARTICIPATING BUSINESSES



" The Autumn Fair 2025 is an opportunity for businesses to showcase their products, helping customers access brands more easily and visually."

PHAM MINH HOA
Da Lat Mushrooms



" During the 10 days of the fair, the organization and support for businesses were implemented effectively, creating favorable conditions for enterprises."

LAURENT AUFRET
Sales Director Bretinov



" This year's fair was very large in scale, attracting a huge number of visitors, exceeding expectations.."

HO PHI VINH Deputy Director of
Rubber 75 Company



" The clientele this year is very diverse and varied. This presents an opportunity for businesses to connect and find potential partners."

TRAN QUOC HOI
Business Department of Petrolimex

04. SIDE EVENTS



GOLDEN
AUTUMN FAIR
2025

Within the framework of the fair, numerous promotional and trade events, seminars, and conferences were held at Vinpearl.

→ The events attracted a large number of delegates, created many effective B2B networking sessions, promoted international cooperation, and opened up new business opportunities for enterprises..



VISITORS



GOLDEN
AUTUMN FAIR
2025

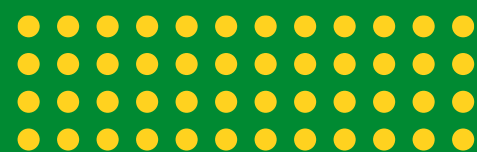


B2B ACTIVITIES

 GOLDEN
AUTUMN FAIR
2025



**THANK YOU AND SEE YOU
AGAIN AT**



VIETNAM GLORIOUS SPRING FAIR 2026



VIETNAM TRADE PROMOTION AGENCY

Address: 20 Ly Thuong Kiet Street, Cua Nam Ward, Hanoi

Phone: 024.3934.7628/ ext 58

Email: vnf@vietrade.gov.vn; vnfvietrade@gmail.com

Website: vietrade.gov.vn