VIETBABY

Co-organizers:

coex SEGE FAIRS (주)세계전람

VIETNAM INT'L MATERNITY-BABY AND KID FAIR 2022

SHOW REPORT

June 2nd - 5th, 2022

Saigon Exhibition and Convention Center (SECC)
799 Nguyen Van Linh, District 7, Ho Chi Minh City

AGENDA

OVERVIEW

Show overview, Exhibit profile, Exhibitors list

RESULTS

Biz-Matching, Event on stage, Onsite activities

ANALYSIS

Exhibitors analysis, Visitors analysis

MARKETING ACTIVITIES

PR- Advertising

GALLERY

Highlight pictures of show

K-VENTURE FAIR 2022
02-05/06/2022
TRIỂN LÃM QUỐC TẾ
NGUỒN CUNG ỨNG
SẢN PHẨM CAO CẤP
TẠI VIỆT NAM
VIETBABY
VIETNAM INT'L MATERNITY · BABY & KIDS FAIR
TRIỂN LÃM QUỐC TẾ
SẢN PHẨM & DỊCH VỤ CHO
MẸ BẦU, MẸ VÀ TRẺ EM
02-05/06/2022 | 10:00 - 18:00
coex
SEGE FAIRS
Vinexad
Lựa chọn thông thái
BÉ KHỎE - MẸ VUI
www.vietbabyfair.com.vn
LÃM SÀI GÒN

OVERVIEW

SHOW OVERVIEW

VIETBABY

108 companies

170 booths

10 countries

1,236 meetings

14,339 visitors

Has been well-known as the only successful program in Vietnam with an exhibition model combining shopping for products and services for mothers, babies and fun activities for families that have been applied in many countries around the world, the international maternity-baby and kids fair in Vietnam will surely be an indispensable destination for business in moms & kids industry.

EXHIBIT PROFILE

VIETBABY

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

STATIONERY

CHARACTER LICENSING VIETNAM

EXHIBITORS LIST

A-ONE CREATION	H311
ALADDIN VINA COMPANY	H301,H302,H303,H313
ALPHA	I202
ANC IMEX VIET NAM CO., LTD	H411, H412
AUSTRADE PAVILION	G410, G411, G412, G413
BABIZ KOREA	J102
BABY PLAZA	H107
BEBELUNA	G512
BỆNH VIỆN ĐA KHOA QUỐC TẾ VINMEC	G633
BLUMAMA	F402
BỐNG BABY HOUSE	H812
BONITABEBE	I401,A02
CARE WITH LOVE	H900
CHAANG VIETNAM JSC	H802, H803, H813
CHEONGRICE	G102
CON CƯNG	F212, F214
CÔNG TY CỔ PHẦN CHẾ BIẾN THỰC PHẨM HOA SEN VIỆT	G312, G313
CÔNG TY CỔ PHẦN DỊCH VỤ VIETLIFE	G601, G602
CÔNG TY CỔ PHẦN NOSAFOOD	F302
CÔNG TY CỔ PHẦN QUẢNG XUÂN	F204
CÔNG TY CỔ PHẦN TẬP ĐOÀN DƯỢC PHẨM & THƯƠNG MẠI SOHACO	G303
CÔNG TY CP ĐỒ CHƠI CHÂU ÂU POLESIE	H801, H811
CÔNG TY TNHH CÔNG NGHỆ TRÍ VIỆT	H603
CÔNG TY TNHH DAEWOO INNOVATION	F202
CÔNG TY TNHH ĐẦU TƯ XNK HOAN TT	H611, H612
CÔNG TY TNHH DYN FONG	I401
CONG TY TNHH HM GROUP	H702, H703, H713
CÔNG TY TNHH ILABY VIỆT NAM	I512
CÔNG TY TNHH OCEANIA VIỆT NAM	G402
CÔNG TY TNHH OSISPARK (VIETNAM) CHILRDEN PRODUCTS	J119
CÔNG TY TNHH PANDA TOWN VIỆT NAM	F602
CÔNG TY TNHH PHILIA M	I511
CÔNG TY TNHH SẢN XUẤT THƯƠNG MẠI DỊCH VỤ XUẤT NHẬP KHẨU THIÊN ÂN	J110
CÔNG TY TNHH SẢN XUẤT VÀ THƯƠNG MẠI KHANG HOME	G302

CÔNG TY TNHH THẾ GIỚI TUỔI THƠ SNB	I701, I702, I711, I712
CÔNG TY TNHH THƯƠNG MẠI THÀNH BẢO MINH	H211,H212
CÔNG TY TNHH XNK LIÊN PHONG	H501 - H503, H511 - H513
CÔNG TY TNHH YODEE VIỆT NAM	I601, I602
CREATORS LAB	J103
DAESANG WELLIFE	G502
DODAM-I	J105
DONO&DONO	F411
DR.BOB	H213
DRY - PRO	H201
DY RETAIL VINA CO.,LTD	H413
EASYEYON	F501
EDUSSAM	H203
ENBLANC	H601, H602
FOODCARE	G513
FORBABY	G103
FOSHAN YOUMENG	G501
HAENIM - BRUSH MONSTER	I501, I411
HOÀNG BẢO NGUYÊN - RHINO PHARMA	G603
HOMART	G103
IDWORLD	G511
IR	F502
JOINGIENARA	I211
JOONA BABY	G613
KAYONE	H312
KIWOOZA	J111 - J116
KOCCA	H101, H102
KSIC	I312
KUTIESKIN	I502
LAORGANIC	G503
MADAME COUCOU	H108
MARUAEN	F511
MOLFIX	H701, H711, H712
MOMSTREASURE	F312
MUSTELA	H202
MYEQ CENTER - UCM CENTER	H103
NABIZAM	G623

PHILON GLOBAL(KOGY)	J109
PLAFARM	F512
PUTTO HOUZZ	F314
RASCAL + FRIENDS	H613
SEJONGMALL	I301
SEOJEON-GLOBE	I212
SEORO(IPPOSONG)	J108
SIKOREA	I201
SILVER FOX	F304
SINWOO	I311
SOBAEK G&F	G311
SPECIAL KID- SPECIAL MUM	G643, G653
SUNDAY HUG	G301
TAIWAN PAVILION - Bizmatching room	G201 - G203 G211 - G213
THASCO	G403
UALAROGO	I611, I612
VIPLUS DAIRY PROPRIETARY LIMITED	G401
WE K GLOBAL	H401,H402,H403
WEBTRETHO	J117 J118
WHASIN	I302
YAHO LAB INC.	H104
ZERO FOUNDERS	J106

RESULT

MIỄN PHÍ
Tại Đây
VIETBABY
YODEE VIETNAM
YODEE
BLACKMORES
Only Organic
BRUSH MONSTER
KUTIESKIN
Let's Play!
Let's Learn
Let's Kiwoo

BIZ-MATCHING

01

102 INVITED BUYERS

Buyer will be invited by organizes before the show and schedule with matching exhibitors.

02

889 MEETINGS

Include pre-registered meeting and directly meeting at the exhibition.

03

1,163 BUYERS ON-SITE

They visit and meet with interested exhibitor for business purpose

EVENTS ON STAGE

Many events for visitors every day from 10:00 to 18:00 with the necessary topics for pregnancy, baby and kid.

TALKSHOW

PERFORMANCE

GAMESHOW

ONSITE ACTIVITIES

FREE MASSAGE

To give moms relaxing time and baby be happy in Vietbaby, nursing and massaging area were provided for free

FREE BABY STROLLER

Moms can rent the baby stroller for free

PLAYGROUND

While parents spent time to go shopping, their kids could have their own place playing with the toys

ONSITE ACTIVITIES

DOOR GIFT (Visitors)

Over 6,000 presents were given to visitors. Gifts always make people happy no matter how valuable it is. This is also a effective marketing channel for sponsors.

LUCKY DRAW (Motobike)

Every visitor would fill in lucky draw ticket and place it in the box. At the end of last day, lucky draw would take place on the stage of the exhibition. 01 Motobike was awarded 01 lucky visitors.

LUCKY DRAW (Shopping)

In order to encourage the visitors to buy more stuff, we let them joined the lucky draw with over 2000 prizes, means everyone could receive many valuable gifts after shopping. We called it "Buy more Get more" event

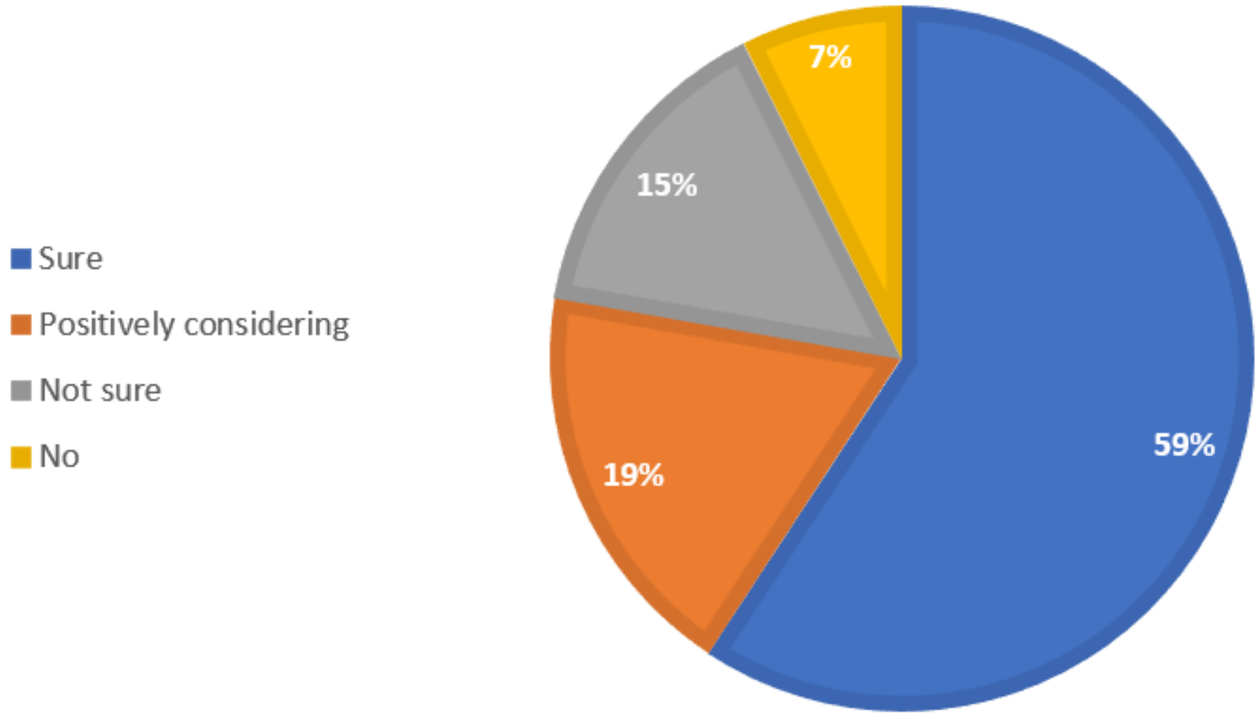
ANALYSIS

Bonitabebe
1402,1412
VIETBABY
ilaby
Kids
GREEN FINGER
QUẦN ÁO
mompa
softer than your baby's bum
Glico
Laurier
Merries
Rascal + Friends
MIỄN PHÍ NHẬN MẪU THỬ

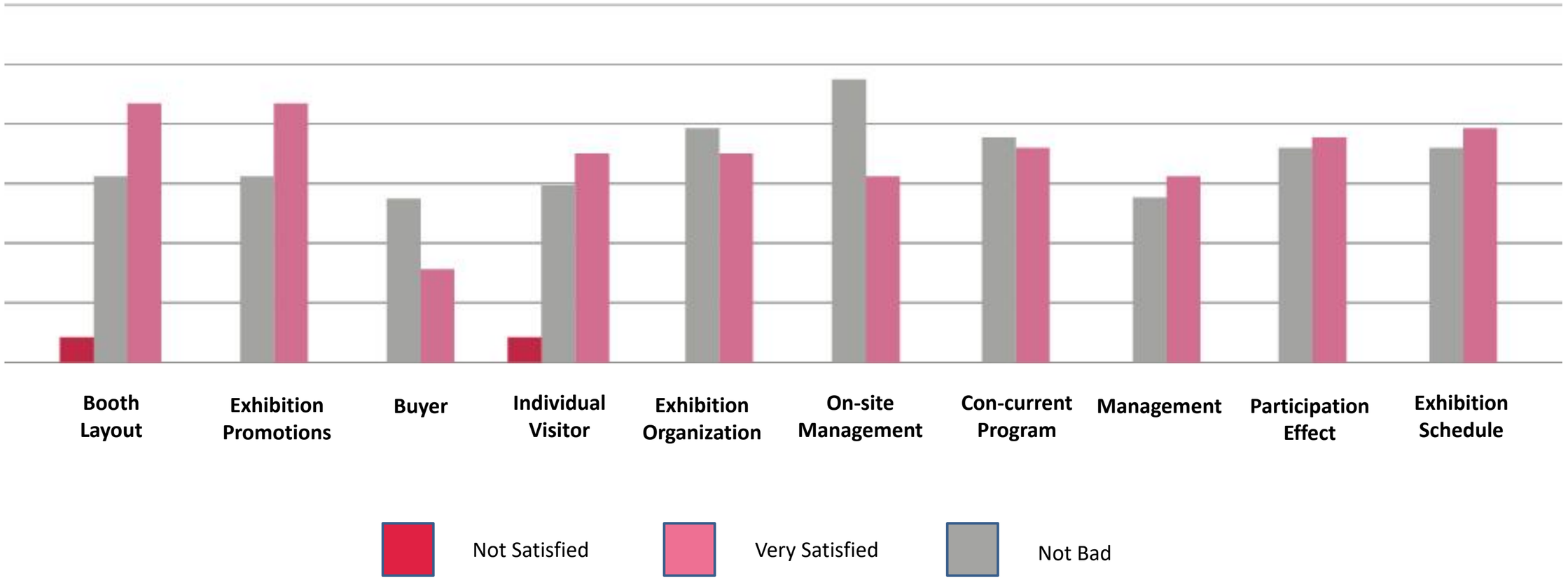
EXHIBITOR ANALYSIS

Vietbaby 2023:

Based on survey report, 59% will join in next year show that is a big number. 15% not sure and 7% answer "No"



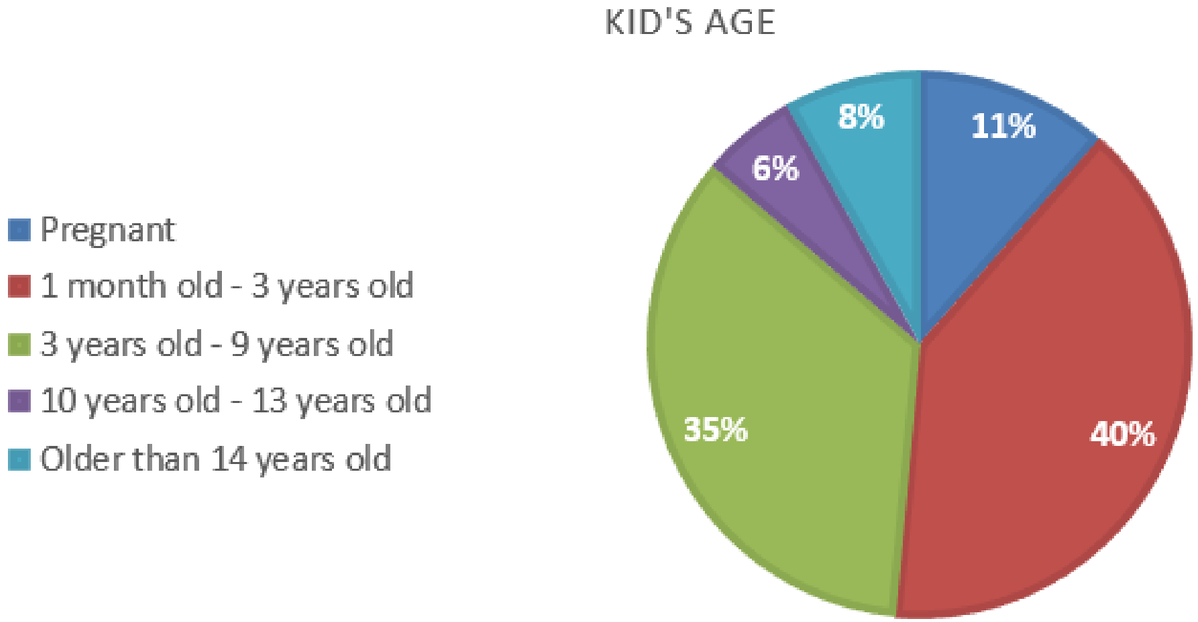
EXHIBITOR ANALYSIS



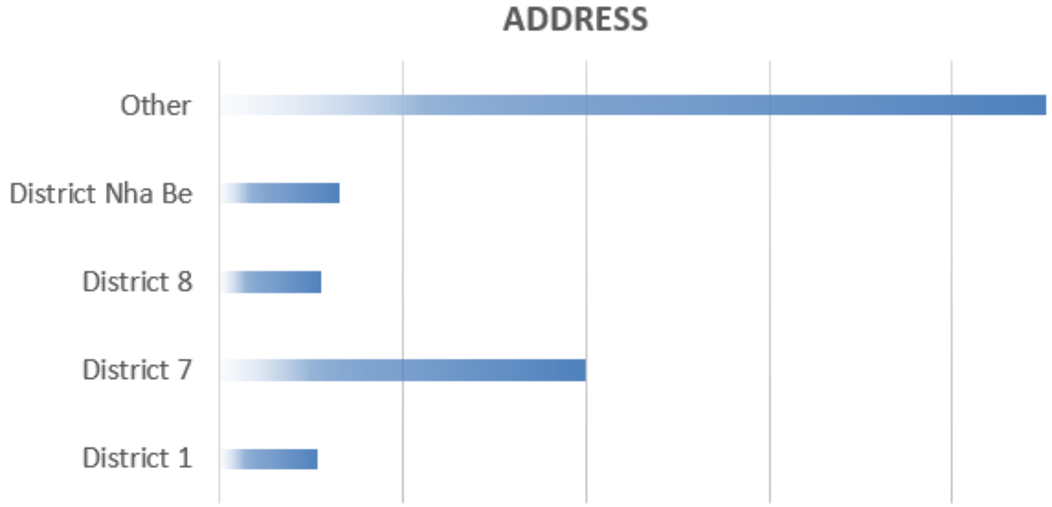
Exhibitors satisfied

VISITOR ANALYSIS

Based on survey report, 40% of visitors have kids from 1-month-old to 3 years.



Most of visitors live in District 7



VISITOR ANALYSIS

14,339 Visitors

During 4 days of the exhibition, we did welcome 14,339 people, include individual and business visitors.

62% of visitors are decision market

They understand the benefit of the exhibition. This could help them develop their business.

EXHIBITORS VOICE

Vietlife has joined Vietbaby from the early days and almost every year. After 2 years of the pandemic, I'm really looking forward and surprised that a lot of customers visit Vietlife's booth. We will participate in Vietbaby Fair in 2023.

We are looking forward to getting closer to consumers, and expanding our business connection with new partners and new wholesales. This September, Lien Phong will join the 2nd Vietbaby Fair in 2022 in Hanoi.

Thanks to the big scale investment and strong marketing activities, Vietbaby Fair attracts a lot of customers who are distributors, wholesalers as well as retail store owners and consumers. This is the motivation for us to continue to participate in the next exhibition

Actually, as a brand representative, I really need activities that can contact customers directly. I felt very happy and positive when we could return to this atmosphere after the pandemic. Rascal + Friends and Hey Tiger are looking forward to joining in the next few years

VISITORS VOICE

Today, I visit Vietbaby 2022 and have the opportunity to access many new products that I did not know before. Besides, I also received some samples from exhibitors Besides, I also received many samples and testing directly many products from exhibitors, I feel interested in Vietbaby. Also, I'm happy to win a Vision motorbike in this year's Lucky Draw, very happy. Thank you Vietbaby 2022

Thanks to Vietbaby 2022, I can find more information about baby products from many companies at show. Sure! I will visit Vietbaby next year.

MARKETING ACTIVITIES

PR-ARTICLES

https://kenh14.vn/vietbaby-2022-ngay-hoi-lon-nhat-nam-cho-me-va-be-da-tro-lai-20220514141618683.chn
https://vtv.vn/goc-doanh-nghiep/trien-lam-vietbaby-2022-lua-chon-thong-thai-be-khoe-me-vui-20220517113057899.htm
https://afamily.vn/hon-200-gian-hang-se-co-mat-trien-lam-san-pham-me-va-be-vietbaby-2022-20220523165357157.chn
https://soha.vn/kham-pha-cac-chuong-trinh-noi-bat-tai-trien-lam-vietbaby-2022-20220530181542893.htm
https://vtv.vn/goc-doanh-nghiep/khai-mac-trien-lam-quoc-te-vietbaby-2022-2022060315104448.htm
https://nhipcauthuonghieu.vn/2022/05/06/vietbaby-2022-lua-chon-thong-thai-be-khoe-me-vui/
http://www.taichinhkinhdoanh.vn/2022/05/vietbaby-2022-lua-chon-thong-thai-be.html
http://www.phunustyle.vn/2022/05/hon-200-gian-hang-se-tham-gia-trien-lam.html
http://tiepthidautu24h.vn/vietbaby-2022-lua-chon-thong-thai-be-khoe-me-vui-.html
https://thitruongthuonghieu.vn/trien-lam-vietbaby-2022-lua-chon-thong-thai-be-khoe-me-vui/
http://reviewbatdongsan.vn/trien-lam-vietbaby-2022-lua-chon-thong-thai-be-khoe--me-vui-sap-khai-mac-tai-tphcm-p2759.htm
https://thegioitieudung24h.net/sap-dien-ra-trien-lam-vietbaby-2022/
https://phunuvietnam.vn/trai-nghiem-thu-vi-danh-cho-me-va-be-tai-trien-lam-vietbaby-2022-20220507170338156.htm
https://doanhnghiepphattrien.com.vn/vietbaby-2022-mang-den-trai-nghiem-mua-sam-thu-vi-cho-ba-me/
https://dautuplus.net/gan-200-gian-hang-cua-hon-100-doanh-nghiep-den-tu-10-quoc-gia-co-mat-tai-trien-lam-vietbaby-2022/
https://nhipsongtieudung.net/trien-lam-vietbaby-2022-thu-hut-gan-200-gian-hang-cua-hon-100-doanh-nghiep-den-tu-10-quoc-gia/
https://daututhuonghieu.net/gan-200-gian-hang-cua-hon-100-doanh-nghiep-tu-10-quoc-gia-vietbaby-2022-hua-hen-se-mang-den-trai-nghiem-mua-sam-thu-vi-cho-ba-me-voi-nhieu-chuong-trinh-uu-dai-hap-dan/
https://doanhnghiepcuocsong.vn/vietbaby-2022-khong-gian-mua-sam-cho-me-dia-diem-vui-choi-cho-be-a77062.html
http://kinhtedoanhnghiep.com/2/6-se-dien-ra-trien-lam-vietbaby-2022-bid1039.html
https://vietdaily.vn/kinh-doanh/trien-lam-vietbaby-2022-lua-chon-thong-thai-be-khoe-me-vui.html
https://hochiminhcity.gov.vn/-/2-6-khai-mac-trien-lam-vietbaby-2022?redirect=%2Fhome
https://doanhnhansaigon.vn/dich-vu/vietbaby-2022-lua-chon-thong-thai-be-khoe-me-vui-1111149.html
http://thegioitoday.net/2022/05/08/vietbaby-2022-lua-chon-thong-thai-be-khoe-me-vui/
https://kinhdoanhdautu.net/2022/05/08/vietbaby-2022-lua-chon-thong-thai-be-khoe-me-vui/
https://nhipcauthuonghieu.vn/2022/06/02/khai-mac-vietbaby-2022-lua-chon-thong-thai-be-khoe-me-vui/
http://www.phunustyle.vn/2022/06/gan-200-gian-hang-cua-100-doanh-nghiep.html
https://tiepthigiadinh.vn/nhon-nhip-mua-sam-lua-chon-thong-thai-be-khoe-me-vui-tai-vietbaby-2022/
https://www.doanhnhandoisong.vn/2022/06/hon-hon-250-doanh-nghiep-tham-gia.html
https://doanhnghieptoday.net/2022/06/02/khai-mac-vietbaby-2022-lua-chon-thong-thai-be-khoe-me-vui/
https://saigonngaymoi.vn/vietbaby-2022-khai-mac-trien-lam-quoc-te-san-pham-dich-vu-cho-me-me-bau-va-tre-em/

TV NEWS

HTV9

TTV11

STREET BANNER & STANDEE

Street Banner
(District 1, 4, 5, 7)

Standee
(Gaya hospital, Con Cung stores)

SMS MARKETING & INVITATION

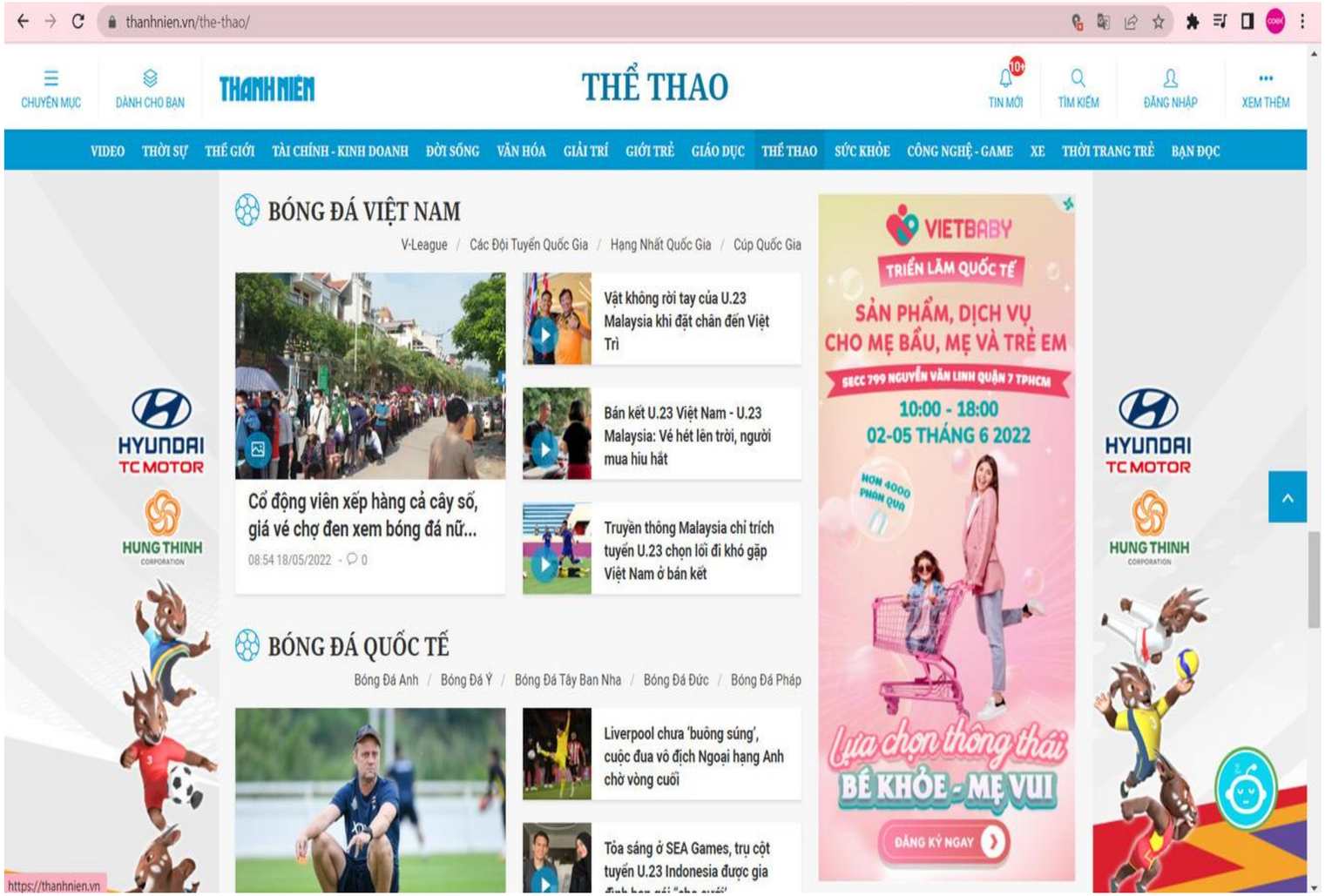
SMS Marketing

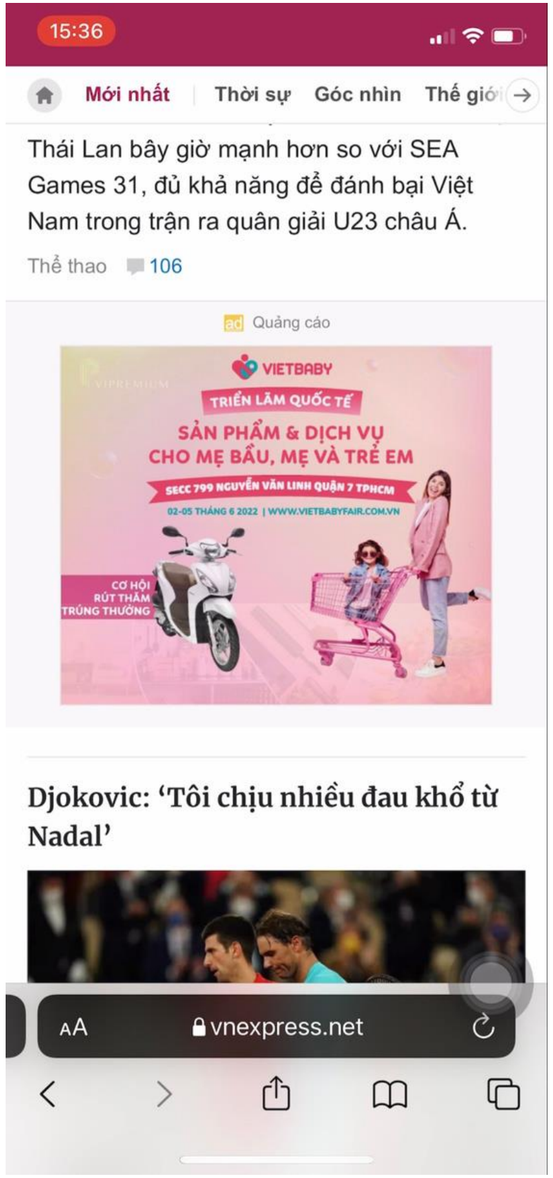
Tin nhắn văn bản
14:05, Th 7, 4 thg 6

Den ngay Trien Lam VIETBABY (tu ngay 2/6-5/6) tai Trung tam trien lam SECC 799 Nguyen Van Linh,Q7. Tang ve rut tham 01 xe Vision va 6000 phan qua dang cho ban.

Delivery Invitation

DISPLAY ONLINE BANNERS





FACEBOOK ADS

https://www.facebook.com/vietbabyfair

KOL

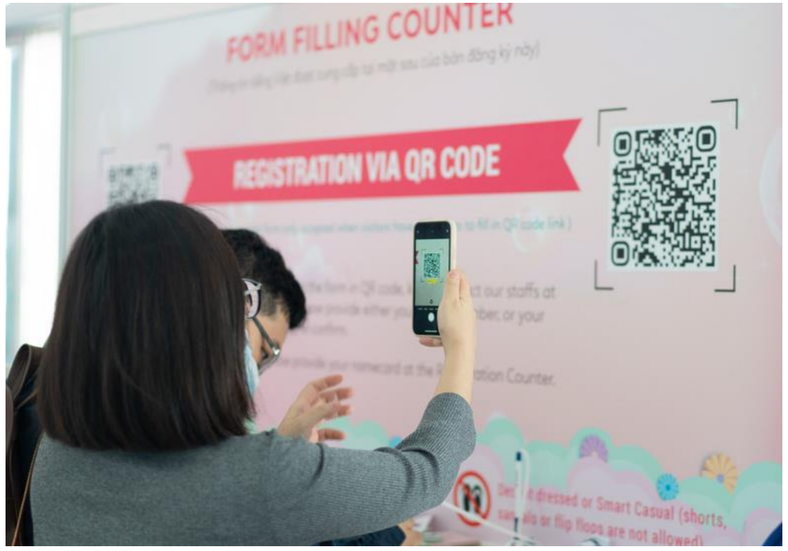
Get more interactions from audience on social channels (Facebook & Tik Tok)

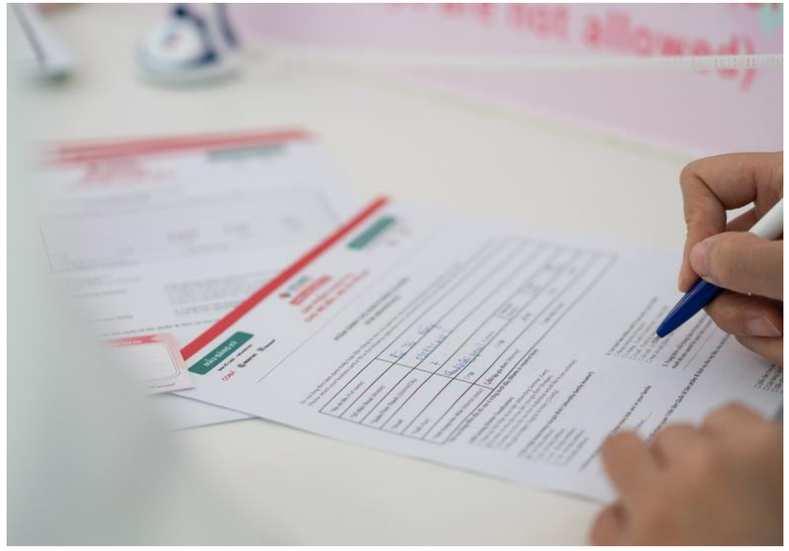
https://www.facebook.com/giangoivlog
https://www.tiktok.com/@babykopohome?lang= en
https://www.facebook.com/katty.nguyen.98
https://www.facebook.com/sonoko.truong86
https://www.facebook.com/boboiboy.pham.7
https://www.facebook.com/gdkhanhan
https://www.facebook.com/ky.ky.5209
https://www.facebook.com/vidolaem.1983
https://www.facebook.com/notikinu
https://www.facebook.com/phuongngocnguyen25
https://www.facebook.com/nhoc777
https://www.facebook.com/nhung.in.5

GALLERY

COUNTER | QUẦY THÔNG TIN

UALA ROGO
Glico


FORM FILLING COUNTER
REGISTRATION VIA QR CODE



Thank you