



MINISTRY OF INDUSTRY AND TRADE



PEOPLE'S COMMITTEE
OF HO CHI MINH CITY



SHOW REPORT

INTERNATIONAL SUPPLY CHAIN CONNECTION EVENTS 2025

VIET NAM INTERNATIONAL SOURCING EXPO 2025

GENERAL INFORMATION

Viet Nam International Sourcing Expo 2025 (VIS 2025), directed by the Ministry of Industry and Trade (MOIT) and organized by Adpex Joint Stock Company, will take place from September 4–6, 2025, at SECC, Ho Chi Minh City. Under the theme “Connecting Global Supply Chains” the exhibition reaffirms Vietnam’s strategic role within the international supply network. It is the largest export–import and sourcing event in Vietnam, gathering over 400 leading Vietnamese exporters and more than 350 international buyers from 60+ countries and territories, across key sectors including Food & Beverage, Home & Furniture, Lifestyle & Fashion, and Export Support & Supply Chain.

VIS 2025 highlights the competitiveness of Vietnamese products in terms of quality, sustainability, and global integration. Through thousands of B2B meetings, national pavilions, and a series of industry forums, the event serves as a trusted platform for Vietnamese enterprises to connect directly with global distributors, retailers, and importers. Beyond trade promotion, VIS 2025 fosters long-term partnerships and promotes the shared values of sustainable development, innovation, and elevating the presence of Vietnamese goods on the global export map.

HOST BY:



MINISTRY OF INDUSTRY AND TRADE

ORGANIZED BY:



ADPEX JOINT STOCK COMPANY

OFFICIAL TRAVEL PARTNER:



PEOPLE'S COMMITTEE OF HO CHI MINH CITY

SPONSORED BY:



TH MILK JOINT STOCK COMPANY

MEDIA PARTNER:



EXHIBITION SCALE



EXHIBITION SCALE

EXHIBITION AREA

12.000M2

PRODUCT BOOTHS

500+

COUNTRIES & TERRITORIES
REPRESENTED BY INTERNATIONAL
BUYING DELEGATIONS

60+

PARTICIPATING ENTERPRISES

400+

EXPORT-STANDARD
PRODUCTS ON DISPLAY

12.000+

INDUSTRY FORUMS AND THEMATIC
CONFERENCES ON KEY TOPICS OF
IMPORT AND EXPORT

07



JOINT OPENING CEREMONY OF THREE EVENTS: VIET NAM INTERNATIONAL SOURCING EXPO, EXPORT FORUM, AND ITE HCMC 2025

- The opening ceremony took place at SECC, Ho Chi Minh City, with the participation of senior leaders from central ministries, government agencies, Ho Chi Minh City authorities, ambassadors, representatives of international organizations, industry associations, and business communities. The event was held on the occasion of Vietnam's National Day (September 2), marking a symbolic milestone where Vietnamese goods, people, and culture reached out to the world in a vibrant and globally integrated atmosphere.
- The grand and energetic ceremony reaffirmed Vietnam's position as a strategic destination for global retailers, importers, and trade networks. Under the shared message "Connection – Integration – Sustainable Development," the event opened new opportunities for trade, investment, and partnership, enhancing the presence of Vietnamese enterprises in the international market.



HONORED TO WELCOME DISTINGUISHED GUESTS

CENTRAL GOVERNMENT REPRESENTATIVES

- Former President of Vietnam: **Nguyễn Minh Triết**
- Former Vice President of Vietnam: **Trương Mỹ Hoa**
- Former Vice President of Vietnam: **Đặng Thị Ngọc Thịnh**
- Deputy Prime Minister: **Mai Văn Chính**



LEADERS OF MINISTRIES AND THE NATIONAL ASSEMBLY

- Minister of Culture, Sports and Tourism: **Nguyễn Văn Hùng**
- Chairman of the National Assembly's Committee for Economic Affairs: **Phan Văn Mãi**
- Deputy Minister of Industry and Trade: **Phan Thị Thắng**
- Deputy Minister of Culture, Sports and Tourism: **Hồ An Phong**
- Deputy Minister of Health: **Trần Văn Thuấn**



LEADERS OF HO CHI MINH CITY

- Secretary of the HCMC Party Committee: **Trần Lưu Quang**
- Chairman of the HCMC People's Committee: **Nguyễn Văn Được**
- Deputy Secretary of the HCMC Party Committee: **Nguyễn Thị Thu Hà**
- Vice Chairman of the HCMC People's Committee: **Võ Văn Dũng**



INTERNATIONAL DELEGATES & BUSINESS COMMUNITY

- Leaders of provincial and municipal People's Committees
- Representatives of international organizations, trade associations, and industry groups
- Delegations of buyers and enterprises from Vietnam and abroad



HONORED TO WELCOME DISTINGUISHED GUESTS



Ms. Phan Thị Thắng
Deputy Minister of
Industry and Trade



Mr. Võ Văn Dũng
Vice Chairman of
Ho Chi Minh City
People's Committee

“More than 400 Vietnamese enterprises with 12,000 export-standard products were showcased across 10,000 square meters, covering sectors such as agriculture, food and beverages, textiles, footwear, wood, packaging, and supporting industries... At this event, 60 Trade Offices and Commercial Affairs Offices of Vietnam around the world also supported international enterprises to attend and expand their business networks.

The event was not only a major trading hub but also a starting point for many successful partnerships. We believe that tourism will continue to be a driving force for trade and investment; together, commerce, investment, and tourism will form a solid foundation for sustainable economic growth.”

“This event demonstrates the city’s strong commitment to fostering an ecosystem where domestic and international enterprises can grow together — contributing shared values and working toward an innovative, green, and sustainable economy.”

FORUMS & SEMINARS AT VIS 2025

EXPORT FORUM 2025

Organized by: Ministry of Industry and Trade (MOIT) & Ho Chi Minh City People's Committee

The Export Forum 2025 took place on September 4, 2025, in Ho Chi Minh City as part of the Vietnam International Sourcing 2025 event, co-organized by the Ministry of Industry and Trade and the Ho Chi Minh City People's Committee. The forum gathered representatives from ministries, international organizations, global retail corporations, and leading domestic enterprises to discuss the strategy for promoting Vietnamese exports into global distribution systems in the digital and green economy era. Key topics included enhancing the competitiveness of Vietnamese enterprises through green transformation, compliance with environmental and trade standards, leveraging free trade agreements (FTAs), and expanding direct connections with international supply chains. The forum also highlighted the importance of digital transformation and deep integration into high-value segments of the global supply chain.



FORUMS & SEMINARS AT VIS 2025

SEMINAR “MARKET DIVERSIFICATION STRATEGY: FROM RISKS TO OPPORTUNITIES”

Organized by: International Market Development Department

The seminar focused on strategies for diversifying export markets, aiming to minimize risks and explore potential opportunities in new regions such as Latin America, the Middle East, Europe, and Canada. Speakers discussed solutions to help Vietnamese enterprises expand markets, improve logistics capacity, and meet international standards in export supply chains.

SEMINAR “MARKET TRENDS AND EXPORT OPPORTUNITIES FOR VIETNAMESE AGRICULTURAL PRODUCTS AND PROCESSED FOODS TO HALAL MARKETS”

Organized by: International Market Development Department

The seminar provided insights into the global Halal market, which is valued at over USD 2,000 billion with 2.2 billion consumers. Discussions explored opportunities for Vietnamese agricultural and processed food exporters, cosmetics, and pharmaceuticals to access Halal markets. The session also analyzed the challenges in Halal certification, business capacity, logistics, and human resources.

FORUM “POLICIES AND MECHANISMS TO PROMOTE GREEN CONSUMPTION AND INDUSTRIAL TRANSFORMATION IN VIETNAM AND GLOBALLY”

Organized by: Agency for Innovation, Green Transition and Industry Promotion

This forum introduced policies and initiatives that foster green transition and sustainable consumption in Vietnam’s industrial and agricultural sectors. Experts discussed solutions for applying green production models, developing human resources, and enhancing logistics capacity to meet international sustainability standards.



FORUMS & SEMINARS AT VIS 2025

SEMINAR “GREEN LOGISTICS – A SUSTAINABLE DEVELOPMENT TREND FOR VIETNAMESE EXPORT BUSINESSES”

Organized by: International Market Development Department

The Logistics Seminar at VIS 2025 highlighted green logistics as a key element in Vietnam’s export strategy. Experts discussed solutions related to technology adoption, process optimization, and policy support to help Vietnamese enterprises meet the growing sustainability requirements of international markets.

SEMINAR “INTERNATIONAL TRADE IN THE NEW CONTEXT: OPPORTUNITIES AND CHALLENGES FOR VIETNAM”

Organized by: International Market Development Department

The seminar analyzed the global trade landscape amid shifting geopolitical and economic dynamics, as well as the opportunities arising from new FTAs and expanding markets in Southeast Asia, Europe, and the Middle East. Speakers examined how Vietnamese businesses can strengthen competitiveness through compliance with SPS, TBT, logistics, and cost management, while identifying key pathways for SMEs to enhance capacity, embrace digital transformation, and adopt green logistics solutions.



FORUMS & SEMINARS AT VIS 2025

FORUM “PANORAMA 2025 ON E-COMMERCE AND CROSS-BORDER E-COMMERCE – STRATEGIC DIRECTIONS FOR VIETNAMESE ENTERPRISES”

Organized by: Vietnam E-commerce and Digital Economy Agency

The forum “Panorama 2025 on E-Commerce and Cross-Border E-Commerce – Strategic Directions for Vietnamese Enterprises” analyzed the remarkable growth of Vietnam’s e-commerce industry in 2024, reaching a total value of 25 billion USD, accounting for 10% of total retail sales, and the global cross-border e-commerce market valued at 791.5 billion USD. The discussions highlighted solutions for building trustworthy brands, enhancing logistics, and supporting SMEs to join global digital supply chains.

SEMINAR “DIVERSIFYING EXPORT MARKETS THROUGH CROSS-BORDER E-COMMERCE”

Organized by: Vietnam E-commerce and Digital Economy Agency

The seminar emphasized the growing role of cross-border e-commerce in expanding export markets and reducing dependence on traditional trade channels. It also discussed how Vietnamese enterprises can leverage new technologies such as AI, Big Data, and IoT to access key markets in ASEAN, the Middle East, and Latin America, while building the “Made in Vietnam” brand and developing OEM-D2C business models. Policy recommendations were also shared to support enterprises in logistics, training, and capacity development—especially for SMEs.





THE SERIES OF SEMINARS AND INDUSTRY FORUMS AT VIET NAM INTERNATIONAL SOURCING EXPO 2025 HAS BECOME A PLATFORM FOR SHARING KNOWLEDGE, POLICIES, AND GLOBAL TRENDS, HELPING VIETNAMESE ENTERPRISES SEIZE OPPORTUNITIES, OVERCOME CHALLENGES, AND SHAPE SUSTAINABLE EXPORT STRATEGIES.



GALA DINNER

- **High-Level Networking Event:** The Gala Dinner was not only a formal celebration but also a special occasion for leaders from ministries, associations, international buyers, and Vietnamese enterprises to meet and connect.
- **Appreciation and Connection:** The event expressed gratitude to partners and sponsors while providing an intimate setting to strengthen and foster long-term cooperation.
- **Promoting Vietnamese Culture:** Featuring a distinctive fashion and culinary program, the Gala Dinner showcased the beauty of Vietnam's people, culture, and traditions to international friends.
- **Affirming the Role of the Exhibition:** Serving as a sustainable bridge, the event connected trade, tourism, and culture, reinforcing Vietnam's image as a trusted global partner.



TRADE CONNECTION ACTIVITIES

MAJOR BUYERS PARTICIPATING:

WALMART, H&M, IKEA, SCAVI, AEON, SAMSUNG, CENTRAL RETAIL, LULU, MAY EXPORTS, CANAC, CJ GROUP, SPRING TOWN, SHOPEE, WUMART, HITEJINRO, LIQUN GROUP, SOBUY, GRAINGER, PAGODA, ELOM GROUP, REWE GROUP, WÜNSCHE GROUP

Local authorities organized exhibition booths and actively facilitated visits from international business delegations to explore local investment environments and cooperation opportunities.



- **3000+** official B2B meetings arranged by the International Market Development Department (MOIT).
- **5000+** on-site interactions between international buyers and Vietnamese enterprises.

- **450** international buyers from 60 countries and territories.
- **400+** Vietnamese enterprises participating in business matching sessions.
- **12.000+** export-quality products displayed over an area of 10,000 m².

TRADE CONNECTION ACTIVITIES

- **Beyond on-site meetings:** B2B Matching goes beyond simple appointments — it builds strategic connections and lays the foundation for long-term partnerships.
- **Understanding buyer needs:** Vietnamese enterprises have the opportunity to connect with international buyers and present suitable product and sourcing solutions.
- **Building trust:** Direct meetings help foster sustainable and mutually beneficial business relationships.
- **Global structure:** The exhibition reinforces Vietnam's role as an active participant in the global supply chain.



"50% of our mission here is to find new Vietnamese partners. We are particularly impressed by the processed food and agricultural products on display. The event allows us to expand cooperation channels and strengthen import promotion."

Mr. Minsab Basher,
Director of May Exports, Lulu Group



"Vietnamese products meet international standards with great attention to detail and quality. They are ready to compete globally. This event helps us identify reliable Vietnamese suppliers and strengthen our network of sustainable partnerships."

Mr. Daniel,
Director of ELM Ventures, United Kingdom



"Participating in B2B Matching within the Viet Nam Sourcing Expo framework, we had the chance to meet many Vietnamese suppliers who fit our import demand. We are impressed by their professionalism and look forward to continuing our cooperation."

Representative of the
Argentine-Vietnam
Chamber of Commerce



LIST OF EXHIBITORS



Thank
You

FOOD & BEVERAGE

LIFESTYLE

HOME & HOUSEWARE

EXPORT SUPPLY CHAIN & SUPPORTING INDUSTRIES

amazon

CENTRAL
RETAIL

Walmart

Coppel

LU LU
Where the world comes to shop

may
EXPORTS

TH

H&M

TOPVALU

UNIQLO

百果园
BGY Fruits Store

REWE
GROUP

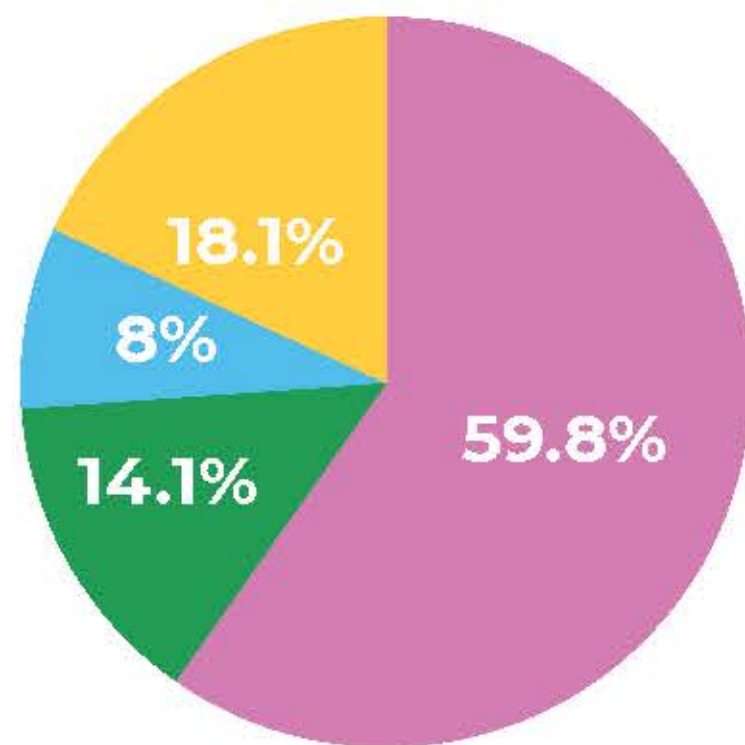
SCAVI
A member of B'Lao

Vietravel

LIST OF EXHIBITORS

Top 5 Countries Exhibiting:

Vietnam – USA – China – Japan – South Korea



Food & Beverage

Lifestyle & Fashion

Home & Houseware

Export Supply Chain & Supporting Industries

92%

of exhibitors were satisfied with the exhibition

87%

confirmed they would return for the 2026 edition



MR. NGUYỄN TRUNG DŨNG
CEO, DH Foods

"The Ministry of Industry and Trade has played an important role in connecting international buyers with Vietnamese enterprises. This event has been a great opportunity for companies to directly approach and introduce their export-ready products."



MS. TRỊNH THỊ NINH
Director, Vhandy

"We had the chance to meet buyers from Europe, Asia, and the Middle East. They were impressed with our packaging, quality, and export potential. VIS is an ideal platform for Vietnamese SMEs to showcase their strengths and expand into new markets."



**REPRESENTATIVE,
GREEN EXPORT**

"Participating in VIS 2025 has been extremely meaningful for us. We've connected with numerous buyers across regions and gained valuable insights into sustainable export trends."



MR. HAWK FEI
Head of Marketing, SF Express

"As a first-time exhibitor, SF Express highly appreciates the event's professional organization. The exhibition provided a platform to connect with partners and promote logistics services to a global audience."

TRADE VISITORS OVERVIEW

10.112+

Visitors during 3 exhibition days

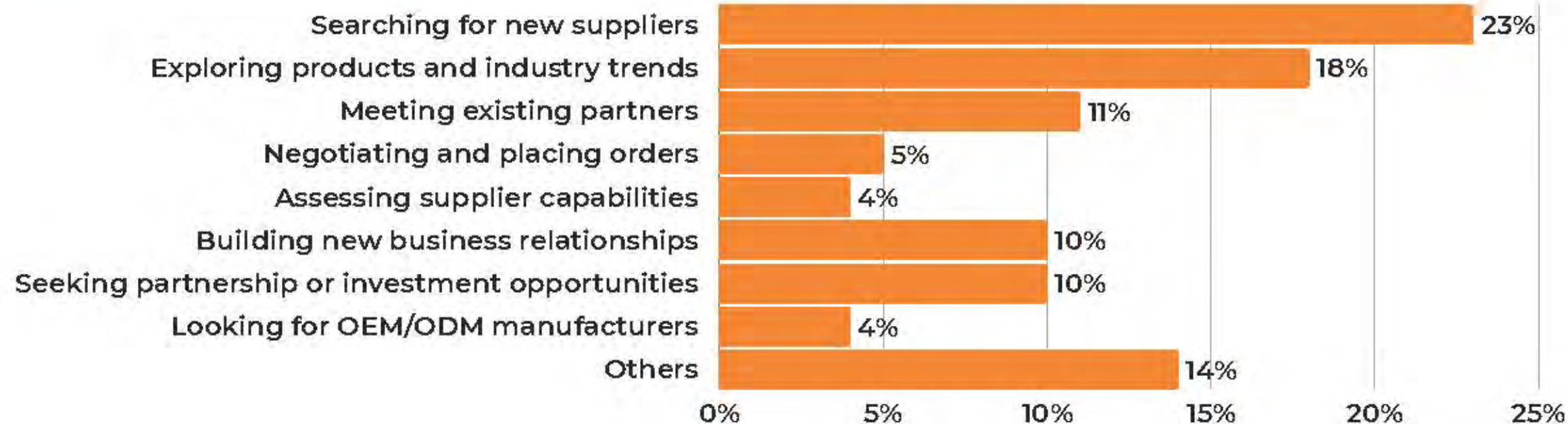
7.758+

Professional trade visitors

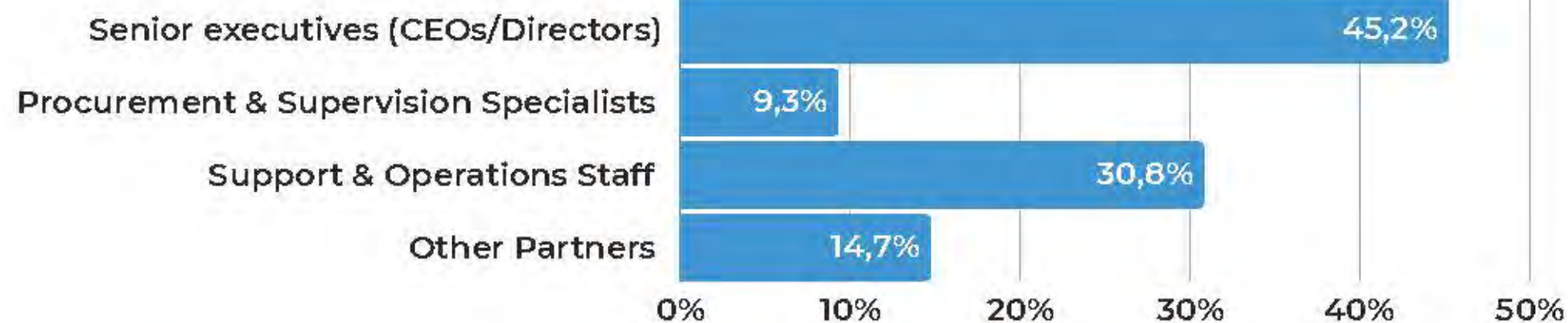
1.681+

International visitors

PURPOSE OF VISIT



VISITOR PROFILE



TOP 10 COUNTRIES WITH HIGHEST VISITOR NUMBERS:

*USA – Cambodia – Philippines – China – Singapore – South Korea – Indonesia
Japan – Poland – Thailand*

MEDIA & PROMOTION

100+ reputable news outlets covered the event before, during, and after the exhibition.

15000+ domestic and international visitors were reached through the official email marketing system promoting the Vietnam International Sourcing Expo.

2 million+ people reached through multi-channel digital marketing campaigns across platforms such as Facebook and LinkedIn.



MEDIA & PROMOTION

- **Strong media presence:** The campaign was launched on national and local television channels.
- **Prime airtime:** Featured in news segments such as Business Finance, Economic Affairs, and Current Affairs on VTV1, HTV, and VNA.
- **Wide coverage:** The exhibition's information reached millions of viewers both domestically and internationally.
- **Communication effectiveness:** Enhanced visibility and reaffirmed the event's reputation.
- **Strong attraction:** Captured strong interest from businesses, international buyers, and domestic visitors.



SEE YOU AGAIN AT VIET NAM INTERNATIONAL SOURCING 2026

03 - 05/09/2026
SECC, HCMC



**INTERNATIONAL MARKET DEVELOPMENT DEPARTMENT
MINISTRY OF INDUSTRY AND TRADE (MOIT)**

Hanoi Office: No. 54 Hai Ba Trung St., Cua Nam Ward

Tel: +84 93 224 6889

Email: HaLTM@moit.gov.vn

Website: www.vietnamsourcingexpo.vn

ADPEX Joint Stock Company

Ho Chi Minh City Office: Room C3, Ground Floor, Fosco Building,
No.6 Phung Khac Khoan St., Sai Gon Ward

Tel: +84 28 3823 9052 / +84 28 3822 7686 / +84 28 3827 0979

Hanoi Office: Room 311, 3rd Floor, No. 156 Le Duan Street, Van Mieu - Quoc Tu Giam Ward

Tel: +84 24 3516 2065 / +84 24 3516 2810

Email: adpex@adpexvn.com * Website: www.adpex.vn