

# SHOW REPORT

## TRIỂN LÃM QUỐC TẾ SẢN PHẨM & DỊCH VỤ CHO MẸ BẦU, MẸ & TRẺ EM

# 2023

Ho Chi Minh City International  
Maternity, Baby & Kids Fair

**1-4/6/2023**

**TP.HCM VIỆT NAM**

# HO CHI MINH



# BABY KIDS

# Table of *Content*

- 01** Show Overviews
- 02** Exhibitor List
- 03** Biz-Matching
- 04** Exhibitor Analysis
- 05** Visitor Analysis
- 06** Marketing Report
- 10** Stage Event & Gallery
- 11** Thank you



**350**  
BRANDS



**300**  
BOOTHS



**10**  
COUNTRIES



**15,802**  
VISITORS



**1,259**  
MEETINGS

## Show Overview

**SHOW NAME: HO CHI MINH CITY INTERNATIONAL MATERNITY, BABY & KIDS FAIR**

**LOCATION: SECC, 799 NGUYEN VAN LINH, D.7, HCMC**

**DATE: 01-04 JUNE 2023**

**TIME: 10:00 - 18:00**

**ORGANIZER:**  

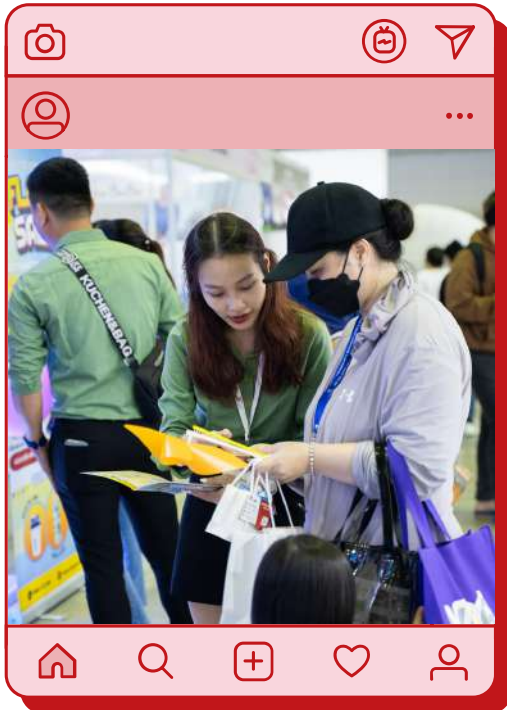
**CO-ORGANIZER:** 

**MEDIA PARTNER:** 

# EXHIBITOR LIST



# BIZ-MATCHING



**737 INVITED BUYERS**

who were invited by the Organizer before the show



**1,252 MEETINGS**

including pre-registered meetings and direct meetings at the exhibition



**2,401 ON-SITE BUYERS**

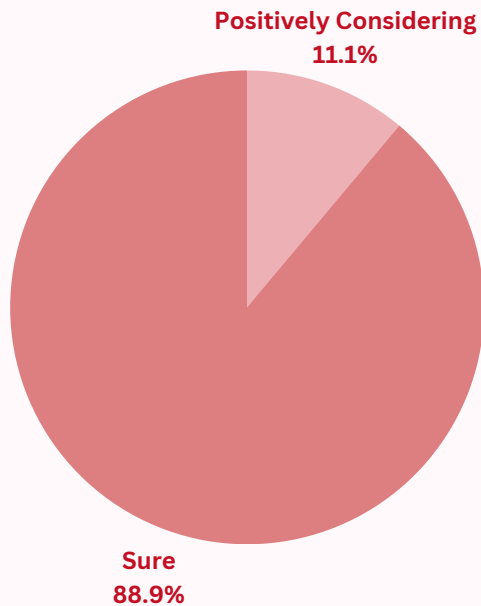
who visited and met their interested exhibitors for business purposes

- Vietbaby provides a "playground" for domestic businesses to have the opportunity to interact with international businesses in the mother and baby industry, at the same time offering the opportunity to help businesses reach the right potential customers, advertise and promote their brand



# EXHIBITOR ANALYSIS

## WILL YOU PARTICIPATE IN VIETBABY 2024



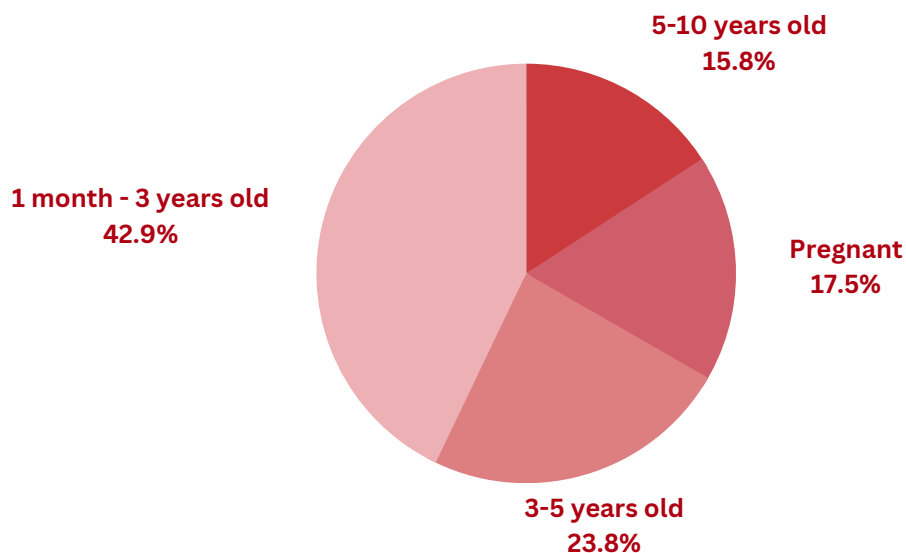
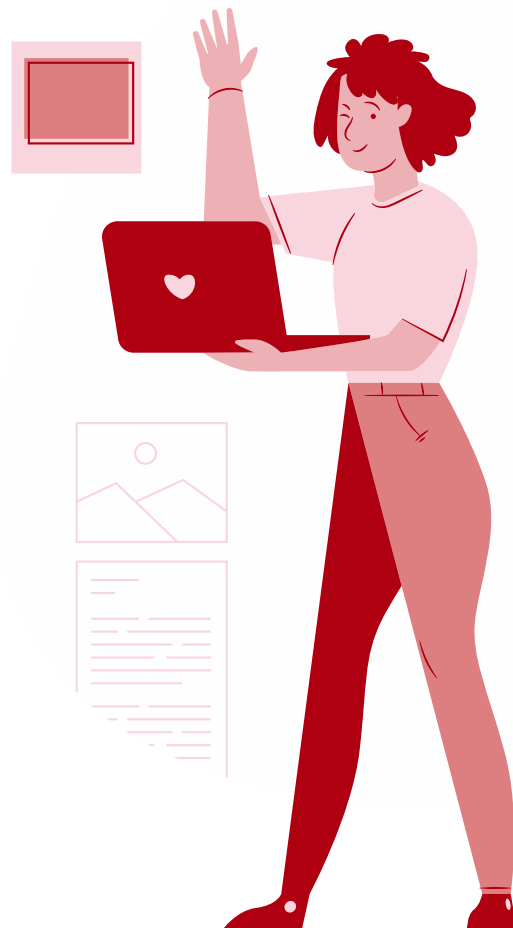
- Based on the survey report, 88,9% said they would join next year show, and 11,1% of the rest responded positively. That is a big number and 0% answered "No"

## EXHIBITORS VOICE

- Aladdin Vina is delighted to have participated in the Vietbabyfair for the 5th and each time, we have achieved positive results in introducing Korean products to Vietnamese children. As you can see, many customers are interested in and inquire about our purchase and distribution
- This is Cau Noi Viet 2nd time participating in Vietbaby Fair, the scale of this exhibition is very large and professionally organized. We have met many dealers and consumers. Next year we will continue to participate in Vietbaby
- Yodee has accompanied Vietbaby Fair since 2018 until now. We realize that the number of customers coming to the exhibition is huge, and we look forward to accompanying Vietbaby Fair to become a reliable partner, bringing the best products for pregnant mothers and babies.



# VISITOR ANALYSIS



## 15,802 Visitors

During the **4 days** of the exhibition, we welcomed **15,802** people, including both buyers and individual visitors.

- **Vietbaby** is not only a trade connection event, but also a gathering hub for new, diversified, and quality products and services for individual customers. It has always met the needs of shopping, integrated entertainment activities, and creating a place for experience exchange as well as a useful playground for parents and children to have moments of relaxation.



# MARKETING REPORT

## DIGITAL MARKETING

Divide social content into 3 phases: Introduction, Call to action, and Countdown.



PHASE 1

### INTRODUCTION

Post introduction articles about Vietbaby, showcasing the booths of the participating brands



PHASE 2

### CALL TO ACTION

Focus on offering promotional programs and quality products for Mom and Kids to register for the event



PHASE 3

### COUNTDOWN

Push the mini-game to enhance the engagement level and post the 7 must-attend reasons to attract moms and families

**Click to web**

**Page post**

**Messenger**

**GDN**

**Youtube**

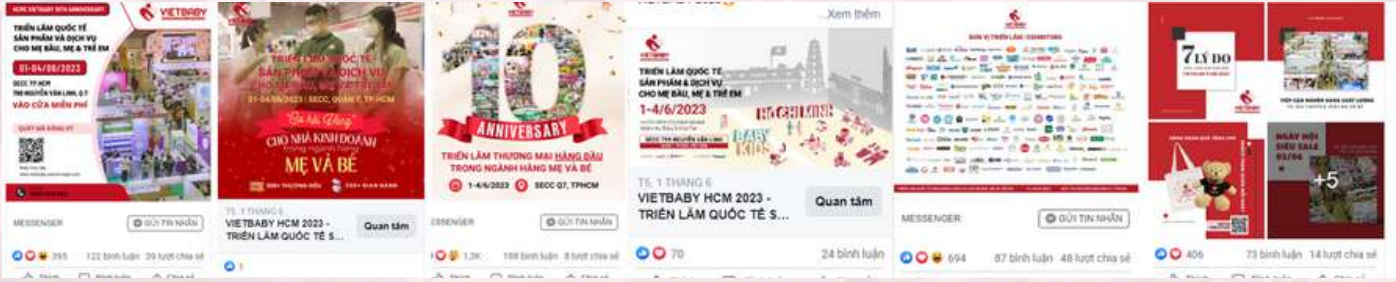
**Video view**

**Tiktok**

The combination of various content messages and different calls to action aims to reach the maximum number of people interested in the event, such as engagement, link clicks, event interest, newspaper readers, and message senders.

## FACEBOOK

- Diverse content with various messages helps customers not feel annoyed when they see the advertisements. Furthermore, the content always enhances its call to action after each post, helping customers remember the VIETBABY exhibition.



## YOUTUBE

- Youtube platform generated 551 ad clicks with 241.731 impressions.

## TIKTOK

- Tiktok platform reached to people who live in Ho Chi Minh City only. It generated over 431.841 ad clicks with 1.179.780 engaged views and over 3.020.695 impressions.

## GDN

- The GDN campaign is displayed based on the demographics and behavior of users. Displayed banners on Mom and kids topic such as Phunutoday, thethaovanhoa, dantri,zing.vn, vnexpress, etc. GDN generated 9,536 ad clicks with 1,683,715 impressions.



## WEB BANNER

- Display banner on Eva.vn





# KOL

## TIKTOK

▶ **2.33M**

Total Views

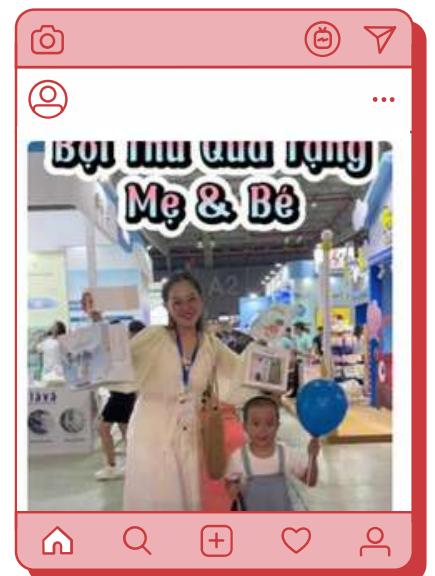
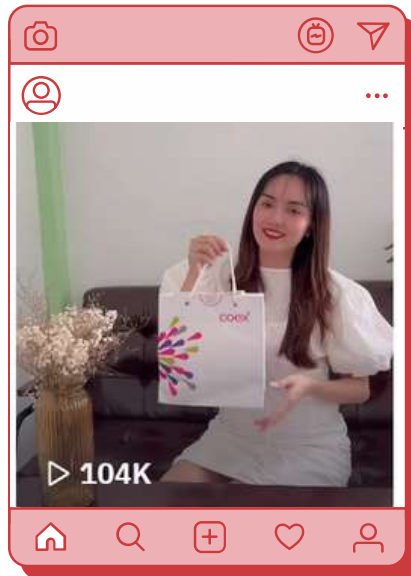
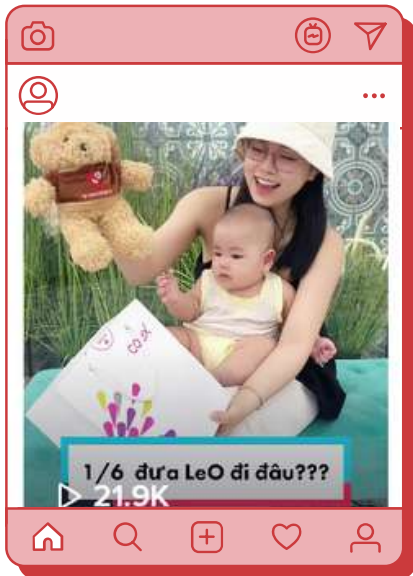
💬 **854**

Total Comments

❤️ **27.834**

Total Likes

- Tiktok platform reached to people who live in Ho Chi Minh City only. It generated over 431.841 ad clicks with 1.179.780 engaged views and over 3.020.695 impressions.
- Before the show, we sent the invitation and gift (bear doll or canvas bag) to 10 KOLs to make a video.



## f FACEBOOK

❤️ **59,280**

Total Likes

➦ **283**

Total Shares

💬 **1,975**

Total Comments

- Before the show, we sent the invitation and gift box with our KV design to 02 KOLs (Chung Huyen Thanh - Model, Sara Luu - Singer) to take the photo.
- During the show, we invite 10 KOLs to come to Vietbaby Fair and take the photo.

## PR ARTICLE

Spread the show news on many newspaper, magazine related to news, mom, baby, beauty, business,...

Link: [Eva](#)      Link: [ZingNews](#)  
 Link: [Gia Dinh](#)      Link: [VTV](#)  
 Link: [TuoiTre](#)      Link: [Phu nu va thoi dai](#)

## TV NEWS

Spread the show news on many TV channels.

Link: [HTV9](#)  
 Link: [VTC10](#)  
 Link: [VTC10](#)

## LEAFLET MARKETING

Send leaflet to shop owners and citizens in District 7, 4, Children's hospital in District 1

## BALLOON MARKETING

Hand out balloons to kids and families in District 7, Nguyen Hue walking street - District 1

## LCD BUILDING

LCD screen at buildings and towers in District 1, 4, 7, Binh Thanh, Thu Duc

## LED SCREEN

LED screen outside at Hoang Van Thu street and Thi Nghe bridge



## E-NEWSLETTER



**ĐỨNG SAU THÀNH CÔNG CỦA VIETBABY FAIR TRONG CHẶNG ĐƯỜNG GẦN 10 NĂM QUA**

VIETBABY FAIR là triển lãm thương mại thường niên được tổ chức tại Việt Nam, quy tụ các nhà sản xuất & phân phối sản phẩm trong ngành hàng mẹ và bé từ khắp nơi trên thế giới.





**MỘT THẬP KỶ ĐỒNG HÀNH CÙNG GIA ĐÌNH VIỆT**

Năm 2023 đánh dấu cột mốc quan trọng đối với VIETBABY FAIR sau một thập kỷ có mặt tại Việt Nam.

Trong hành trình 10 năm ấy, VIETBABY FAIR đã phát triển mạnh mẽ, trở thành sự kiện chuyên ngành hàng đầu.



**THƯ CẢM ƠN**

Vậy là đã khép lại 04 ngày triển lãm sôi nổi của Vietbaby Fair 2023 tại TPHCM. Năm 2023 là một năm thực sự đặc biệt khi đánh dấu cột mốc quan trọng 10 NĂM triển lãm được tổ chức tại Việt Nam.

Thay mặt Ban Tổ Chức, chân thành gửi lời cảm ơn đến tất cả các Quý Khách Hàng đã đến tham gia và cùng tạo nên thành công của Triển lãm Quốc tế Sản phẩm và Dịch vụ cho Mẹ bầu, Mẹ và Trẻ em - HCMC VIETBABY 2023.

Hẹn sớm gặp lại tại:  
**Hà Nội:**  
 Thời gian: 21-23/9/2023 (Vào cửa miễn phí)  
 Địa điểm: I.C.E 91 Trần Hưng Đạo, Q. Hoàn Kiếm  
**TP. Hồ Chí Minh:**  
 Thời gian: 30/5 - 2/8/2023 (Vào cửa miễn phí)

# STAGE EVENT AND GALLERY





**Thank  
you.**

## **More more information**



0901 534 565 (Ms.Khue)



minhkhue@coex.vn



[www.vietbabyfair.com.vn](http://www.vietbabyfair.com.vn)