



www.foodnhotelvietnam.com

The 5th International Food & Drinks, Hotel,
Restaurant, Bakery & Foodservice Equipment, Supplies &
Services Exhibition and Conference



Shaping Vietnam's Food & Hospitality Industry

1 – 3 October 2009

Saigon Exhibition & Convention Center
Ho Chi Minh City, Vietnam

**New
Venue!**

Organiser:



Singapore Exhibition
Services Pte Ltd

Local Organiser:



VCCI Exhibition
Service Co Ltd

Worldwide Associate:



Overseas Exhibition
Services Ltd

AN
ALLWORLD
EXHIBITIONS
EVENT

Ride on Vietnam's Booming Food and Hospitality Industry!

- InterContinental Hanoi Westlake, one of IHG's five hotel developments in Vietnam, officially opens its doors in March 2008 as the UK-based hotel group's first property in Vietnam. Accor Hotels strengthens its presence in Vietnam by announcing the launch of three Pullman hotels, two Mercure hotels and two Novotel hotels. **The hotel developments by leading hotel chains certainly prove that Vietnam is a one of Asia's fastest growing tourism market.** (Source: Hotel News Resource)
- Vietnam is still one of the most attractive countries for retailing. **International giants such as Tesco, Wal-Mart and Carrefour all showed their interest in Vietnam, which will lead to a strong penetration by these retailers.** (Source: Euromonitor International)
- The growing exuberance surrounding Vietnam's accession to the WTO (World Trade Organisation) has increased foreign investor interest in Vietnam. **Hotel transaction volumes increased fourfold to US\$ 332 million in 2007, well up from US\$ 74 million last year.** Investors interest continue to increase as the market offers great value because of the low cost of land and opportunities for income and capital growth. (Source: Express Hospitality)
- International arrivals to Vietnam in February 2008 were estimated at 441,000 visitors. In total, international visitors in the first 2 months of 2008 reached 861,000 arrivals, **15% higher as compared to the same period in 2007.** (Source: Vietnam National Administration of Tourism)



The CHOSEN Platform for 23 Countries/Regions

Food&HotelVietnam is **THE ONLY** international food and hospitality trade event in Vietnam with overseas participating companies consistently greater than 70%!

Australia	Germany	Philippines	Taiwan
Belgium	Hong Kong SAR	Poland	Thailand
Cambodia	Italy	Russia	Turkey
Canada	Japan	Singapore	USA
China	Korea	Spain	Vietnam
France	Malaysia	Sweden	

Endorsed By Leading Companies in 2007

Food&HotelVietnam2007 which has grown by **30%** of exhibition space was endorsed by 247 companies, **an increase of 37.2%** from 2006! Here's a quick look at some of the leading companies who supported us:

Aalst Chocolate Pte Ltd • Annam Fine Food • Annam Hospitality Equipment • Arc International • Bickford's Australia Pty Ltd • Bohae Brewery Co., Ltd • Braun (Martin Braun) • Buono (Thailand) Co Ltd • C.M.A. Spa - "Astoria" • Carmi Flavor & Fragrance • Charles Wembley (S.E.A.) Co Pte Ltd • Chwee Song Supplies Pte Ltd • Chyuan Jeou Rong Enterprise Co., Ltd • Coldtech Vietnam Corporation • ConAgra International Pte Ltd • Convotherm Elektrogerate GmbH • Crocs Asia Pte Ltd • Dakota Prairie Organic Flour Company • Eurochef Projects-Giesser Messer • Fabristeel • Grindmaster • Hotel Information Systems Asia Pte Ltd • HVD.BE - Merrychef Foods • La Cimballi • La Marzocco • Mai Hoa Son Co., Ltd • Minh Long I Co., Ltd • MKN Maschinenfabrik Kurt Neubauer GmbH & Co. • New Viet Dairy • NKR Continental (M) Sdn Bhd • Nuova Simoneli • Ocean Glass Public Company Limited • Orana Vietnam • Phu Cong Minh Company Ltd • Pre Gel Spa • Q Industries & Trade • Q'son Kitchen Equipment Pte Ltd • Racke International • Rkeeper • Royal Family Food Co., Ltd. • Siam Winery Trading Plus Co., Ltd • Simplex Pte Limited • Skope Refrigeration • Sunshine Food Group • Tee Yih Jia Food Manufacturing Pte Ltd • Thai Stainless Steel Co., Ltd • USA Poultry & Egg Export Council • Vital & Zoon NV • Williams – Hong Kong • Winterhalter Gastronom GmbH and many more...

This list is not exhaustive and contains only a selection of Food&HotelVietnam2007's exhibitors.

11 Group Pavilions Participated in Food&HotelVietnam2007!

Belgium	Singapore
France	South Australia
Germany	Taiwan (2 pavilions)
Korea (3 pavilions)	USA



BE RECOGNISED AS A MARKET LEADER IN VIETNAM

Food&HotelVietnam2007 attracted 8,374 trade visitors and key decision makers, an increase of 15.7% from the previous edition of the event and here's a glance at who has attended:

19-4 Hotel Joint Stock Company • ABC Bakery • Accor Hotels Co • Amara Saigon Hotel • Ben Tre Tourism Joint Stock Co • Big C Hypermarket • Café Paloma • Citimart • Duxton Hotels International • Hilton Hanoi Opera • Hotel Equatorial • Giant South Asia (Vietnam) Ltd • Grand Hotel • Jupiter Cruises • Ki Do Corporation • Kinh Do Bakery • Legend



Hotel, Saigon • Lotteria Vietnam • Maxim Bakery • Metro Cash & Carry Vietnam • Norfolk Group • Palm Garden Resort • Parkson Vietnam • Pho24 Corporation • Pizza Hut Vietnam • Saigon Tourist Holding Co • Starwood Hotels & Resorts • Tan Son Nhat Airport • Thao Bo Trading Company • The Ascott Group • V-MEX Company Limited • Vietnam Air Caterers • Vietnam Airlines Corporation • Vu Anh International Hospital • Windsor Plaza Hotel • Yasaka Saigon Nha Trang and many more...



This list is not exhaustive and contains only a selection of Food&HotelVietnam2007's visitors.

Rave Reviews from Exhibitors

"This show is excellent, one of the best. All the exporters are very happy. We are coming back, that is for sure – with a bigger booth!"

Ms. Margaret Say, Regional Director, USA Poultry & Egg Export Council, USA

"This is a really positive fair for us. This is our third time participating and the evolution in the Vietnamese market over that time is remarkable. Now we can communicate our sales message effectively and the possibilities for business are far greater!"

Mr. Maurice Gormez, Managing Director, Vital & Zoon N.V. – S.A, Belgium

"We are happy with the number of sales leads that have been generated from the exhibition. We have met key decision makers and the outcome is over our expectations! We will definitely return in 2009!"

Mr. Nguyen Tien Hung, Sales Manager, Reliable Technologies Corp, Vietnam

Food&HotelVietnam2009 @ a Glance

As the unrivalled sourcing ground and networking trade event for food and hospitality trade professionals in Vietnam, the 5th edition of Food&HotelVietnam is expected to unleash opportunities for your business. **Join us as an exhibitor today and be recognised as a market leader in Vietnam!**

No. of exhibiting companies: **280** of which **80%** are overseas participants

No. of exhibiting countries / regions: **21**

Group participation: **12** No. of visitors: **8,500**

Note: The above figures are based on projected statistics and is intended to serve as a guide only.

More Than Just an Exhibition – Food&HotelVietnam Adds Value to Your Investment!



Vietnam Barista Competition

NEW at Food&HotelVietnam2009!

For the first time at Food&HotelVietnam2009, we will be launching the Vietnam Barista Competition. Jointly-organised by Singapore Exhibition Services and Kerry Ingredients, this inaugural competition will showcase the expertise, creativity and talents of the top baristas in Vietnam. Watch the 'masters of the trade' as they unveil the art of brewing and serving specialty coffee.



AM! CONTACT US FOR SPACE BOOKING TODAY!

Meet, Interact and Network with Key Decision Makers from the Following Sectors:

Bakery / Confectionery

Consultants

Hospitality Management

- Fast-food outlets
- Hotels / Resorts
- Restaurants / Cafés / Bars / Clubs

Importers / Wholesalers /

Distributors

- Bakery and confectionery equipment and supplies
- Food and drinks
- Foodservice equipment and supplies

Institutional Catering

- Airlines / Cruise lines / Offshore catering
- Government

- Hospitals

- Industrial catering

- Military

- Schools

Retailers

- Department stores
- Grocery / Convenience stores
- Specialty Foods
- Supermarkets / Hypermarkets



Thumbs-Up from Buyers

"I am a regular visitor to the exhibition and I came this year to source for new food suppliers and distributors. I found that the exhibition offered a good spread of international exhibiting companies, and even on the final day of the show I can see many visitors streaming into the halls. A successful show!"

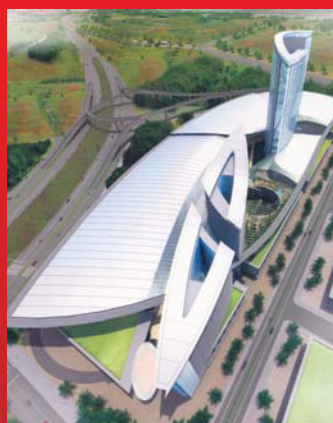
Ms. Cassie Sia, Area Financial Controller, Somerset Ho Chi Minh City, Vietnam

"I met many key and potential exhibitors who brought in unique and new products such as organic foods for the Vietnamese market. As compared to last year, the presence of new products has definitely increased!"

Ms. Dinh Thi Minh Quang, Director, Thao Bo Trading Company, Vietnam

"This is my 3rd visit to Food&HotelVietnam and I found the show to be comprehensive, featuring a wide spectrum of products and supplies. I have found new equipment that will improve my business. I will definitely visit Food&HotelVietnam in 2009!"

Mr. Le Chi Linh, Vice General Director, Ben Tre Tourism Joint Stock Co, Vietnam



About The New Venue

For the first time, Food&HotelVietnam2009 will be held at Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City. Located in the heart of Phu My Hung New City, SECC will be the largest, the most modern exhibition and convention center in the south of Vietnam. SECC is only 15 minutes from the centre of Ho Chi Minh City, 30 minutes from Tan Son Nhat International Airport. More information about SECC can be found at: <http://www.secc.com.vn/location.htm>

Saigon Exhibition & Convention Center (SECC)

799 Nguyen Van Linh Parkway, Tan Phu Ward, District 7, Ho Chi Minh City, Vietnam

About The Organisers



**Successful Events for Asia
Singapore Exhibition Services Makes
Them Happen**

Singapore Exhibition Services (SES), a member of Allworld Exhibitions Alliance, is Asia's top organiser of trade events with a diverse portfolio of exhibitions and conferences. www.sesallworld.com

Local Organiser



VCCI Exhibition Services Co Ltd – Vietchamexpo is one of Vietnam's leading organiser of trade shows and promotional activities, with an outstanding reputation in marketing services.

Organiser:



**Singapore Exhibition
Services Pte Ltd**

47 Scotts Road, 11th Floor Goldbell Towers,
Singapore 228233

Tel: +65 6738 6776

Fax: +65 6732 6776

Email: events@sesallworld.com

Contact: Ms. Ting Siew Mui

Local Organiser:



**VCCI Exhibition
Service Co Ltd**

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Ho Chi Minh City, Vietnam

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Email: events@vietcham-expo.com

Worldwide Associate:



**OES Overseas Exhibition
Services Ltd**

12th Floor, Westminster Tower
3 Albert Embankment

London SE1 7SP, United Kingdom

Tel: +44 20 7840 2143

Fax: +44 20 7840 2111

Email: apple@oesallworld.com

Contact: Ms. Alexandra Hellyer

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We are moving. New address effective from 15 July 2008:

No. 1 Jalan Kilang Timor, #09-02 Pacific Tech Centre, Singapore 159303

Tel: +65 6738 6776 • Fax +65 6732 6776 • Email: events@sesallworld.com

All information stated in this collateral is accurate at time of print and may change without prior notice.

Book Your Prime Location Now!



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EARLY BIRD SPECIALS

Book your space before 1 Oct 2008 to enjoy these special rates!



Space Rental

(Rent this space to build your own stand, carpet not included)

SGD 480 per sqm

Early Bird Rate
SGD 430 per sqm



Space Rental + Shell Package

SGD 540 per sqm

Early Bird Rate
SGD 490 per sqm



Space Rental + Standard Package

SGD 558 per sqm

Early Bird Rate
SGD 508 per sqm

Terms for Early Bird Space Application

Application and Payment

The Early Bird is valid for contracts signed and returned by 1 Oct 2008.

The payment structure is as follows:

- 10% before / on 1 October 2008
- 30% before / on 1 January 2009
- 60% before / on 1 June 2009

Payment by

- Banker's draft (drawn on a Singapore bank account) in SINGAPORE DOLLARS payable to: **Singapore Exhibition Services Pte Ltd**
- Direct funds transfer in SINGAPORE DOLLARS only to: **Singapore Exhibition Services Pte Ltd**
Bank Account No.: 01-060-2565-1
Swift Address: SCBLSGSGXXX
The Standard Chartered Bank (Battery Road Branch)
6 Battery Road, #01-01, Singapore 049909

Changes

An alternative location may be proposed by the Organiser should there be an increase or reduction in space requirements.

(A) Space Reduction

1. For exhibitors who reduce their space requirements from that already contracted, the Early Bird rate will apply to the remaining final amount of space taken.
2. However, any reduction of space contracted is considered as space cancelled; and cancellation charges as stipulated in our Space Contract will apply.

(B) Space Increase

For exhibitors who increase their contracted space after the Early Bird deadline of 1 October 2008, the following guidelines will apply:

1. The Early Bird rate will apply for any increase of space up to 50% of the original space contracted.
2. The Early Bird rate will not apply for the portion of space increase beyond 50% of the original space contracted. For this additional amount of space, the published rate will apply.

REPLY FORM

Book a stand now! Fax your reply to **+65 6732 6776** or **+44 20 7840 2111**

Yes! I am interested in:

Exhibiting. Please reserve _____ sqm for my company. (min. 9 sqm)

Visiting. Please send me more information closer to the event.

Name:		Job Title:	
Company:			
Address:			
			Country:
Tel:	Fax:	Email:	
Website:			
Products / Services:			

Or Attach Your Business Card

For more information on exhibiting at Food&HotelVietnam2009,
contact your nearest Allworld Alliance office:

Organiser:



Singapore Exhibition Services Pte Ltd
47 Scotts Road, 11th Floor Goldbell Towers, Singapore 228233
Tel: +65 6738 6776 Fax +65 6732 6776
Email: events@sesallworld.com
Contact: Ms. Ting Siew Mui

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Worldwide Associate:

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Our Local Sales Representatives

AUSTRALIA

EXPORT SOLUTIONS

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Ctc: Mr. Philip Litton

Export Solutions has local offices in Perth, Adelaide, Melbourne, Canberra, Sydney and Brisbane – visit www.exportsolutions.com.au for more details

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TAIWAN

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Ctc: Ms. Connie Lee

THAILAND

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Fax: +662 444 4541
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Ctc: Ms. Natprapa Yokputtaraksa

USA

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VIETNAM

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