

# 2026 VIETNAM INTERNATIONAL BABY & KID FAIR

Vietnam Int'l Baby & Kids Fair



**2026.**  
**6.4 (Thu)–**  
**6.7 (Sun)**  
**HCM SECC**

CO-HOSTED: 2026 HCMC VIETEDU

ORGANIZER **coex** × **SEGE FAIRS**  
(세계전람)

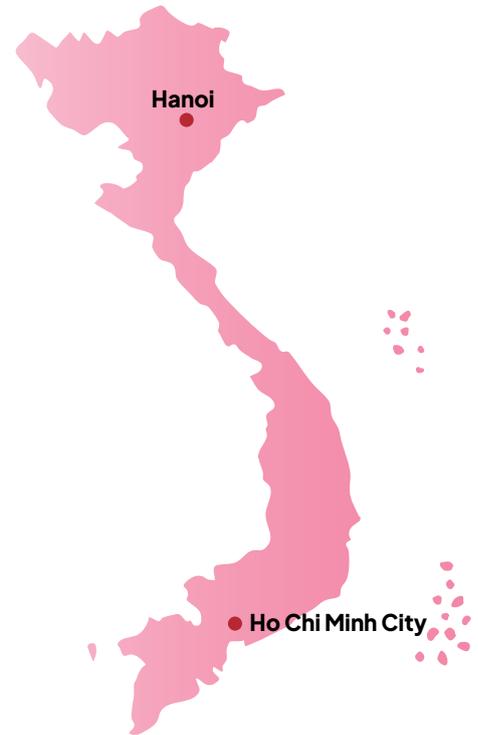
# Vietnam's Leading International Baby & Maternity Products Exhibition

“VIETBABY: YOUR GATEWAY TO EXPANDING INTO THE VIETNAMESE MARKET”

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## 📍 SOUTH | HO CHI MINH CITY

- A key market combining large-scale consumption with fast-moving trend
- Vietnam's largest hub for consumption and distribution
- High population density and rapid trend diffusion
- Strong potential for tangible business outcomes through integrated online and offline distribution channels



## 📍 NORTH | HANOI

- A stable market driven by strong public and education-related demand
  - The political and administrative center of Vietnam, offering a highly credible business environment
  - Growing demand for education services and premium baby products fueled by the expanding middle class
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Vietbaby has 13 years of successful organization experience

VIETBABY Connecting Vietnam's Key Cities Across the North and South

A comprehensive market-entry platform covering Vietnam nationwide



# 2026 HCMC VIETBABY

## 1. EXHIBITION OVERVIEW

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- | **Exhibition name** Ho Chi Minh City International Maternity-Baby&Kids Fair 2026
- | **Time** 2026.06.04(Thu) ~ 06.07(Sun) (4 days)
- | **Location** Saigon Exhibition and Convention Center (SECC),  
Ho Chi Minh City, Vietnam
- | **Scale** 140 companies/ 270 booths
- | **Item** Mother&baby care products, nutrition&food products,  
clothing&accessory, living&furniture, safety products,  
toys&educational products, chatacter licensing, and more

## 2. CO- LOCATED

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### | Vietnam International Education Fair (VIETEDU)

- | **Item** Educational Technology, Book Publications, Study Program & Tools,  
Foreign Language Program & Tools, Educational Toys/Stationery,  
Infrastructure Furniture,  
International Schools (Kindergarten, Primary, Secondary),  
Higher Education (College, University)

## 3. 2025 SHOW REPORT

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- | **Overall Scale** 17 countries, 137 companies, 268 booths
- | **Number of Visitors** 17,070
- | **Number of Biz- Matching** 277

### | Exhibitor satisfaction survey results



(\*) The survey was completed by 40% of all participating companies.

# 2026 Hanoi VIETBABY

## 1. EXHIBITION OVERVIEW

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<b>Exhibition name</b>	Hanoi International Maternity- Baby&Kids Fair 2026
<b>Time</b>	2026.10.15(Thu) ~ 10.18(Sun) (4 days)
<b>Location</b>	VEC, Hanoi, Vietnam
<b>Scale</b>	150 companies/ 300 booths
<b>Item</b>	Mother&baby care products, nutrition&food products, clothing&accessory, living&furniture, safety products, toys&educational products, chatacter licensing, and more

## 2. CO- LOCATED

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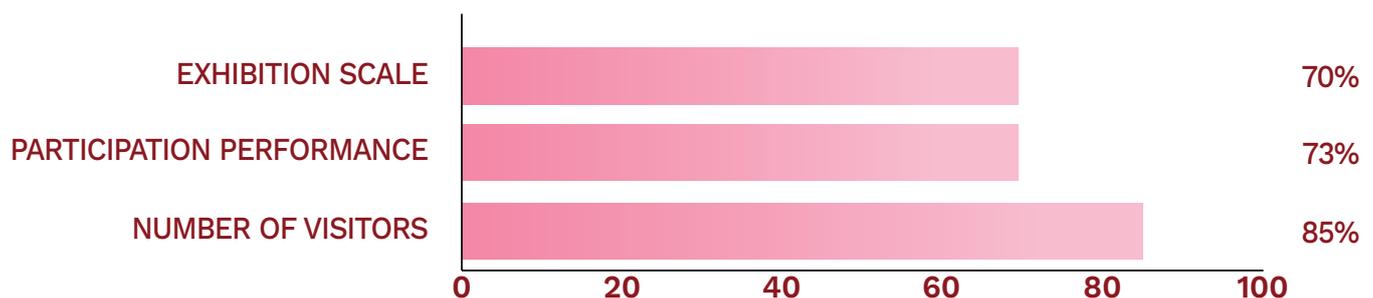
### | **Vietnam International Education Fair (VIETEDU)**

<b>Item</b>	Educational Technology, Book Publications, Study Program & Tools, Foreign Language Program & Tools, Educational Toys/Stationery, Infrastructure Furniture, International Schools (Kindergarten, Primary, Secondary), Higher Education (College, University)
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## 3. 2025 SHOW REPORT

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<b>Overall Scale</b>	8 countries 114 companies 224 booths
<b>Number of Visitors</b>	17,004
<b>Number of Biz- Matching</b>	142
<b>Exhibitor satisfaction survey results</b>	



# Participation Guideline

## REGISTRATION PROCESS

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

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

## CONTACT ORGANIZER

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### SEGE FAIRS

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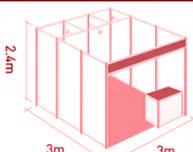
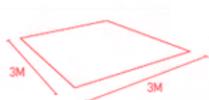
E. overseas.segefairs@gmail.com

## BOOTH INFORMATION

CATEGORY		BOOTH TYPE		
Participation Application		Space only	Shell Scheme	Premium Booth
LOCAL EXHIBITOR	Early Bird until: <b>27/02/2026 (HCM)</b> <b>17/04/2026 (Hanoi)</b>	70,000,000 VNĐ	77,500,000 VNĐ	107,500,000 VNĐ
	General until: <b>01/05/2026 (HCM)</b> <b>14/08/2026 (Hanoi)</b>	77,500,000 VNĐ	85,000,000 VNĐ	115,000,000 VNĐ
Overseas exhibitor	Early Bird until: <b>27/02/2026 (HCM)</b> <b>17/04/2026 (Hanoi)</b>	\$2,900	\$3,200	\$4,400
	General until: <b>01/05/2026 (HCM)</b> <b>14/08/2026 (Hanoi)</b>	\$3,200	\$3,500	\$4,700

(\* Early bird applications will receive a discounted participation fee

## 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>	<p>The standard booth is pre-constructed, providing 1 information desk, 2 chairs, 1 power socket (5A/220V, max 600W), and 2 fluorescent lights.</p>	<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

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