



VIETNAM  
MATERNITY - BABY  
ET BABY  
C  
7  
coex × SEGE FAIRS

DATE \_\_\_\_\_

DATE  
05-08.06.2025

**VENUE**

**VENUE**  
Saigon Exhibition and  
Convention Center (SECC),  
799 Nguyen Van Linh, D.7,  
Ho Chi Minh City

**ORGANIZER**

coex x SEGEFAIRS



# OVERVIEW

# VIETBABY FAIR 2025

## 📍 **DANANG** (First time):

- **Time:** 18 – 20/04/2025
- **Location:** Da Nang International Exhibition and Fair Center, 9 Cach Mang Thang 8, Khue Trung, Cam Le, Da Nang
- **Scale:** 3,000m<sup>2</sup> | 100 Booths
- **Visitors** (estimated): 10,000+ people

## 📍 **HO CHI MINH CITY** (12<sup>th</sup> time):

- **Time:** 05 – 08/06/2025
- **Location:** Saigon Exhibition and Convention Center (SECC), 799 Nguyen Van Linh, District 7, Ho Chi Minh City
- **Scale:** 4,400m<sup>2</sup> | 250 Booths
- **Visitors** (estimated): 22,000+ people

## 📍 **HANOI** (5<sup>th</sup> time):

- **Time:** 25 – 27/09/2025
- **Location:** Hanoi International Center for Exhibition (ICE), 91 Tran Hung Dao, Hoan Kiem District, Hanoi
- **Scale:** 4,235m<sup>2</sup> | 200 Booths
- **Visitors** (estimated): 19,000+ people



# ABOUT VIETBABY FAIR

**Vietnam Int'l Maternity – Baby & Kids Fair (Vietbaby Fair)** is an annual event organized by Coex and Sege Fairs since 2013, licensed by the Department of Industry and Trade and People's Committees of provinces and cities in Vietnam with the mission of creating a bridge between manufacturing, import-export, distribution enterprises, and domestic and international consumers.

Vietbaby Fair is proud to be **the largest exhibition of mother and baby products in Vietnam**, gathering leading brands to participate. With hundreds of booths, displaying thousands of standard products, shoppers can explore many categories including:



**Mother & Baby Care**



**Nutrition & Food**



**Clothing & Accessory**



**Living & Furniture**



**Toys & Educational**



**Character Licensing**

**coex** Coex is a leading exhibition organizer in Korea, receiving UFI certification from the Global Exhibition Industry Association, and owning the largest exhibition convention center in Korea with a floor area of up to 460,000m<sup>2</sup>. Established in 1979, Coex has continuously developed and expanded its business. 2009 marked an important step forward for Coex when it organized its first exhibition in Vietnam, opening the way for Coex's strong presence in the international market.

**SEGE FAIRS** SEGE Fairs is a pioneer in Korea to bring the specialized exhibition on products and services for mothers and babies to become one of the most attractive exhibitions in the Korean market. With more than 20 years of experience in the exhibition field, SEGE Fairs is a reliable exhibition organizer for all businesses currently operating in the mother and baby industry in Korea or wanting to develop their business in Korea.



# CUSTOMER PROFILE



## **PARTICIPATING BUSINESSES:**

- Vietnamese manufacturers have goods that meet export standards.
- Vietnamese enterprises develop domestic distribution channels
- Foreign enterprises expand business in Vietnam
- Supply chain service provider
- Start a product and service business for mothers and babies
- Supplier of machinery, equipment, materials and services for the mother and baby industry
- Businesses operating in related fields



## **VISITORS:**

- Importer, wholesaler, distributor, international trade
- Purchasing expert for international retailers
- International trade missions
- Service and consulting company
- E-commerce system
- Government agencies, associations, press
- Consumer



# WHY VIETNAM?

## 1. THE NUMBER OF CHILDREN NATIONWIDE INCREASES DAILY

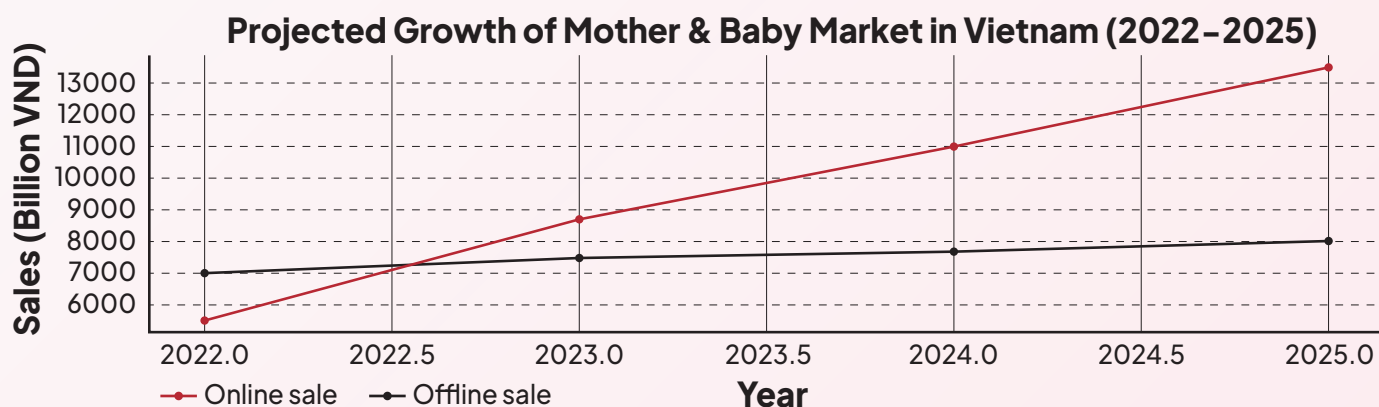
With over 1.5 million children born each year, Vietnam is a leading potential market for the mother and baby industry. Statistics show Vietnam has the highest rate of households with children in Southeast Asia, with 12% of families having children under 1 year old and 20% having children from 1 to 2 years old. Forecasts from DanSo ([www.danso.org](http://www.danso.org)) predict that by 2024, the number of children born in Vietnam each day will average about 4,726. This creates the premise for the demand in the mother and baby market to continue growing.

## 2. AVERAGE INCOME AND SPENDING OF PEOPLE

- **Average Income:** According to data from the General Statistics Office, the average income per capita in Vietnam in 2023 reached about 4,500 USD and is expected to continue to increase in 2025 thanks to economic growth. This boosts consumer demand, especially for high-quality products for mothers and babies.
- **Spending level:** Vietnamese consumers increasingly spend on safe, eco-friendly products. Millennials and Gen Z invest in products with natural ingredients and high-tech applications to ensure optimal health for their children.

## 3. E-COMMERCE AND DIGITAL TRANSFORMATION

- **The explosion of e-commerce:** According to Statista, Vietnam's e-commerce growth rate is ranked among the top 10 countries with the highest e-commerce growth rate in the world (as of December, 2023). This trend is expected to continue to grow at an annual rate of over 50%, as more and more Vietnamese consumers switch to online shopping and participate in livestream sales channels.
- **Impressive revenue growth:** In 2023, the mother and baby industry recorded online revenue exceeding VND 8,708 billion, an increase of more than 57% over the same period last year. At the same time, the number of products sold also increased significantly with about 56.6 million products, an increase of 54% compared to 2022.

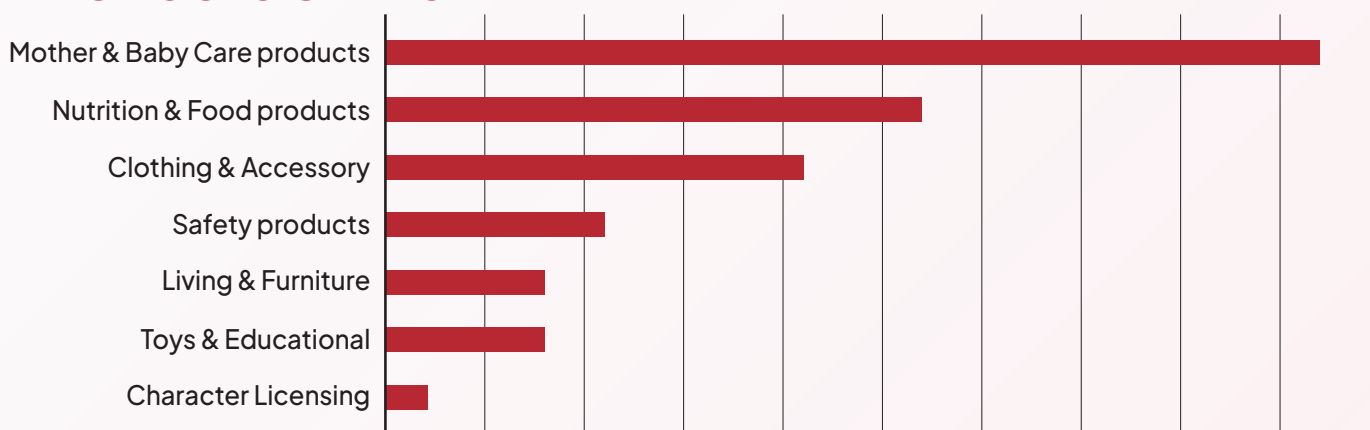


The chart above shows the growth of the mother and baby market in Vietnam from 2022 to 2025, with two main channels being online and offline sales .

# SHOW REPORT 2024

Vietbaby Fair 2024 has more than 450 businesses participating in exhibiting and introducing more than 550 products and services at 02 locations: Ho Chi Minh City (June) and Hanoi (September).

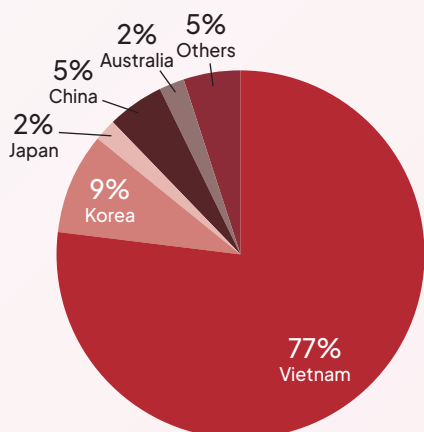
## PRODUCTS ON DISPLAY



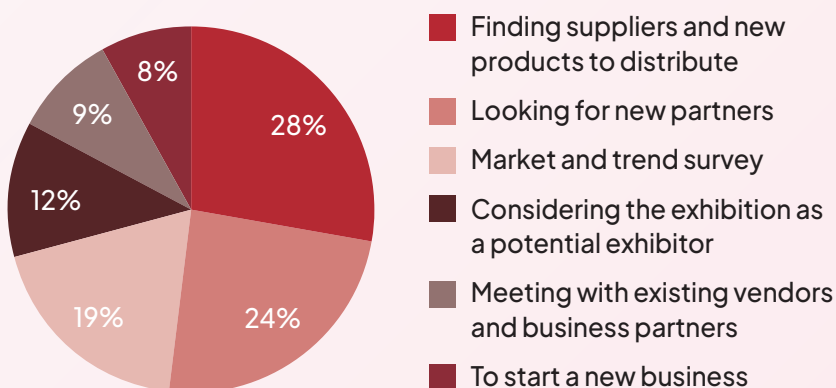
## PURPOSE OF EXHIBITION PARTICIPATION



## COUNTRY VISIT DATA



## PURPOSE OF VISIT





# WHY SHOULD YOU JOIN VIETBABY FAIR 2025?

## VIETNAM'S BIGGEST MOTHER AND BABY EVENT

- Vietbaby Fair has 12 years of successful organization experience
- The Organizing Committee has a network of prestigious partners at home and abroad
- International standard venue, with modern space and facilities

1

## REACHING TARGET CUSTOMERS

- Meet and connect with local and foreign businesses and distributors
- Opportunity to connect with potential foreign investors
- Get support in arranging business appointments before and during the exhibition

2

## BRAND PROMOTION

- Display and introduce products and services
- Organize promotional activities, workshops, and seminars in open spaces right at the exhibition
- Supported through the exhibition's social media channels

3

## INCREASE SALES

- Businesses are allowed to retail directly to consumers right at the exhibition.
- Opportunity to test market response through sampling and surveys

4

# PARTICIPATION GUIDELINE

## 1. PARTICIPATION PROCEDURE

1. REGISTER	2. PREPAY	3. PAYMENT	4. OPENING
Send registration documents to Organizer Early Bird Application: <b>16/02/2025</b> General application: <b>12/04/2025</b>	50% booth price after signing the contract Within 07 working days from the date of booth location confirmation	Pay the remaining 50% of booth costs, additional facility costs or other costs. Within 01 month before the exhibition opening date	<b>OPENING OF VIETNAM INT'L MATERNITY, BABY &amp; KIDS FAIR</b>

(\*) Registration documents include: Copy of Business Registration Certificate and related documents.

## CONTACT ORGANIZER

### COEX VINA

T. (+84) 28 3622 3318 / (+84) 901 534 565 (Ms. Minh Khue)

E. minhkhue@coex.vn

### SEGE FAIRS

T. (+82) 2 3453 2117 (Ms. Sunny)

E. overseas.segefairs@gmail.com

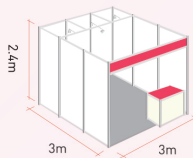
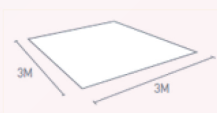
## 2. PARTICIPATION FEE

CATEGORY		BOOTH TYPE		
Participation Application		Space only	Shell Scheme	Premium Booth
Local exhibitor	Early Bird Application: <b>16/02/2025</b>	70,000,000 VNĐ	77,500,000 VNĐ	107,500,000 VNĐ
	General application: <b>12/04/2025</b>	77,500,000 VNĐ	85,000,000 VNĐ	115,000,000 VNĐ
Overseas exhibitor	Early Bird Application: <b>16/02/2025</b>	\$2,800	\$3,100	\$4,300
	General application: <b>12/04/2025</b>	\$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.

(\*\*) Price above does not include VAT

## 3. BOOTH INFORMATION



SPACE ONLY	SHELL SCHEME	PREMIUM BOOTH
<ul style="list-style-type: none"><li>Only exhibition space is provided</li><li>Booth installation is allowed after receiving approval from the organizers</li><li>Additional amenities and services may be requested for an extra fee</li></ul>	The standard booth is pre-constructed, providing 1 information desk, 2 chairs, 1 power socket (5A/220V, max 600W), and 2 fluorescent lights.	<ul style="list-style-type: none"><li>A specialized premium booth design will be provided</li><li>Additional amenities will be applied separately if needed.</li><li>Available for groups of 4+ booths only.</li></ul>





# CONTACT ORGANIZER

## COEX

- 📍 513, yeongdong-daero,  
Gangnam-gu, Seoul, South Korea
- ☎ (+82) 2-6000-8008 (Ms. Kim)
- ✉ coexoverseas@gmail.com

## COEX VINA

- 📍 162 Pasteur, Ben Nghe Ward,  
District 1, HCMC, Vietnam
- ☎ (+84) 28 3622 3318  
(+84) 901 534 565 (Ms. Khuê)
- ✉ minhkhue@coex.vn
- 🌐 www.vietbabyfair.com.vn

## SEGE FAIRS

- 📍 SKVIGL Metrocity 128, Beobwon-ro,  
Songpa-gu, Seoul, South Korea
- ☎ (+82) 2 3453 2117 (Ms. Sunny)
- ✉ overseas.segefairs@gmail.com
- 🌐 <http://www.segefairs.co.kr>

