

2017.1.31 Early Bird Registration Deadline	4.1 General Registration Deadline	4.22 Directory Entry Form, Request for Additional Services, and Final Payment Submission Deadline	5.30-31 Construction & Installation of Booths	6.1-3 Opening of VIETRF 2017	6.3 Dismantling of Booths & Removal of Exhibit
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VIETNAM INT'L RETAIL+FRANCHISE SHOW 2017

June 1^{Thu} - June 3^{Sat}, 2017
SECC, Ho Chi Minh City, Vietnam





- V Valuable**
37,600 leading distributors and franchise buyers from 24 countries participated in VIETRF 2016. VIETRF 2017 will be filled with even more **opportunities to meet valuable buyers** with purchasing power.
- I Informative**
Presenting case studies of successful strategies for entering the Vietnamese market, VIETRF will provide both practical and professional seminars.
- E Effective**
More than **90% of VIETRF 2016 participants have showed us their satisfaction** with the show and **78% has showed their interest in re-participating** in VIETRF 2017.
- T Trend-Catcher**
VIETRF 2017 is a place where exhibitors can find the **latest local market trends** and acquire all the related business information.
- R Reliable**
Coex's specialized & customized program ensures the best results for the exhibitors. For **the one-on-one biz-matching program**, we will arrange various meetings with specific buyers and suppliers you desire to meet.
- F Fast-track**
We provide consultation services for market penetration and **opportunities to find new business partners**.



Show Overview

Show Overview






VIETNAM INT'L RETAIL+FRANCHISE SHOW 2017

June 1st(Thursday), – June 3rd(Saturday), 2017 \ SECC, Ho Chi Minh, Vietnam

Title	The 9 th Vietnam International Retail + Franchise Show, Abbreviated as VIETRF 2017
Venue	Saigon Exhibition & Convention Center(SECC), Ho Chi Minh, Vietnam
Dates	June 1 st (Thursday) – June 3 rd (Saturday), 2017
Local Partner	VINEXAD- Ministry of Industry & Trade, Vietnam
Organizers	Coex, KITA(Korea International Trade Association), AVR(Association of Vietnam Retailers)
Buyer Profile	<ul style="list-style-type: none"> ■ Department stores, shopping centers and large distributors ■ Preliminary founders, store owners, investors and occupants ■ Multinational retail and franchise businesses ■ Importers, exporters and trading companies
Concurrent Events	<ul style="list-style-type: none"> ■ 1:1 Biz-matching Program ■ Consulting Programs for Local Expansion ■ Retail and Franchise-related Seminars
Co-located Show	Vietnam International Coffee & Dessert Fair 2017

Exhibit Items

VIETNAM RETAIL 2017

-  **Retail Products**
Food & Beverage products, Beauty & Health products, Fashion & Accessories, Home products, Electronics, Electronics Accessories, Gift & Toy products
-  **Retail Store Fixture & Interior**
Display racks, Showcases, Cooling and heating cabinets, Carts, Packing machines, Mannequins, Wallpaper, Lights, Signage
-  **Retail Technology**
POS, Cash management systems, Barcode systems, RFID systems, Security systems
-  **Professional Retail Services**
Consulting services for store management and operation, Real estate, Finance & Insurance
-  **Retail Trade Items**
Distribution items from distribution channels in Vietnam and Indo-China

VIETNAM FRANCHISE 2017

-  **Food & Beverage**
Fast food, Vietnamese and international cuisine, Cafes, Bars
-  **Beauty & Health**
Hair & Make-up salons, Cosmetics, Spa, Organic food, Health-maintenance equipment
-  **Fashion**
Clothing, Shoes, Accessories
-  **Retail & Wholesale**
Shopping centers, Supermarkets, Large discount stores, Department stores, Convenience stores and road shops
-  **Consulting Services**
Consulting services for real estate, Finance & Insurance
-  **Education & Training**
Various educational business (Children's education, Higher education and professional training)
-  **Other Specialized Retail**
Automotive & Motorcycle repair shops and other specialized franchise stores

Results from VIETRF 2016

Results from VIETRF 2016

Dates \ June 8th(Wednesday) - June 10th(Friday), 2016
Venue \ Saigon Exhibition & Convention Center (SECC), Ho Chi Minh, Vietnam

Number of Participating Companies and Booths

291 exhibitors with 494 booths from 15 countries

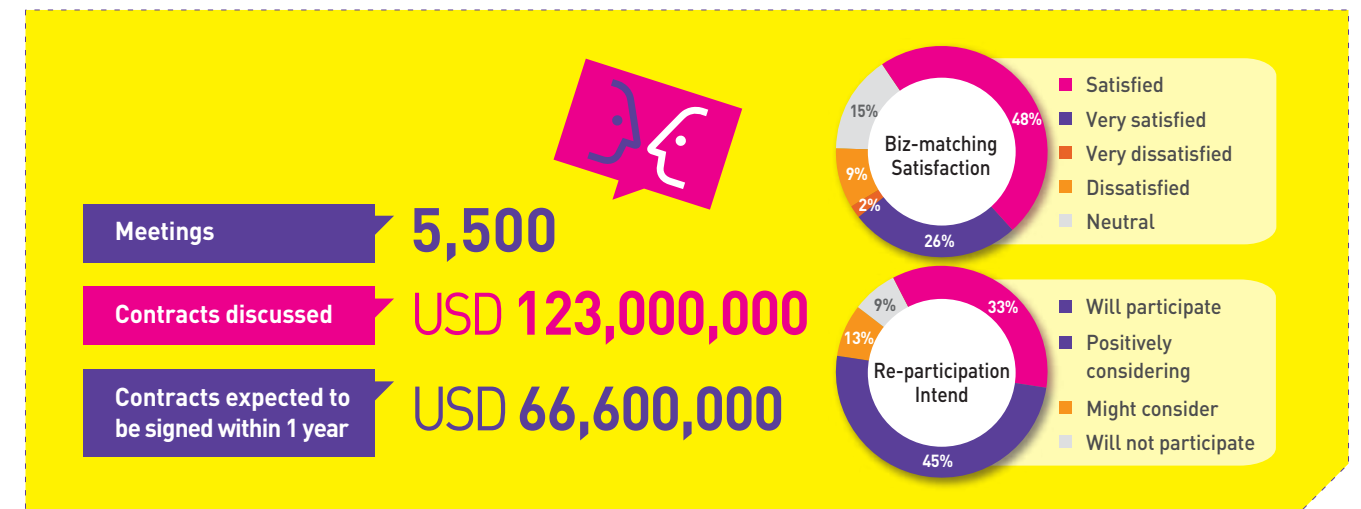


Number of Visitors

37,600 visitors from 24 countries



Business Meeting Results



Participation Guideline

Application & Contract Guideline

Participation Procedure



Application Submission

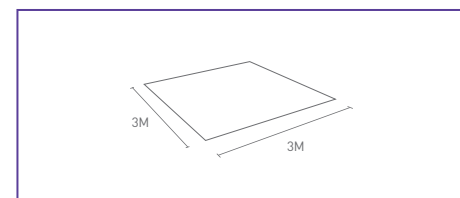
Submit the application to VIETRF 2017 office via email or FAX.
 Contact **T** +82.2.6000.8138 **F** +82.2.6944.8302 **E** vietnam@coex.co.kr

Application Guideline

Participation Fee

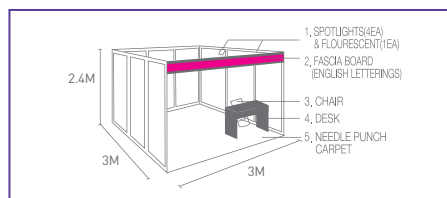
Category	Booth Type		
	Space Only	Shell Scheme	Premium Booth
Early Bird Registration Jan 31, 2017	\$ 2,400	\$ 2,600	\$ 3,600
General Registration Apr 1, 2017	\$ 2,600	\$ 2,800	\$ 3,800

Booth Information



Space Only

- Provides only exhibition space
- Install a separate booth after receiving approval of the organizer
- Utilities and additional services can be requested at an additional charge



Shell Scheme

- Basic type of booth is provided
- Booth Specification
 - Fascia board
 - Carpet flooring
 - 1 information desk with 2 chairs
 - Fluorescent lights with electricity up to 1kw
 - 1 power outlet and waste basket
- Utilities and additional services can be requested if necessary

Premium Booth

- Specially designed booth
- Booth Specification
 - Fascia board
 - Carpet flooring
 - 1 information desk and meeting table
 - 4 chairs
 - Fluorescent lights with electricity up to 1kw
 - 1 power outlet and waste basket
- Advertisements on official show directory
- Logo exposure as VIP client on show advertisement
- Utilities and additional services can be requested at an additional charge



Payment Information

Submit application form and begin with payment procedure

Payment Procedures

- **Down Payment**
Due within 7 days of application form submission
- **Final Payment**
At least 30days before opening day of VIETRF 2017
- **Utilities and Additional Services**
Due within 7 days of application submission

Make Payment to

- In Korea :**
- Account Name : COEX
 - Account NO. : 140-000-113217
 - Bank Name : SHINHAN BANK, WORLD TRADE CENTER BRANCH, Seoul, Korea
 - Swift code : SHBKKRSE

Marketing & Promotions

Marketing & Promotion

Online Promotion

- Web banner & articles on major news websites such as Vnexpress, Dan Tri
- E-newsletter(Kor./Eng./Vn.) to 100,000DB
- SMS marketing
- Radio advertisement
- Release of show documentaries and advertisements on TV
- SNS promotion
- Co-operated online marketing with related associations

Offline Promotion

- Full page advertisements & articles on Than Nien, Nhip Ca Dau Tu, Businesswoman magazine
- Promotion to relevant associations and organizations
- Direct Mailing [15,000 DB]
- Distributing invitation tickets [120,000 tickets]
- Installing street banners
- Billboard marketing at large offline retailers
- Video commercials on landmark buildings in main districts in HCMC
- Operating a group of official supporters

National Pavilion Package

Our National Pavilion Package provides overseas exhibitors with additional benefits & services

All national trade promotion agencies and foreign embassies are eligible for the National Pavilion Package benefits.

Package benefits include all of the following:

- E-newsletter promotion
- Biz-matching program
- Complimentary website advertising
- Hotel, city tour & interpreter
- Complimentary press release via Coex's media partners
- Upgraded booth stand