



# VIETNAM EXPOSITION CENTER

THE LEADING REGIONAL EXPOSITION CENTER



# VIETNAM EXHIBITION INDUSTRY

Potential & Opportunities



# A STRATEGIC POSITION



## VIETNAM

A strategic trade gateway connecting international markets with ASEAN

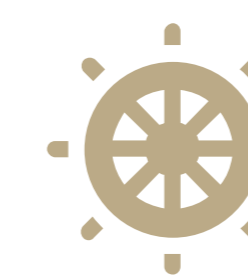
### PRIME LOCATION

Located in the heart of Southeast Asia, serving as a bridge between major markets (China, ASEAN, and Northeast Asia).

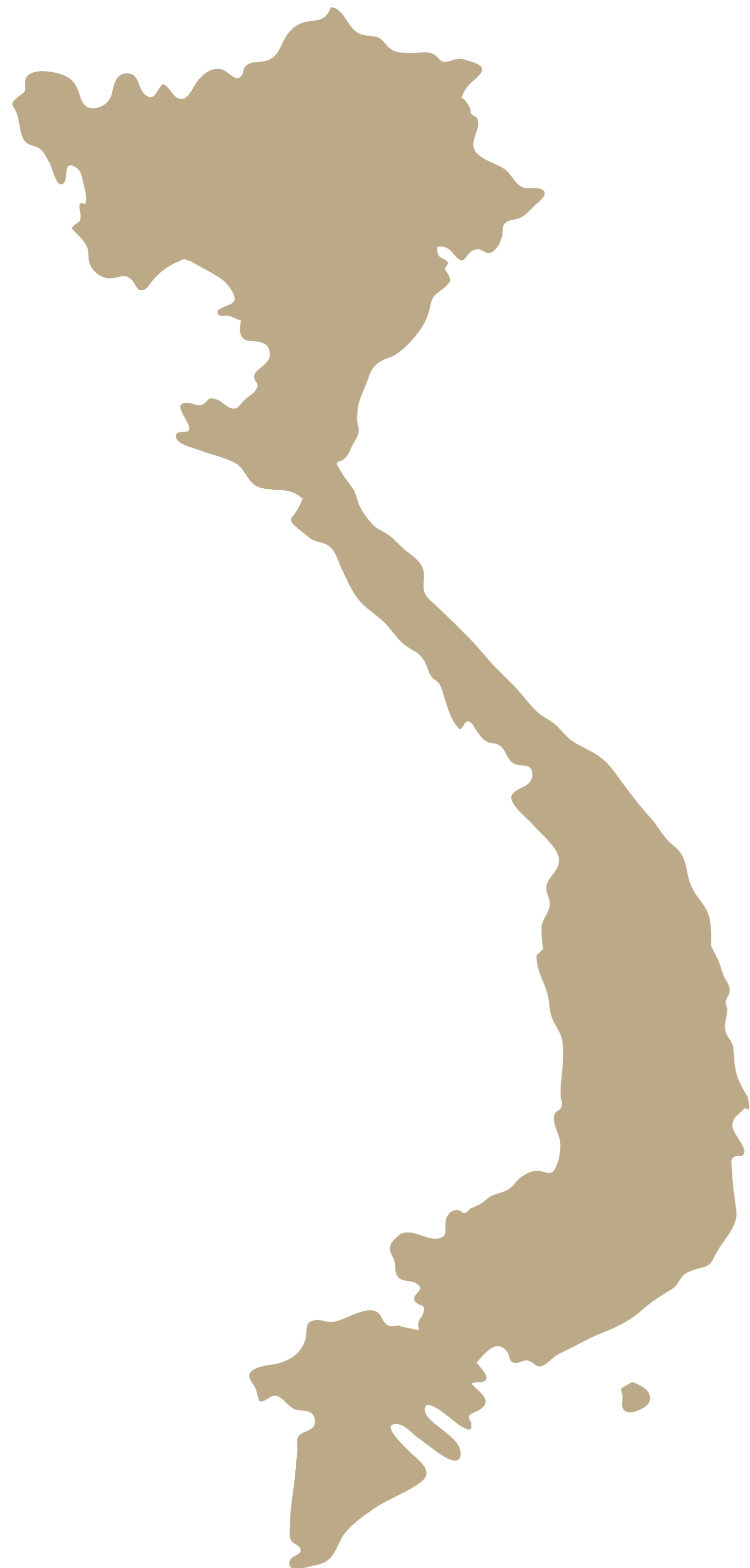
### DEVELOPED TRANSPORT INFRASTRUCTURE



**Aviation:** Modern international airports (Noi Bai, Tan Son Nhat) are being upgraded and expanded to increase capacity.



**Seaports:** Major ports (Hai Phong, Cai Mep – Thi Vai) continue to receive investment and development.



# DYNAMIC MARKET, STRONG GROWTH, A LEVERAGE FOR THE MICE INDUSTRY



Vietnam maintains impressive economic growth, serving as a dynamic market for foreign businesses.

## HIGH GDP GROWTH

- 2024: GDP reached 7.09%, exceeding the National Assembly's target.
- GDP growth in the first nine months of 2025 remained positive, with an estimated increase of 7.85% year-on-year, approaching the 8% target scenario.

## VIETNAM AMONG THE TOP 20 ECONOMIES IN TRADE

- Export scale: Total import-export turnover reached USD 840 billion after the first eleven months of 2025, the highest level ever recorded
- Deep international integration: Signed 17 Free Trade Agreements (FTAs) with over 60 partners, covering nearly 90% of global GDP.

## RAPIDLY DEVELOPING AND DIVERSIFIED INDUSTRIES

- Industrial Production Index (IIP) increased by 8.6% (first 7 months of 2024), led by the processing and manufacturing sectors.
- Consistent growth across almost all sectors (30/33 industries), with many key sectors recording impressive growth of 14–31%.

## RECORD FDI

- In the first half of 2025, FDI surged by 32.6% (USD 21.5 billion), the highest level since 2021.

## PILLAR INDUSTRIES

- The processing and manufacturing industry remains the top sector attracting FDI, accounting for 57.9% of total capital.

## STRONG SHIFT

- Many leading multinational corporations in electronics and high technology (such as Apple, Samsung) are expanding production in Vietnam.

This trend is driving strong demand for trade fairs and exhibitions in Vietnam.



# YOUNG POPULATION AND INCREASING PURCHASING POWER OF THE MIDDLE CLASS



Domestic consumer market with great potential

## LARGE POPULATION AND EXPANDING MIDDLE CLASS

With more than **100 million people**, average income is rising (VND 7.7 million/month in 2024), creating a vast consumer market.

## STRONG PURCHASING POWER, CONTROLLED INFLATION

The Consumer Price Index (CPI) increased by **3.63%**, reflecting stable purchasing power while inflation remains under control.

These factors make Vietnam an attractive market for trade fairs, consumer goods, lifestyle, and technology.



# STABLE POLITICAL FOUNDATION & FAVORABLE SUPPORTIVE POLICIES

Vietnam possesses a stable political environment, creating favorable conditions for international businesses and events to grow sustainably.

## POLITICAL STABILITY INDEX (WGI)

- Reached 45.02% in 2023, showing stability above the global average.

## FITCH RATINGS CREDIT RANKING

- Rated 'BB+' with a "Stable" outlook, in which political stability is considered one of the key factors.

## EXTENSIVE FTA NETWORK

- Reduces trade barriers, creating favorable conditions for international businesses to join exhibitions.

## E-VISA POLICY

- Provides 90-day visas, multiple entry for all nationalities, making it convenient for international visitors.

## DIRECT GOVERNMENT SUPPORT

- The government sponsors major exhibitions to promote trade.



# VIETNAM



Bringing together all the elements to become the region's leading new exhibition destination:

## DEVELOPING ECONOMY & RECORD-BREAKING FDI

Creating a solid foundation for trade and attracting international investment.

## EXPANDING MIDDLE CLASS

Driving domestic consumption and creating an attractive market for trade exhibitions.

## POLITICAL STABILITY & FAVORABLE POLICIES

An ideal environment for hosting global events.



“If Vietnam is opening up a promising market for the exhibition and MICE industry, then VEC is the gateway to enter that market.”



[www.vietnamexpo.vn](http://www.vietnamexpo.vn)



**VEC**

The leading regional exposition center



With its iconic architecture and large-scale multifunctional facilities, VEC is the premier venue for festivals, exhibitions, and international conferences, where culture, business, and creativity converge.



# Shaping Connections, Driving Growth

## OUR VISION

To become a **world-class exhibition and event organizer**, creating platforms that connect value through high-quality content and trade promotion activities, thereby driving **key economic sectors** and enhancing **Vietnam's presence** on the global stage.

## OUR MISSION

To bring Vietnam to the world and the world to Vietnam.



# VIETNAM EXPOSITION CENTER



The leading regional exposition center

**No.1**

Largest exposition center  
In South East Asia

**900.000 m<sup>2</sup>**

Total Area

**No.10**

Largest exposition center  
worldwide

**10-month**

Fast-track construction





# PRIME LOCATION

## STRATEGIC TRANSPORTATION HUB

Located at the “diamond junction” where three important bridges of Hanoi converge (Dong Tru, Nhat Tan, Tu Lien)

## SEAMLESS CONNECTIVITY

- **THE CENTRE OF HANOI**  
5 minutes to the city center,  
10 minutes to Hoan Kiem lake.
- **INTERNATIONAL AIRPORT**  
15 minutes to Noi Bai Airport.
- **LOGISTICS**  
1.15 hour to Hai Phong Port – convenient for cargo transport.
- **PREMIUM ACCOMODATION**  
Adjacent to the JW Marriott luxury hotel complex (expected completion in 2027).

# TRANSPORTATION INFRASTRUCTURE

- **TU LIEN BRIDGE**  
Expected completion by the end of 2027, enabling fast connection to Hanoi's city center.
- **HIGHWAY ROUTE**  
Gia Binh – Dong Anh – West Lake axis serving approximately 30 million visits per year.
- **AIRPORT**  
The Noi Bai – Gia Binh airport cluster with a capacity of over 55 million passengers annually.
- **PUBLIC TRANSPORTATION**  
Bus routes (E10, 43) and proximity to 2 stations of Metro Line 4.
- **HIGH-SPEED RAILWAY**  
Starting point of the Hanoi – Quang Ninh line, reducing travel time to Ha Long to just 20 minutes, significantly boosting MICE tourism.



# MASTER PLAN SCALE

## TOTAL AREA

900,000 m<sup>2</sup>

## INDOOR EXHIBITION AREA

- Kim Quy Exhibition Hall with a total area of up to 130,000 m<sup>2</sup>, including the largest hall of nearly 10.500 m<sup>2</sup>
- Floor load capacity from 2–5 tons, dome height 56m
- Two additional exhibition halls: Block A & Block B (planned for the future)

## OUTDOOR EXHIBITION AREA

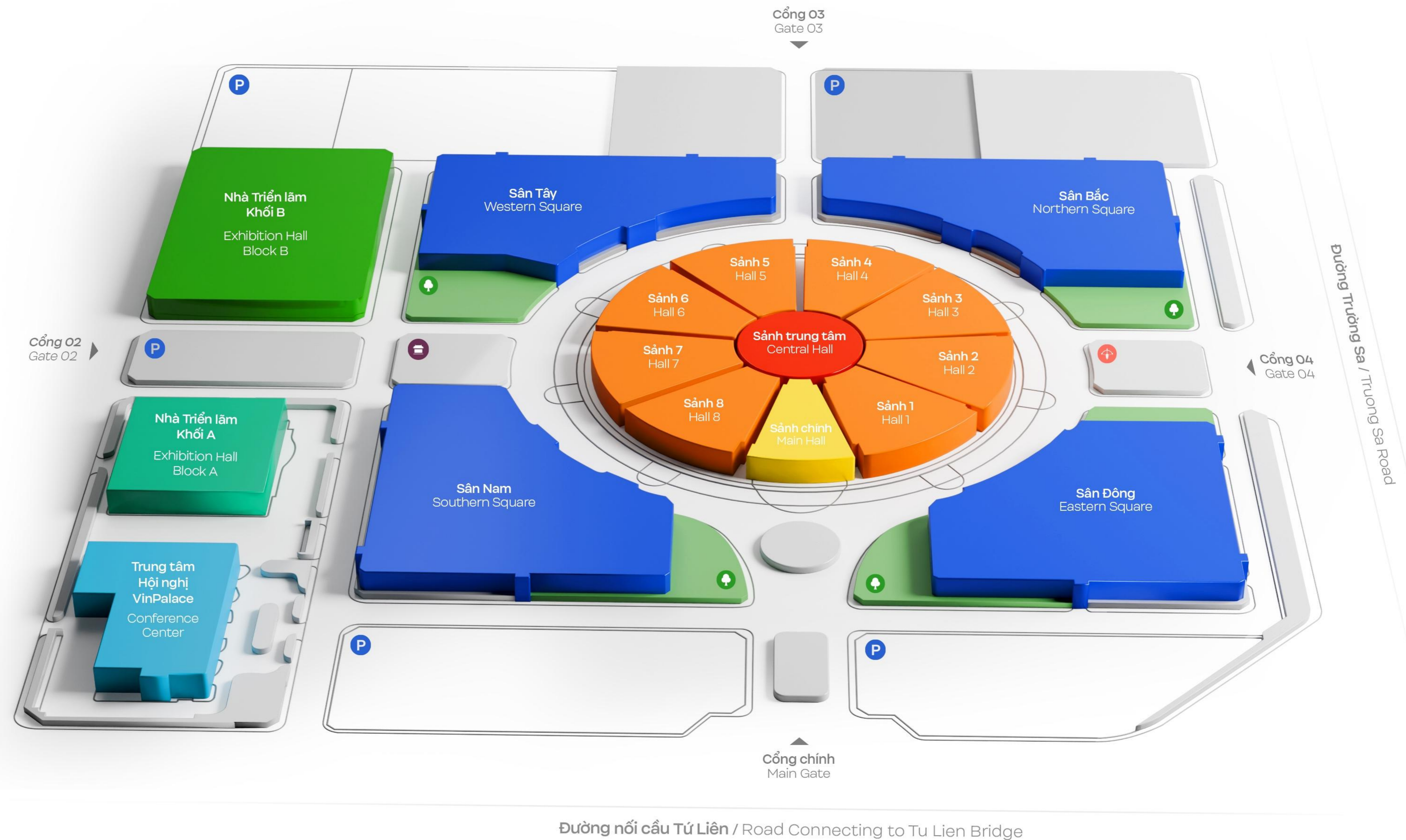
- 4 open-air exhibition grounds with an average size of nearly 44,000 m<sup>2</sup> each

## 01 CONVENTION CENTER

- Total Area 16,800m<sup>2</sup>
- 09 meeting rooms, 07 banquet halls (capacity up to 4,700 guests), 1 VIP reception hall

## 03 PARKING ZONES

- Total area: 18ha
- Capacity: Up to 10,000 vehicles
- Equipped with modern EV charging system



# ARCHITECTURE

KIM QUY EXHIBITION HALL - WHERE HERITAGE MEETS CONTEMPORARY DESIGN



## CULTURAL SYMBOL

Inspired by the legend of the Golden Turtle (Kim Quy) and Cổ Loa Citadel, symbolizing the wisdom, strength, and identity of the Vietnamese people.

## UNIQUE ARCHITECTURE

A harmonious blend of **cultural heritage** and **global trends**, creating an international landmark with a distinct Vietnamese imprint.

## ATTRACTIVE DESTINATION

More than just an exhibition venue, Kim Quy Hall is a must-visit landmark, opening a journey of cultural, historical, and architectural discovery for international visitors.

Long An Hào Vọng

"Whenever I go, my heart always longs for Hanoi"



# OUTSTANDING EVENT



## EXHIBITION OF NATIONAL ACHIEVEMENTS 80 YEARS – JOURNEY OF INDEPENDENCE - FREEDOM - HAPPINESS

A resounding epic that retraces Vietnam's courageous journey of development – from the steadfast defense of independence to the aspiration for integration and breakthrough.



# SCALE

An Exhibition of Many "Firsts"

**28** Ministries and Governmental Agencies

**34** Provinces and Cities nationwide

Over **110** Major enterprises and economic groups

Over **230** Unique exhibition zones

Nearly **180** Industries across diverse sectors

## Welcoming delegations of leaders from Vietnam and abroad

Vietnam: General Secretary Tô Lâm, Prime Minister Phạm Minh Chính, National Assembly Chairman Trần Thanh Mẫn, and senior delegates.

International: High-level delegation from Laos led by General Secretary and President Thongloun Sisoulith, High-level delegation from Cambodia led by Mr. Hun Sen, President of the Cambodian People's Party and President of the Senate, Military delegations from Russia, Laos, Cambodia, and Cuba, Diplomatic missions and embassies from numerous countries.

OVER **10 million**  
VISITS

On the peak day (13.09)

**1.3 million**  
VISITS

Domestic and international media recognized

OVER **78 million**  
VIEWS

NEARLY **3 million**  
ENGAGEMENT

# OUTSTANDING EVENT

## VIETNAM GOLDEN AUTUMN FAIR 2025

A major trade and cultural event, promoting domestic consumption and international business, attracting more than **1 million visitors** and facilitating trade agreements worth around **VND 5 trillion**.



Oct 25<sup>th</sup> - Nov 4<sup>th</sup>

**130,000** m<sup>2</sup> exhibition space

**3000** booths

**2500** domestic and international enterprises



# OUTSTANDING EVENT



## VIETNAM INDUSTRY AND TECHNOLOGY WEEK

Nov 12<sup>th</sup> – 15<sup>th</sup>

Highlighted **cutting-edge industrial and technological innovations**, bringing together leading domestic and international companies, industry specialists, and policymakers to explore advanced solutions, foster collaborations, and drive industrial growth

# CMES VIIF

# Vietbuild Cafeshow





**01** | INTERNAL  
STRENGTH

**02** | SYNERGISTIC  
POWER

**03** | ORGANIZATIONAL CAPACITY &  
COMPREHENSIVE ECOSYSTEM



# CORE STRENGTHS OF VEC

## 01 INTERNAL STRENGTH

### SCALE & LEADING POSITION

VEC is the largest exhibition complex in Southeast Asia and ranks among the world's Top 10.

### STRATEGIC LOCATION

Situated at the diamond crossroads of the capital city, VEC offers seamless connectivity to downtown, airports, and seaports, providing an unrivaled advantage for trade and tourism.

### INFRASTRUCTURE FOR "MEGA EVENT"

VEC boasts world-class indoor and outdoor exhibition spaces and a state-of-the-art convention center, ready to host large-scale international events and welcome hundreds of thousands of visitors daily.



# CORE STRENGTHS OF VEC

## 02 SYNERGISTIC POWER

### STRONG GOVERNMENT SUPPORT

Operations are backed by the State and key ministries, departments, and sectors across major events.

### BUSINESS PARTICIPATION

Engagement from both state-owned enterprises and private corporations.

### PARTNERS

Collaboration with consulting firms, domestic and international associations, experts, and supplier networks.

### CONSUMERS

Strong trust in Vingroup's well-known products.



# CORE STRENGTHS OF VEC

03

**ORGANIZATIONAL  
CAPACITY &  
COMPREHENSIVE  
ECOSYSTEM**

## **COMPREHENSIVE ECOSYSTEM**

Backed by Vingroup's ecosystem, opening multi-industry collaboration opportunities for businesses.

## **PROFESSIONAL ORGANIZATIONAL CAPACITY**

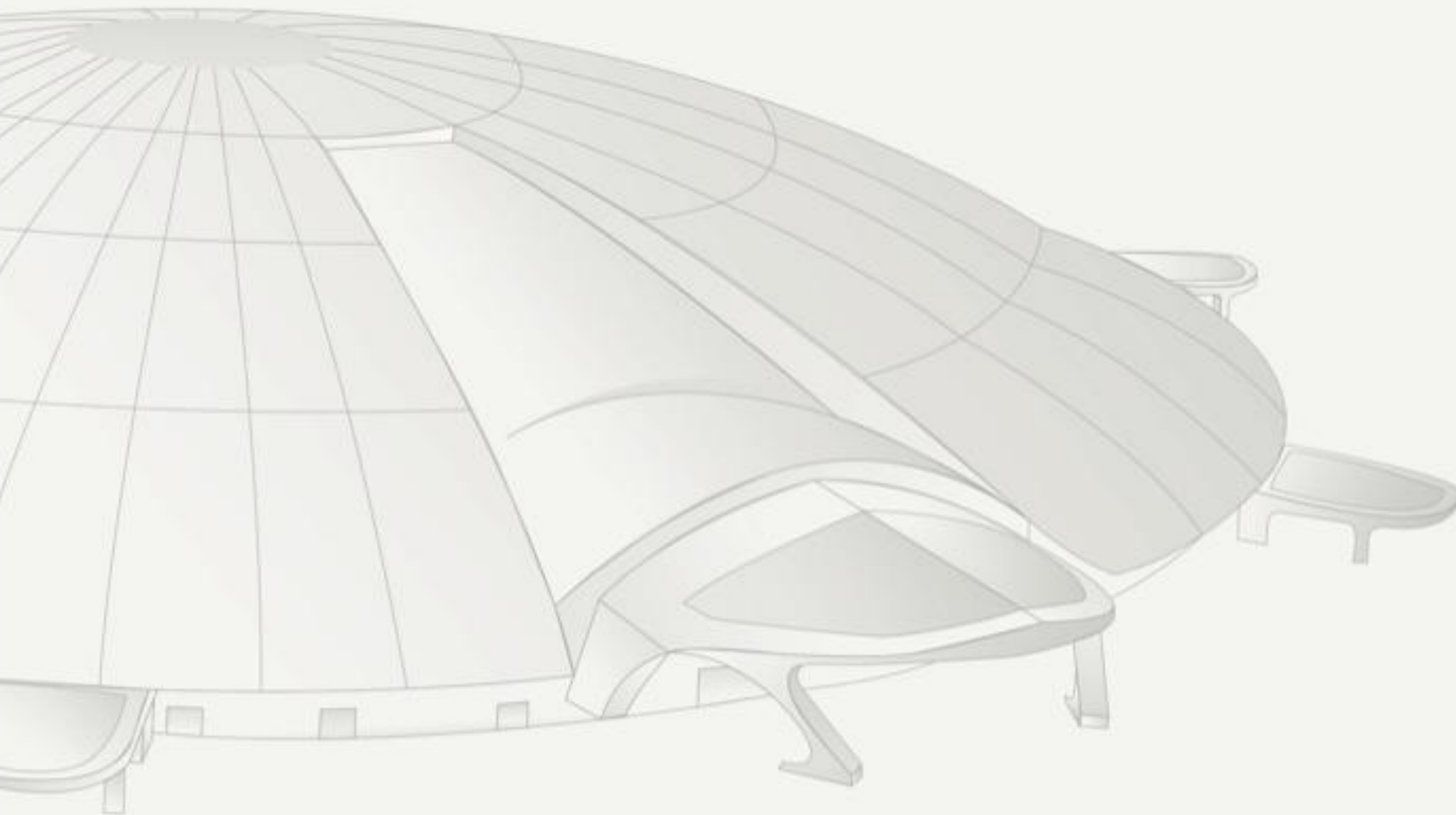
Proven through extensive experience in successfully operating numerous large-scale events.





# VIET NAM

**A new gateway to the future of exhibitions in Asia**



**THANK YOU**

