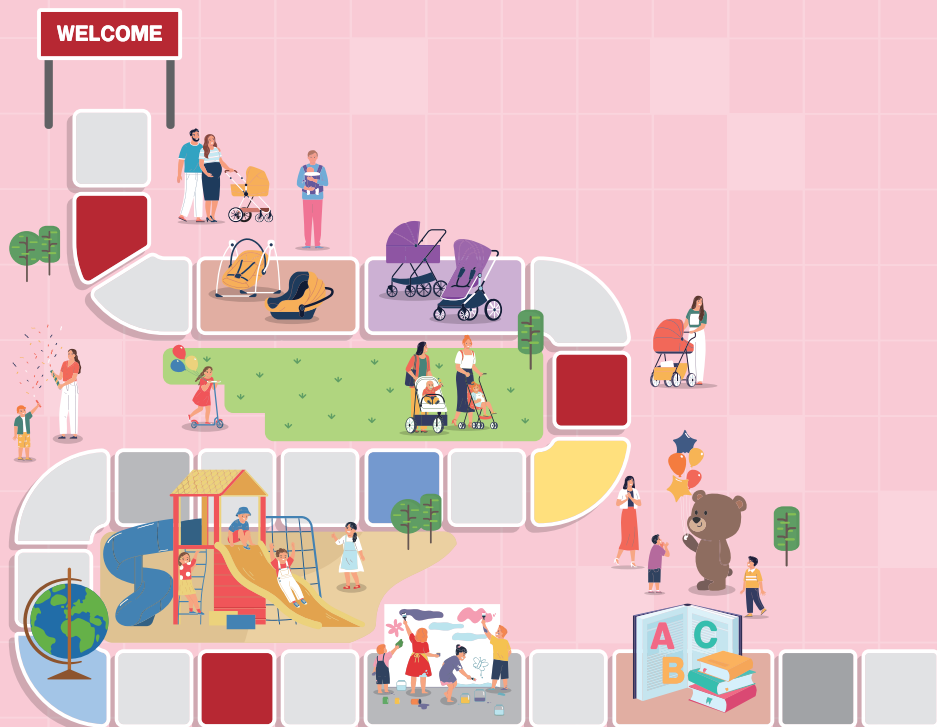


HANOI INTERNATIONAL MATERNITY BABY & KIDS FAIR 2024

Triển lãm Quốc tế Sản phẩm & Dịch vụ
cho Mẹ bầu, Mẹ & Trẻ em 2024



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. 2023 marks the 10th years the Vietbaby exhibition is held. Vietbaby has been and will continue to be a bridge to help connect businesses, partners, and potential customers to meet and expand the market.

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 has been organizing international exhibitions, bringing businesses, associations and organizations from around the world together.

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.



14,000+

**EXPECTANT &
NEW PARENTS
EVERY YEAR**



11 YEARS

**ESTABLISHED
SINCE 2012**



10

**SUCCESSFUL SHOWS
TO DATE**



2

**KEY LOCATIONS
ACROSS IN VIETNAM**





WHY VIETNAM

1. POTENTIAL MARKET

According to data from the General Statistics Office, an average of **1.56 million children are born each year in Vietnam**, making it the country with the highest percentage of households with children in Southeast Asia. Therefore, the demand of parents for products for children is also gradually increasing, making Vietnam one **the most potential market for the mother and baby industry**

Currently, putting baby safety first has made Vietnamese consumers spend more on foreign brands. Many free trade agreements have been signed, and tariff barriers have been reduced to help high-quality imported goods enter Vietnam with competitive and more reasonable prices, stimulating consumption. As a result, the revenue of the market of products and services for mothers and children in Vietnam can **reach 7 USD billion with a growth rate of 30-40%**.

Therefore, the potential for developing the mother and baby industry in general and educational products in particular is huge in Vietnam

While global market growth in the consumer goods sector has stagnated, the mother and baby care sector has seen more steady growth over the past decade. According to Grand View Research, the global children's products market size is **expected to reach USD 16.78 billion by 2025**, at a healthy CAGR of 5.5% during the forecast period.

2. POTENTIAL MOTHERS OF THE FUTURE

Parents always want the best for their children – and this is especially true for Millennials and Gen Z parents. For them, the **"Quality over Quantity"** approach is important and high-tech gadgets, organic foods and chemical-free mother and baby products are all worth it.

The mother and baby industry report from Nielsen IQ shows that, in developing markets like Vietnam, the demand for mother and baby care products is increasing in both quantity and quality. This stems from the fact that per capita income in Vietnam is growing well every year, leading to increased spending and living needs of people.

In addition, for the mother and baby industry, consumers do not pay too much attention to price but instead pay more attention to product quality. In particular, the middle class in Vietnam is growing strongly, they are willing to invest more and more heavily in their children.

3. GOLDEN POPULATION STRUCTURE

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.

According to statistics, Vietnam is the country with the **highest rate of households with children** in Southeast Asia with about 12% of families with children under 1 year old and 20% between 1 and 2 years old. Estimates from Danso.org show that in 2023, an average of 3,887 children will be born every day. This has created a premise for demand in the mother and baby market to continue to grow in the near future.



WHY EXHIBIT

01



Get face-to-face with and sell products to over **10,000 parents**, expectant parents and industry buyers in Vietnam

02



Drive brand awareness among the entire prenatal, baby and early years community

03



Network with new partners and key industry decision-makers

04



Demonstrate your **brands leadership** in the mother, baby & early year's industry

05



Showcase your products and services to your target audience about their benefits

SHOW OVERVIEW

- ▶ Title
THE 4th VIETNAM INT'L MATERNITY, BABY & KIDS FAIR IN HANOI
VIETBABY HANOI 2024
- ▶ Venue
ICE HÀ NỘI
91 TRẦN HƯNG ĐẠO,
QUẬN HOÀN KIẾM, HÀ NỘI
- ▶ Time
26th - 28th SEPTEMBER
THURSDAY - SATURDAY



2023 SHOW REPORT



300
BRANDS



200
BOOTHs



10
COUNTRIES



13,543
VISITORS



1,289
MEETINGS

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

EXHIBITOR'S FEEDBACK



Ms. Le Nguyen Dieu Trinh
CEO OZ Mart in Vietnam

This is OZ Mart 3rd time participating in Vietbaby Fair, the scale of this exhibition is very large and professionally organized. We have met many dealers and consumers. We realize that the number of customers coming to the exhibition is huge.



Ms. Tiphaine Beguinot
CEO Popote, France

This is my first time participating in Vietbaby Fair, I find it very useful for our business. In this exhibition there were many people and many customers interested in children's products. Through this exhibition is a good advertising channel to promote our products.



Mr. Siwen Li
Marketing Manager Morinaga Asia Pacific Co., Ltd

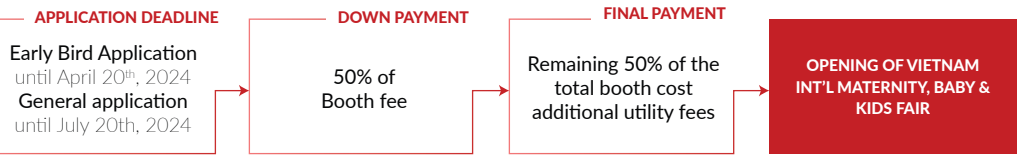
This is the 5th time the Manna snack brand has participated in Vietbaby Fair and the 2nd time we have come to the capital Hanoi. Vietbaby Fair is always our top choice in introducing to customers high quality, safe products for babies. This year, there are many brands and customers participating in Viet Baby Fair in Hanoi. We find this a really good opportunity for us to meet our customers.

2023 VIETBABY PARTICIPANTS



PARTICIPATION GUIDELINE

1. PARTICIPATION PROCEDURE



CONTACT INFORMATION

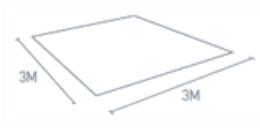
- COEX VINA CONTACT. T. (+84) 28 3622 3318 | (+84) 901 534 565 (Ms. Minh Khue) | E. minhkhue@coex.vn
- SEGEFAIR CONTACT. T. (+82) 10 5126 6059 (Ms. Sunny) | E. overseas.segefairs@gmail.com
- Send a copy of your business registration certificate and related documents to Hochiminh city International Maternity, Baby & Kids Fair
 - 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 Sep 10th, 2024

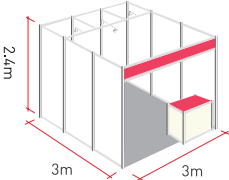
2. PARTICIPATION FEE


CATEGORY		BOOTH TYPE		
PARTICIPATION APPLICATION		SPACE ONLY	SHELL SCHEME	PREMIUM BOOTH
LOCAL EXHIBITOR	Early Bird: until April 20 th , 2024	64.800.000 VND	72.800.000 VND	100.800.000 VND
	General: until July 20, 2024	72.000.000 VND	79.200.000 VND	108.000.000 VND
OVERSEAS EXHIBITOR	Early Bird: until April 20 th , 2024	\$ 2,800	\$ 3,100	\$ 4,300
	General: until July 20, 2024	\$ 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

- 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: 1 information desk and 2 chairs / Basic lighting & lighting electricity

PREMIUM BOOTH

- Specialized Premium Booth design will be provided.
- Additional facilities should be applied separately if necessary



Thank You

coex

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