

VIETNAM INT'L MATERNITY - BABY AND KIDS FAIR



VIETBABY

VIETNAM INT'L MATERNITY · BABY & KIDS FAIR

HOCHIMINH
3rd ~ 6th JUN - SECC

HANOI
22nd ~ 25th SEP - I.C.E



2021

Organizers | **coex**  **SEGE FAIRS**

Co-Organizers |



Vingroup

 **eva.vn**

 **mecon**

WHY VIETNAM?

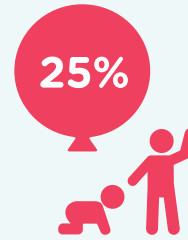
- The increasing of income levels leads to the increasing consumption of premium baby & kid products.
- The number of baby product stores has increased double after 2016 (Specially from organic products)
- High productivity of children products market
Vietnam is expected to have the largest population between the ages of 25 - 34 (17% the total population), make up the largest share of marriage and an active birth rate in 7 years.
- The population of babies and kids (aged 0-14) is predicted to be 30% of Vietnam's population
Vietnam has 95 million people and 23 million people of Vietnam's population are babies and kids
- The increase of income level leads to the increase of consumption in premium baby/kids goods.

Since 2013, the standard of living has improved and parents have access to parenting information. As a result, Vietnamese parents tend to buy good quality, premium products.

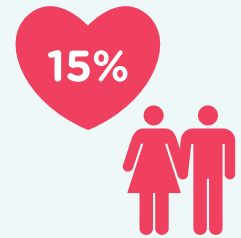
Many Vietnamese people now prefer premium products due to improvements in their income and living standards. Also, people can choose from many brands of baby products in a newly diversified market.

Although the price of foreign companies are getting more among Vietnamese parents

★ PROSPECT OF 2024 ★



BABY & CHILD
25% of the population



MARRIAGEABLE AGE
15% of the population

“This is a valuable chance to meet the growing number of children and marriage population.”

Source: World Bank

- Although the products are expensive, 'safe' products are preferred

By the increasing demand in baby products, foreign brands such as Johnson & Johnson, Pigeon, Cetaphil, Nivea are entering the Vietnamese market

Since Vietnamese parents noticed about harmfulness of plastic products, the consumption of baby products which are not harmful babies and kids increased

According to Vietnam Ministry of Industry and Trade, 70% of Vietnam baby milk market is composed of foreign countries' products

- Young married couples with high income aged 20 to 30 have increased

The education of Vietnamese kids under 15 is compulsory

For middle classes in the big cities, the investment to income ratios for their kids is above 15%



SHOW OVERVIEW

Title **THE 9th VIETNAM INT'L MATERNITY, BABY & KIDS FAIR IN HCMC**
VIETBABY HOCHIMINH 2021

Venue **SAIGON EXHIBITION AND CONVENTION CENTER**
SECC - 799 NGUYEN VAN LINH, DIST.7, HCMC

Time **3rd - 6th JUNE, 2021**
THURSDAY - SUNDAY

Co-located **VIETNAM INT'L PREMIUM PRODUCTS FAIR**
(VIPREMIUM)

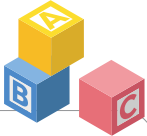


Title **THE 2nd VIETNAM INT'L MATERNITY, BABY & KIDS FAIR IN HANOI**
VIETBABY HANOI 2021

Venue **INTERNATIONAL EXHIBITION CENTER**
I.C.E - 91 TRAN HUNG DAO, HOAN KIEM DIST. HANOI


Time **22nd - 25th SEPTEMBER, 2021**
WEDNESDAY - SATURDAY

EXHIBIT PROFILE



 **BABY PRODUCTS**



- **Pregnant related products**
Products for pregnant women, skin care, nutrient
- **Antenatal related goods**
Night clothes, clothing, prenatal education goods
- **Baby care supplies**
Baby bed, skin care, houseware, health supplement foods
- **Safety supplies**
Stroller, car seat, baby carrier, safety products
- **Franchise services**
Postnatal care center, studio, baby care service




 **KIDS PRODUCTS**

- **Food**
Prepared food, snacks
- **Furniture**
Furniture for kids' room, accessories for decoration, interior, mat
- **Toys**
Physical toys, Intellectual development toys, high-tech toys (0m - 12yrs)
- **Houseware**
Air purifier, washing machine, vacuum
- **Safety supplies**
Safe guard, pads for protection

 **EDU PRODUCTS**

- **Learning program**
Foreign language, Art, Music, Mathematics education center
- **Publication**
Complete sets of books, picture books, separate volume books
- **Baby care supplies**
Baby bed, skin care, infant foods, health supplement foods
- **Art, Music and athletic**
Teaching tools of art, music and athletic
- **Educational institution supplies**
Educational institutions for facilities, tools for kindergarten

Organizer  

Local Partner   

Website www.vietbabyfair.com.vn

Buyer Profile

- Department stores, shopping centers and large retail distributors.
- Multinational retail and franchise businesses.
- Purchasing agents of educational institutions.
- Preliminary founders, store owners, investors and occupants.
- Franchisees in Vietnam and neighboring countries.

SHOW REPORT

VIETBABY HOCHIMINH 2020

- ✦ **Exhibition name** : VIETNAM INT'L MATERNITY - BABY & KIDS FAIR
- ✦ **Date** : 3 days (17th - 19th December, 2020)
- ✦ **Venue** : SECC (Saigon Exhibition & Convention Center), 799 Nguyen Van Linh, D.7, HCMC



70

Brands



123

Booths



193

Meetings Biz-matching online



12,859

Visitors



88,5%

join next year

EXHIBITOR REVIEWS:



BONITABEBE

I was super surprised, but not only myself, everyone in our company did not expect the show to be crowded for the whole three days. Visitors were very enthusiastic. Myself and our whole company are very happy with the atmosphere here.

Through this fair we have approached many individual customers and many distributors have approached us at the show. We will definitely return to this show in 2021 and will prepare a better way to bring our best products to consumers.



POLESIE

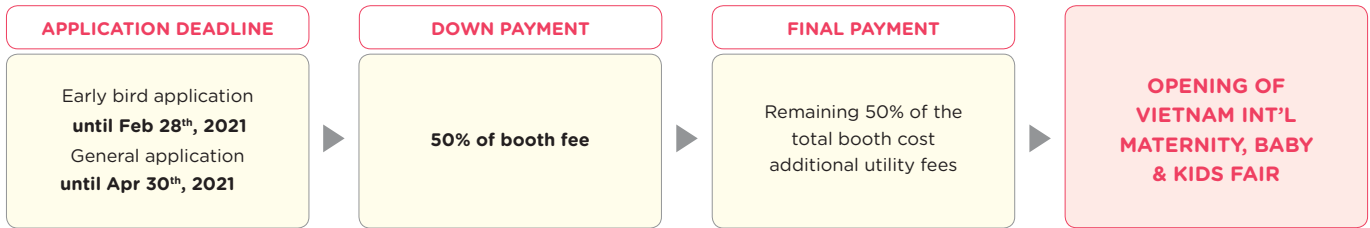
This is the third year we participate in the VIETBABY Fair. We are very surprised, the show has fairly crowded visitors, even the Covid-19 pandemic is still undergoing.

We always plan to join VIETBABY every year. And for next year, we think not only to join HCMC one but also in Hanoi.



PARTICIPATION GUIDELINE

PARTICIPATION PROCEDURE



+ Send a copy of your business registration certificate and related documents to the 8th Vietnam Int'l Maternity, Baby & Kids Fair

+ SEGE FAIRS Contact: **Tel:** (+82) 2 3453 2117 **Fax:** (+82) 2 3453 4445 **Email:** yoomin@segefairs.co.kr

+ COEX Vietnam Contact: **Tel:** (+84) 28 2221 7616 / (+84) 901 534 565 **Email:** minhkhue@coex.vn

PARTICIPATION FEE

CATEGORY		BOOTH TYPE		
PARTICIPATION APPLICATION		Space Only	Shell Scheme	Premium Booth
Local Exhibitor	Early Bird: until Feb 28, 2021	58.000.000 VND	65.000.000 VND	90.000.000 VND
	General: until Apr 30, 2021	65.000.000 VND	72.000.000 VND	98.000.000 VND
Overseas Exhibitor	Early Bird: until Feb 28, 2021	\$ 2,500	\$ 2,800	\$ 3,900
	General: until Apr 30, 2021	\$ 2,800	\$ 3,100	\$ 4,200

+ Early bird applications will receive a discounted participation fee, priority in booth allocation and benefits from various media promotions, such as emails, newsletters, press releases, etc.

BOOTH INFORMATION



SPACE ONLY	SHELL SCHEME	PREMIUM BOOTH
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Basic type of booth is provided: 1 information desk and 1 chair / Basic lighting & lighting electricity 	<ul style="list-style-type: none"> • Specialized Premium Booth design will be provided. • Additional facilities should be applied separately if necessary

+ Early bird applications will receive a discounted participation fee, priority in booth allocation and benefits from various media promotions, such as emails, newsletters, press releases, etc.

PAYMENT INFORMATION

PAYMENT PROCEDURE	MAKE TO PAYMENT
<ul style="list-style-type: none"> • After signing the contract, exhibitors shall transfer 50% of booth fee. The balance shall be paid 1 month before the exhibition opening day. • For utilities, exhibitors shall pay before May 15th, 2021 	<p>SHINHAN BANK Account No: 140 - 000 - 113217 The name of remitter should be 'the name of company' which is specified in the participation contract form</p>



VIETBABY

coex

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 **VIETBABY**

Website: www.vietbabyfair.com.vn
Facebook: **Vietnam Int'l Maternity Baby & Kids Fair**
www.facebook.com/vietbabyfair