



Vietnam International Premium Products Fair 2018

Premium Consumer Goods, Gifts, and Homeware Fair

May 31 - June 3, 2018 | SECC Hall A, Ho Chi Minh, Vietnam

Exhibition Overview

Show Overview

Title	Vietnam International Premium Products Fair 2018 (VIPREMIUM 2018)		
Dates	May 31 – June 3, 2018	Venue	Saigon Exhibitions & Convention Center (SECC) Hall A, Ho Chi Minh, Vietnam
Organizer	Coex Co., Ltd, Korea International Trade Association (KITA)	Expected Scale	350 companies, 400 booths (8,800 sqm)

Exhibit Items

Exhibit Items are consumer goods in the sectors of Food & Beverage, Cosmetics, Fashion & Accessories, Households goods, IT or Electronic devices and more



Sales Promotion
/Gift Items



Kitchenware/
Home Appliance



Living/
Home Interior



Beauty/Cosmetics



Fashion/Accessories



Baby/Kids



Stationery/
Office Supplies



Premium Food and Beverage



Smart IT

Buyer Profile



Various buyers with verified purchasing power in retail, trade, and manufacturing industries are recruited and both domestic and overseas buyers from neighboring ASEAN countries will be invited to "Hosted Buyer Program".



Why Vietnam?



Young consumer country with large domestic market

- Large population of over 95 million
- Young Population (Median Age of Population : 30)
- Low wage costs



Expansion of the consumer goods market as a result of income increase

- More than 6% annual average growth in GDP per capita
- Vietnam's consumer goods market reached USD 117.6 billion in 2016, which is 10.2% higher than that of the previous year, and showing an annual growth rate of 8-10%



Establishment of Business Export Platform instigated through the Korean Wave Boom

Club Information

What's 'P Club'?

- ▶ The 'P Club' is a VIP club for buyers attending International Premium Products Fairs organized by COEX in Seoul (March, SIPREMIUM), Ho Chi Minh (May, VIPREMIUM) and Bangkok (October, APREMIUM), Jakarta (November, JIPREMIUM).
- ▶ Members of 'P Club' can take advantage of participating in specialized 1:1 business matching program with exhibitors.

Club Benefits



VIPREMIUM VIP Pass



VIP Exclusive Registration Desk



P Club Members Only Lounge



Special Souvenirs



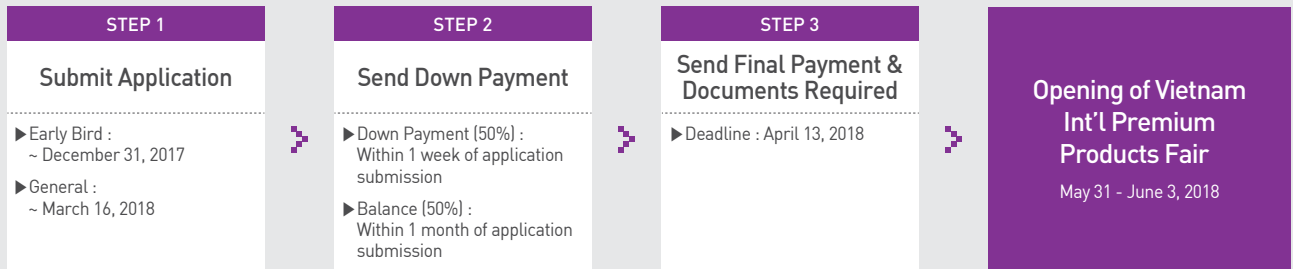
1:1 business matching with exhibitors and free access to seminars



Specialized service as P Club members at all three International Premium Products Fairs

Participation Guidelines

Participation Process



✉ Submit Application to Vietnam International Premium Products Fair 2018 Secretariat via email or fax.
 E. vipremium@coex.co.kr F. +82-2-6944-8302

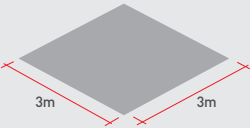
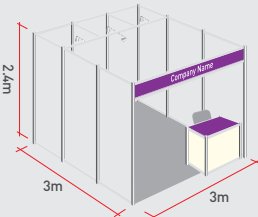
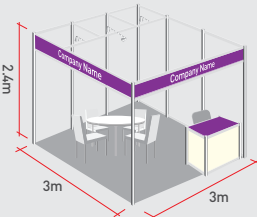
Booth Fees and Deadline

Deadline	Space Only	Shell Scheme	Premium Booth (6 booths minimum)
Early Bird Registration (Due Dec. 31, 2017)	USD 2,400	USD 2,700	USD 3,600
General Registration (Due Mar. 16, 2018)	USD 2,600	USD 2,900	USD 3,800

* Minimum units for a Space Only Booths : Two or more booths

* Corner Booth (Two Sides Open) : USD 300 additional charge

Booths Types

Category	Space Only	Shell Scheme	Premium Booth
Booth Image			
Specifications	<ul style="list-style-type: none"> • Only raw space will be provided (Unit : 3m x 3m/booth) • Extra stand construction is possible under the permission of the organizer • Additional facilities should be applied separately if necessary 	<ul style="list-style-type: none"> • Standard Shell Booth will be provided • Specifications : <ul style="list-style-type: none"> - Company Signboard - Pytex carpeting - Information desk (1) - Chair (1) - Standard lightings (electricity included, 1kw) - Power outlet (1) - Trash bin (1) • Additional facilities should be applied separately if necessary 	<ul style="list-style-type: none"> • Specialized Premium Booth design will be provided • Specifications : <ul style="list-style-type: none"> - Company Signboard - Pytex carpeting - Information desk (1) - Consultation Table (1) - Chair (4) - Standard lightings (electricity included, 1kw) - Power outlet (1) - Trash bin (1) • Additional facilities should be applied separately if necessary

Vietnam International Premium Products Fair 2018 Secretariat

T. +82-2-6000-8002 F. +82-2-6944-8302 E. vipremium@coex.co.kr W. www.vipremium.com