

HANOI INTERNATIONAL MATERNITY, BABY & KIDS FAIR 2023

Triển lãm quốc tế sản phẩm & dịch vụ
cho mẹ bầu, mẹ & trẻ em tại Hà Nội 2023

21/9 - 23/9

HÀ NỘI - VIỆT NAM





14.000 +
EXPECTANT & NEW
PARENTS EVERY YEAR



2012
ESTABLISHED FOR 9
YEARS, SINCE 2012



9
SUCCESSFUL SHOWS
TO DATE



2
KEY LOCATIONS
ACROSS IN VIETNAM

ABOUT US

Proud to be the leading international exhibition for mothers and babies in Vietnam, Vietbaby Fair is pleased to bring your family a unique shopping experience with high-end product lines, advanced equipment and advanced technologies. The best in the category of Mother and Baby.

Coex is the leading venue management company and the largest trade conferences and exhibitions organizer in South Korea. Since opening in March 1979, Coex has provided a global exchange platform where people and businesses come together through exhibitions and conferences. In 2009, Coex opened its first show in Vietnam. Coex Vietnam is now a leading professional Exhibition organizer in Vietnam.

SEGE Fairs is a pioneer in Korea, bringing specialized exhibitions on products and services for mothers and babies to become one of the most attractive exhibitions in the Korean market. SEGE Fairs is also a very successful business developing educational exhibitions in Korea. With 20 years of experience in the field of children's exhibitions, SEGE Fairs is a trusted name for all businesses that are currently in the business of children in Korea or want to grow their business in Korea.

VINEXAD under the Ministry of Industry and Trade was founded in 1975, marking the appearance of the advertisement and exhibition industry in Vietnam.



WHY VIETNAM?

1. INCREASE DEMAND

With the growing middle class in Vietnam, the demand of parents for products for their children will increase in both quantity and quality. In addition, spending on children is always a priority, parents invest in their children more and more. When in developing markets like Vietnam, increased demand will be the biggest growth driver.

Vietnamese people often tend to buy foreign products, besides domestic products, they also prefer imported goods from: Japan, Korea, America, Europe, etc.



2. POTENTIAL MARKET

Nielsen's report indicates that the revenue of the market of products and services for mothers and babies in Vietnam can reach 7 billion USD with a growth rate of 30-40%. This number accurately reflects the excitement and potential of the market in recent years.

According to Euromonitor, sales of Vietnamese mother and baby products (including baby food, products exclusively for children and children's clothing) will reach about VND 50,100 billion in 2021 and are expected to grow at around 7,3%/year in the period 2021-2025.



3. GOLDEN POPULATION STRUCTURE

According to the mother and baby market research conducted by the General Statistics Office, in 2019 Vietnam had 24.7 million children, accounting for 25.75% of the total population of the country and about 24.2 million women of childbearing age. 15 to 49 years old).

In addition, with about 68% of the population aged between 15 and 64 Vietnam is still in the "golden population structure" stage. With this feature, Vietnam is a potential market for businesses providing products and services related to mothers and children.

WHY EXHIBIT?



VIETBABY is your face-to-face opportunity to


- Meet and discuss with more than 200 businesses in the same field, creating future partnerships
- Opportunity to reach many potential customers and quality buyers. In addition, it also helps increase sales
- Surveying customers opinions at trade fairs, this is an opportunity for businesses to directly record feedback or comments from customers to have a plan to improve products and promote




SHOW OVERVIEWS



HANOI INTERNATIONAL MATERNITY, BABY & KIDS FAIR HANOI VIETBABY 2023

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

 **21th – 23th SEPTEMBER, 2023**

2022 SHOW REPORT



200
BRANDS



170
BOOTHS



1,236
MEETINGS



14,339
VISITORS



69%
JOINED NEXT YEAR

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



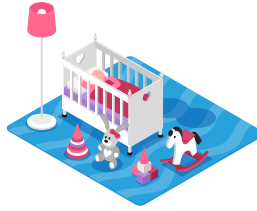
• Safety supplies

Stroller, car seat, baby carrier, safety products



• Franchise services

Postnatal care center, studio, baby care service



KID 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 PRODUCTS



CHARACTER LICENSING VIETNAM



EXHIBITORS' FEEDBACKS

“

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.



VIETLIFE SERVICE JOINT STOCK COMPANY



ALL ASIA CONNECT CO.,LTD

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

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.



LIEN PHONG IMPORT EXPORT CO.,LTD

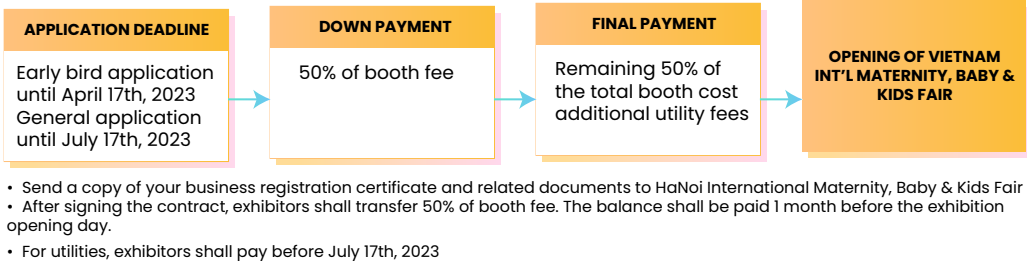
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2022 VIETBABY PARTICIPANTS



PARTICIPATION GUIDELINE

1. PARTICIPATION PROCEDURE



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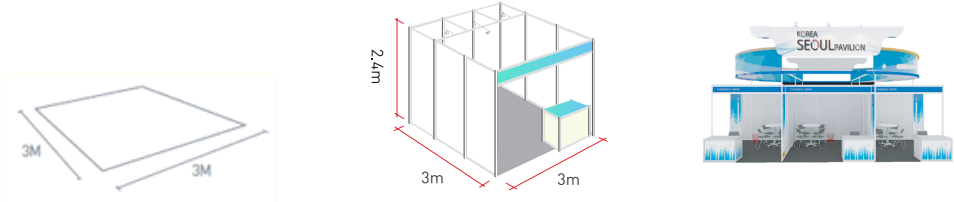
SEGE FAIRS CONTACT - MS. SUNNY
☎ (+82) 10 5126 6059
✉ overseas.segefairs@gmail.com

2. PARTICIPATION FEE

CATEGORY		BOOTH TYPE		
PARTICIPATION APPLICATION		Space Only	Shell Scheme	Premium Booth
Local Exhibitor	Early Bird: until April 17, 2023	64.800.000 VND	72.800.000 VND	100.800.000 VND
	General : until July 17, 2023	72.000.000 VND	79.200.000 VND	108.000.000 VND
Overseas Exhibitor	Early Bird: until April 17, 2023	\$ 2,800	\$ 3,100	\$ 4,300
	General : until July 17, 2023	\$ 3,100	\$ 3,400	\$ 4,600

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

3. 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 2 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



THANK YOU

coex

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