

VIETNAM INTERNATIONAL  
MATERNITY - BABY & KIDS FAIR

# VIETBABY

ORGANIZER

coex

SEGE FAIRS

## SHOW REPORT

DATE  
05 - 08.06.2025

VENUE

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

# V



# THE 12nd VIETBABY FAIR IN HCMC



**350**  
**BRANDS**



**250  
BOOTHES**



**6,055**  
**MEETINGS**



**28,060**  
VISITORS



# 15 COUNTRIES

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

The Ho Chi Minh City International Maternity – Baby & Kids Fair (**Vietbaby HCMC 2025**) held from June 5 to 8, 2025, at Saigon Exhibition and Convention Center - SECC (799 Nguyen Van Linh, District 7). 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.





## 2,533 BUYERS

who visited and met their interested exhibitors for business purposes



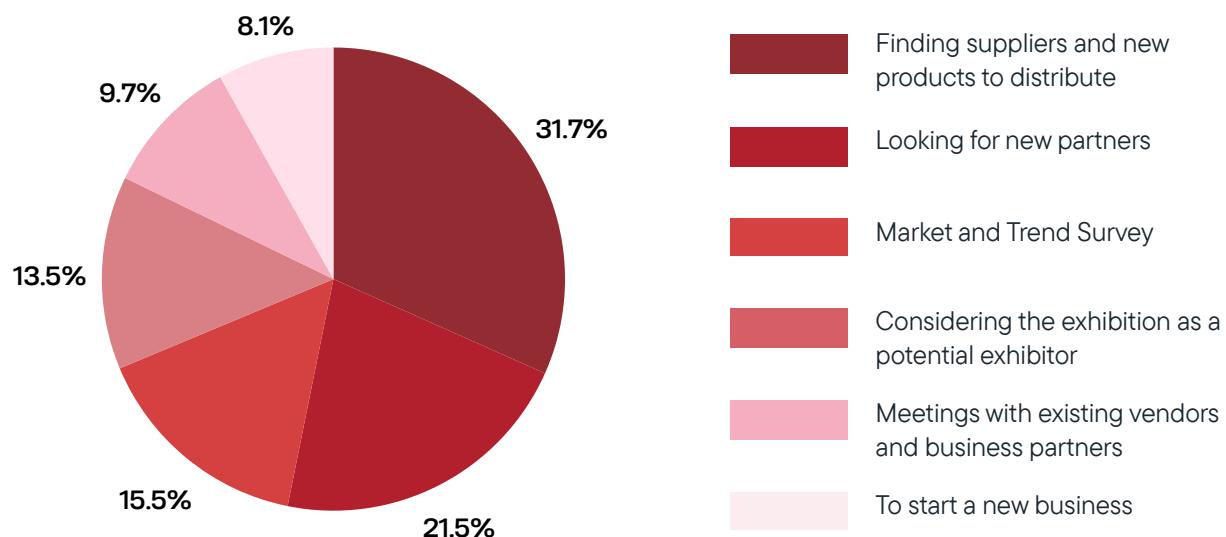
## 6,055 MEETINGS

including pre-registered meetings and direct meetings at the exhibition

## PURPOSE OF VISIT

As the largest annual event in the mother and baby industry in Vietnam, Vietbaby Fair has established itself as a prestigious exhibition brand for over a decade. Following successful editions in Ho Chi Minh City, Hanoi, and most recently Da Nang, VIETBABY HCM 2025 continues to deliver an exciting edition, attracting thousands of visitors each year.

Vietbaby HCM 2025 will feature over 350 leading brands across 250 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 FEEDBACK



## Mr. Dao Viet Hung

*Sales Director - SNB Distribution*

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 Ho Chi Minh city.

We find this a really good opportunity for us to meet our customers. We are very pleased to take part in this exhibition

## Ms. Dang Ngoc Tuyen

*Level I Specialist in Obstetrics and Gynecology -  
Phuong Nam Hospital*

Phuong Nam Hospital joins Vietbaby this year with the aim of sharing healthcare services for mothers and babies. We serve as a bridge to help doctors provide essential, accurate medical knowledge on pregnancy, childbirth, and more to parent - especially first-time moms and dads.

We are truly impressed by Vietbaby's large scale and the high number of visitors.



## Mr. Pham Ngoc Tu

*Vice Director - Lam Ha SG Import Export Co., Ltd*

Lam Ha SG would like to bring high-quality products with clear origins to Vietnamese consumers at Vietbaby Fair. At the same time, we are looking to find both domestic and international distributors. We recognize that Vietbaby is becoming increasingly large and professional, attracting a high number of visitors and shoppers, serving as a bridge that connects consumers with distributors.



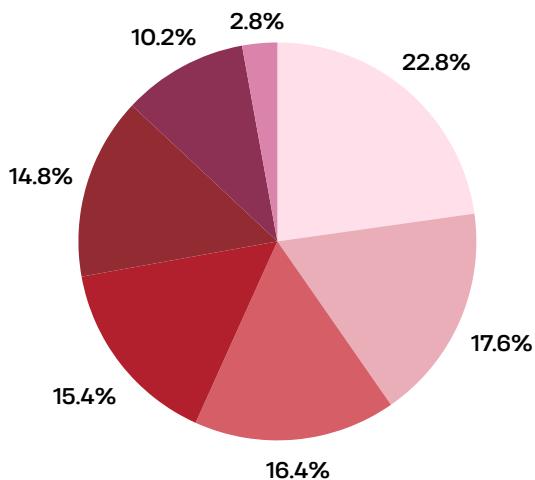
# VISITOR ANALYSIS

## 28,060 Visitors

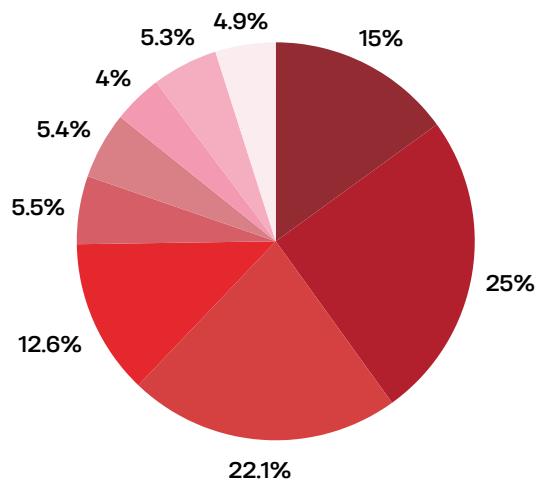
During the 4 days of the exhibition, we welcomed people, including buyers and individual visitors.

Vietbaby HCM 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.

Interested Field



Age group



Mother & baby care products  
Nutrition & food products  
Clothing / Accessory  
Safety products  
Toy & educational products

Living & Furniture  
Character lisensing

No Child  
1 year old  
2 years old  
3 years old  
4 years old  
5 years old  
6 years old  
7 years old  
Other



# STAGE EVENT AND GALLERY

A lot of talk shows, workshops, minigames and contests were held at the main stage of the VIETBABY HCM 2025 from June 5th - 8th, 2025.

## CHƯƠNG TRÌNH SÂN KHẤU 05.06.2025

EVENT HIGHLIGHTS ON 05.06.2025

- 10:00 - 11:30 Giới thiệu sản phẩm Moaz Eco Introducing Moaz Eco product 
- 11:30 - 12:30 Làm mẹ hiện đại, không ngại hiểu về Vaccine Modern Motherhood – Embracing Vaccines with Love and Care 
- 13:30 - 14:30 Workshop: Đạm a2 hữu cơ – Dinh dưỡng cho bé Workshop: a2 Organic protein – Premium nutrition for children 
- 14:30 - 15:30 Giải mã bí quyết kích sữa tự nhiên và các mốc phát triển quan trọng của bé từ 0 – 5 tuổi Discovering tips for natural/milk induction and key developmental milestones for children aged 0-5 years 
- 15:30 - 16:30 BonAI\_ Đón hành cùng mẹ BonAI – Always by Your Side 
- 16:30 - 17:30 Giáo dục, Trò chơi và Kinh doanh – Những Khả năng Mới với Redbrick AI Education, Games, and Business – New Possibilities with Redbrick AI 
- 17:30 - 18:00 Rút thăm trúng thưởng coex Lucky Draw 



## CHƯƠNG TRÌNH SÂN KHẤU 06.06.2025

EVENT HIGHLIGHTS ON 06.06.2025

- 10:00 - 14:30 Cuộc thi thuyết trình tiếng Anh: "Mùa hè trong mắt em" Vietedu English Competition: "Summer in your eyes" 
- 14:30 - 15:30 Vui hè thỏa sức – Khâm mát hạ nhiệt cùng Khăn hè sợi Dr. Papie Dr. papie Beat the heat, Enjoy the fun with Cooling and refresh fever wipes Dr.Papie
- 15:30 - 17:30 Cuộc thi bế bô: Từ vòng tay mẹ bế khẽ chạm thế giới coex From a mother's embrace, a gentle touch to the world 
- 17:30 - 18:00 Rút thăm trúng thưởng coex Lucky Draw 

## CHƯƠNG TRÌNH SÂN KHẤU 07.06.2025

EVENT HIGHLIGHTS ON 07.06.2025

- 10:30 - 11:30 Bé vui – mẹ thích – rinh quà đầy tay cùng BZU BZU Play, Laugh & Win with BZU BZU 
- 11:30 - 12:30 Hiểu đúng luật, giật quà to cùng Joie Baby Safety Journey, Big Prizes 
- 12:30 - 13:30 Hiểu bé – Hiểu mình – Giả định hạnh phúc Understand Your Baby – Understand Yourself – Nurture a Happy Home 
- 13:30 - 14:30 Cuộc thi dành cho bé tập đi: Hành trình vạn dặm đều bắt đầu từ bước chân chập chững A journey of a thousand miles begins with tiny, wobbly steps coex 
- 14:30 - 15:30 Chương trình "Vui Cùng Nhà Bon" Event: "Joy with the Bon Family" 
- 15:30 - 16:30 Hikid dinh dưỡng chuẩn Hàn – hành trình nuôi con lớn khỏe Hikid Nutrition Standard Korean - Healthy Raising Journey 
- 16:30 - 17:30 Bật mí về khả năng sáng tạo của trẻ nhỏ Exploring the creative abilities of young children 
- 17:30 - 18:00 Rút thăm trúng thưởng coex Lucky Draw 

## CHƯƠNG TRÌNH SÂN KHẤU 08.06.2025

EVENT HIGHLIGHTS ON 08.06.2025

- 10:00 - 12:00 Talkshow: Lắng nghe sự thay đổi của bầu ngực – Hành trang cho mẹ trước và sau sinh Embracing Breast Changes – Essential Insights for Moms Before and After Birth 
- 12:00 - 13:00 Bé Đemu Siêu Vui – Quà Rời Đầy Túi Little Racer, Big Smiles – Full of Prizes! 
- 13:00 - 14:00 280 Ngày vàng – Thai giáo nhẹ nhàng 280 Golden Days – Gentle Prenatal Education 
- 14:30 - 15:30 Color Runway – Cuộc thi tô màu "Thỏa sức sáng tạo, Bé là nghệ sĩ" Color Runway - Coloring Contest "Let your imagination shine – every child is an artist!" 
- 17:30 - 18:00 Rút thăm trúng thưởng coex Lucky Draw 





# CONTACT ORGANIZER

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