



**VIETNAM INTERNATIONAL  
MATERNITY - BABY & KIDS FAIR**

**DATE**  
05 - 08.06

**VENUE**  
Iron Exhibition

DATE \_\_\_\_\_

DATE  
05 - 08.06.2025  
VENUE

VENUE

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

**ORGANIZER**

coex x SEGEFAIRS



SEGE FAIRS x ex SHOW REPORT



# THE 12nd VIETBABY FAIR IN HCMC



**350**  
BRANDS



**250**  
BOOTHs



**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

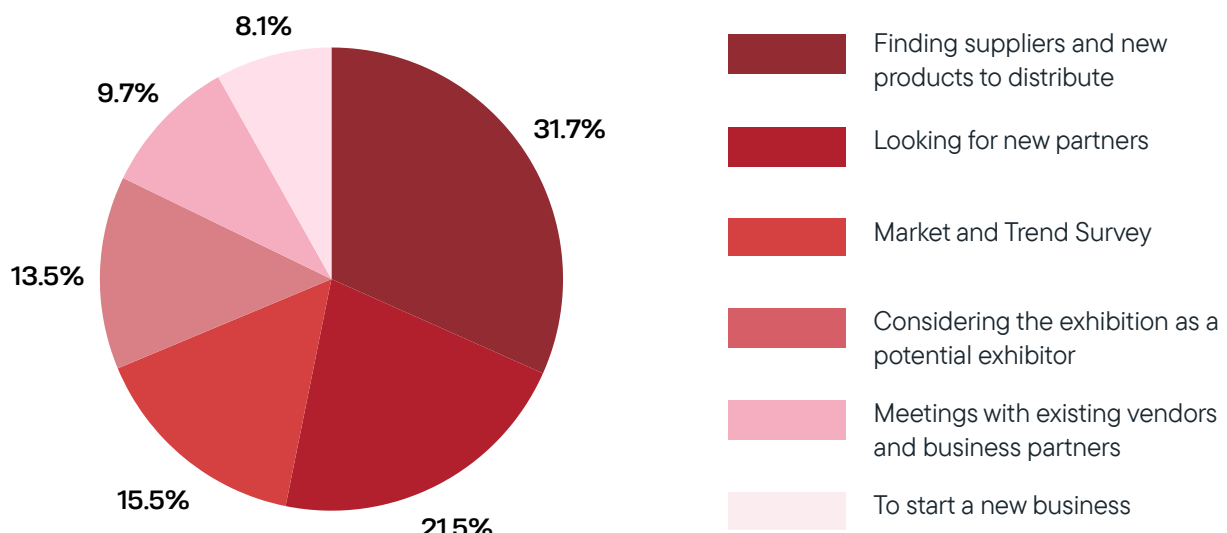


**6,055 MEETINGS**  
including pre-registered meetings and direct meetings at the exhibition

## 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.



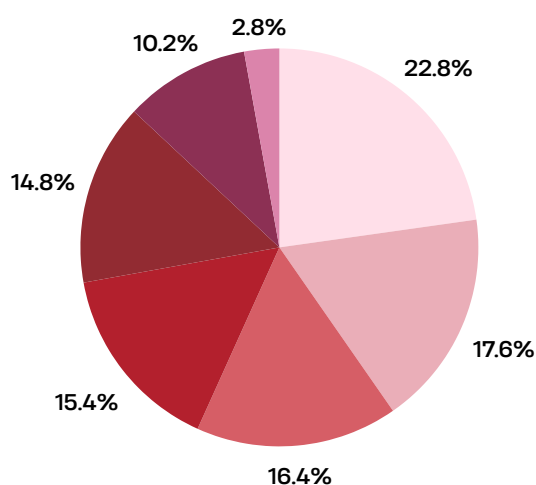
# VISITOR ANALYSIS

## 28,060 Visitors

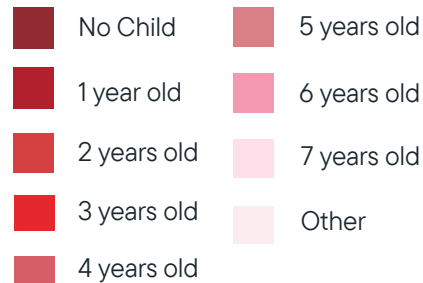
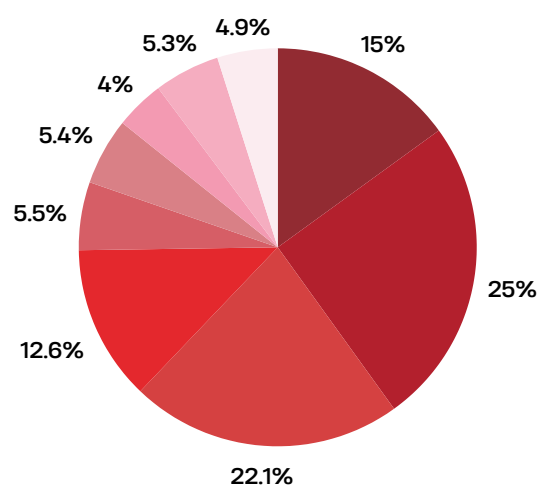
During the 4 days of the exhibition, we welcomed people, including buyers and individual visitors.

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





# 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 bộ 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 - Đồng 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  
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 - Khăn mát hạ nhiệt cùng Khăn hạ sốt Dr. Papie  
Beat the heat, Enjoy the fun with Cooling and reducing fever wipes Dr. Papie
- 15:30 - 17:30 Cuộc thi bé bò: Từ vòng tay mẹ bé khỏe chạm thế giới  
From a mother's embrace, a gentle touch to the world
- 17:30 - 18:00 Rút thăm trúng thưởng  
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 Jole Baby  
Safety Journey, Big Prizes
- 12:30 - 13:30 Hiểu bé - Hiểu mình - Gia đình 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 đầu tiên từ bước chân chập chững  
A journey of a thousand miles begins with tiny, wobbly steps
- 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  
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 Đua Siêu Vui - Quà Rơi 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  
Lucky Draw





# CONTACT ORGANIZER

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