

VIETNAM INTERNATIONAL MATERNITY - BABY & KIDS FAIR

DATE

18 - 20.04.2025

VENUE

Da Nang International
Exhibition and Fair Center,
9 Cach Mang Thang 8, Cam
Le Dist., Da Nang

ORGANIZER **coex** ×  SEGE FAIRS

SHOW REPORT



THE 1st VIETBABY FAIR IN DA NANG



150
BRANDS



100
BOOTHS



352
MEETINGS



6,835
VISITORS



11
COUNTRIES

South Korea, USA, New Zealand, China, Italy, Japan, Taiwan, Australia, Singapore, France and Vietnam

The Da Nang International Maternity – Baby & Kids Fair (**Vietbaby Da Nang 2025**) will officially take place for the first time in Da Nang from **April 18 to 20, 2025**, at the **Da Nang International Exhibition Fair Center** (No. 9 Cach Mang Thang Tam Street, Cam Le District). Co-organized by **Coex** and **SEGE Fairs**, the exhibition promises to be a vibrant destination for family fun and shopping, featuring a wide range of engaging activities and special offers. It also serves as an ideal opportunity for businesses to expand distribution networks and strengthen connections with consumers in Central Vietnam.

With the message “**The next generation is made with love and care**”, Vietbaby Fair 2025 aims to spread positive values in the parenting journey. The exhibition is not only a bridge between brands and customers, but also a space where parents can find support, understanding, and inspiration to raise their children in the most fulfilling way





254 BUYERS
who visited and met their interested exhibitors for business purposes

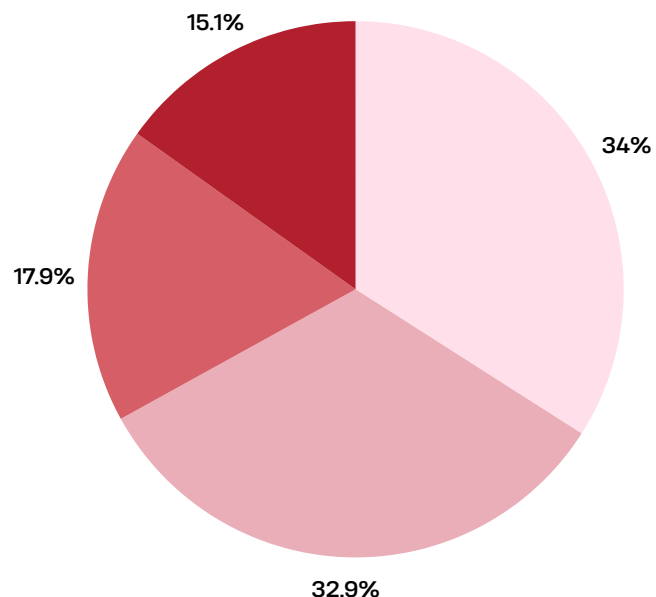
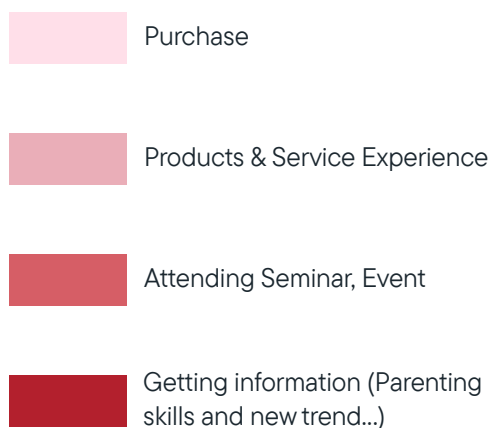


352 MEETINGS
including pre-registered meetings and direct meetings at the exhibition

PURPOSE OF VISIT

As one of the largest annual exhibitions in Vietnam's mother and baby industry, Vietbaby Fair has been successfully held in Ho Chi Minh City and Hanoi for many years. This debut in Da Nang aims to offer consumers in the Central region direct access to reputable local and international brands, while providing businesses with opportunities for market expansion and trade connections.

Vietbaby Da Nang 2025 will feature over 150 leading brands across 100 booths, showcasing a diverse range of products and services for expectant mothers, mothers, and children. Key product categories include mother & baby care products, nutrition & food products, clothing & accessory, living & furniture, safety products, toys & educational products, character licensing, and various related services.



EXHIBITOR ANALYSIS



Mr. Ho Nguyen Phi Dat
Sales Manager of Bzu Bzu

Bzu Bzu participated in Vietbaby Danang with the desire to introduce its products to parents in Danang in particular and the Central region in general. In addition, we aimed to seek distributors and business partners in this area. Like many other brands, Bzu Bzu sees Danang as a highly potential market that is growing rapidly.

Over the three days of the exhibition, Bzu Bzu reached thousands of families who visited our booth for shopping, and we also established connections with numerous retailers in Danang as well as several distributors from neighboring provinces. As this was the first time Vietbaby was held in Danang, we consider it a noteworthy success.

Ms. Vu Thi Lan Huong
Vice Director of Kidsten

We sincerely thank Vietbaby Fair for becoming a valuable bridge between reputable brands and consumers. Although this was the first time Vietbaby was held in Danang, the exhibition was large in scale and professionally organized, attracting thousands of visitors and shoppers.

We hope that Vietbaby will continue to grow and bring even more value to families and businesses in the future. Kidsten looks forward to accompanying Vietbaby in future exhibitions and continuing to bring high-quality products closer to parents across Vietnam.



Ms. Vu Tra My
Assistant Manager of Mamamy

Participating in Vietbaby Fair was a valuable opportunity for Mamamy to connect more closely with families in Danang, while also serving as a platform to expand our market presence and distributor network in the Central region.

The fair was professionally organized, creating not only a vibrant space for mother and baby brands to showcase their products to both retailers and consumers, but also a meaningful environment that fosters connection and collaboration among brands.

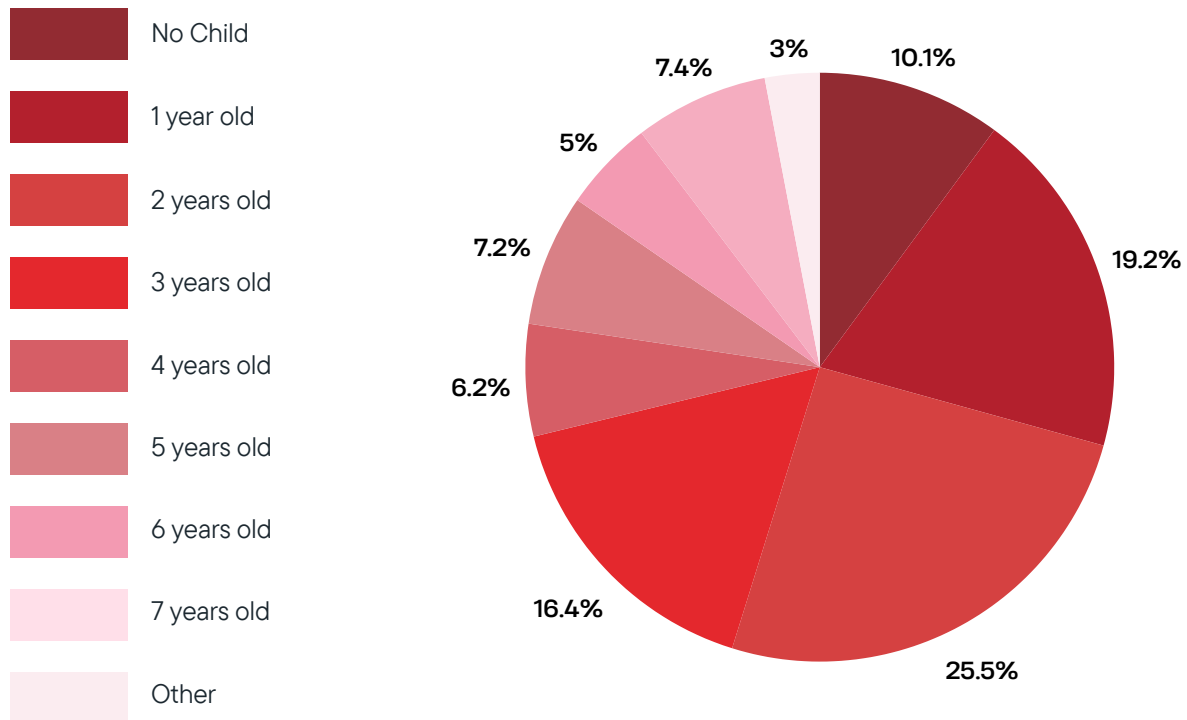


VISITOR ANALYSIS

6,835 Visitors

During the 3 days of the exhibition, we welcomed people, including buyers and individual visitors.

Vietbaby Fair DANANG 2025 has become a pretty familiar name for moms and babies. In addition to creating an ideal shopping space by selling hundreds of domestic and foreign brand products at shockingly favorable prices, Vietbaby creates playrooms and useful activities for babies.



CHƯƠNG TRÌNH SÂN KHẤU 18.04.2025

EVENT HIGHLIGHTS ON 18.04.2025

- 10:30 – 11:30 **Bé giỏi, mẹ hay, quà tới tay**
Smart baby, clever mom, gifts in hand 
- 11:30 – 12:30 **Gọi sữa căng tràn – Nuôi con thư thái**
Milk flows with ease – Motherhood with peace 
- 13:30 – 14:30 **Bật mí về khả năng sáng tạo của trẻ nhỏ**
Exploring the creative abilities of young children 
- 14:30 – 15:30 **Hỏi đáp nhận quà cùng chuyên gia về chủ đề chăm sóc Mẹ bầu – Mẹ sau sinh và Chăm sóc bé khoa học**
Q&A and receive gifts with experts on the topic of care for pregnant mothers – postpartum mothers and scientific baby care 
- 15:30 – 16:30 **Những điều cần biết về vắc xin – Lá chắn vàng bảo vệ sức khỏe con yêu**
All About Vaccines – The Golden Shield For Baby's Health 
- 16:30 – 17:30 **Rút thăm trúng thưởng**
Lucky Draw 

CHƯƠNG TRÌNH SÂN KHẤU 19.04.2025

EVENT HIGHLIGHTS ON 19.04.2025

- 10:30 – 11:30 **Cuộc thi bé bò "Bụng khỏe chân nhanh – Chinh phục thử thách"**
Baby crawling competition "Gut Strong, Move Along – Take on the Challenge!" 
- 11:30 – 12:30 **ColosBaby, Mẹ thông thái – Đoán đúng, trúng quà xinh**
Scholar mom – Guess Right, Win Cute Prizes! 
- 14:30 – 15:30 **Vui cùng Sachi – Bé Khỏe Mẹ Hay**
Fun with Sachi 
- 15:30 – 16:00 **1000 ngày đầu đời của bé**
Baby's First 1000 Days 
- 16:00 – 16:30 **Bật mí về khả năng sáng tạo của trẻ nhỏ**
Exploring the creative abilities of young children 
- 16:30 – 17:30 **Rút thăm trúng thưởng**
Lucky Draw 

CHƯƠNG TRÌNH SÂN KHẤU 20.04.2025

EVENT HIGHLIGHTS ON 20.04.2025

- 10:30 – 11:30 **Cuộc thi đua xe cân bằng "Cao lớn khỏe mạnh – Cẩn đích thật nhanh"**
Balance bike racing competition "Tall and Strong – Finish quickly" 
- 11:30 – 12:30 **Bật mí về khả năng sáng tạo của trẻ nhỏ**
Exploring the creative abilities of young children 
- 13:30 – 14:30 **Mini game trả lời câu hỏi cùng Fatz**
Mini game: Answer Questions with Fatz 
- 14:30 – 15:30 **Dinh dưỡng vững vàng cho mẹ khỏe – Bé phát triển toàn diện**
Good Nutrition for Mother and Baby 
- 16:30 – 17:30 **Rút thăm trúng thưởng**
Lucky Draw 

STAGE EVENT AND GALLERY

A lot of talk shows, workshops, dances, and contests were held at the main stage of the VIETBABY DANANG 2025 from April 18th – 20th, 2025.





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