



VIETNAM
RETAILTECH+FRANCHISE
 Vietnam Int'l Retailtech and Franchise Show 2018

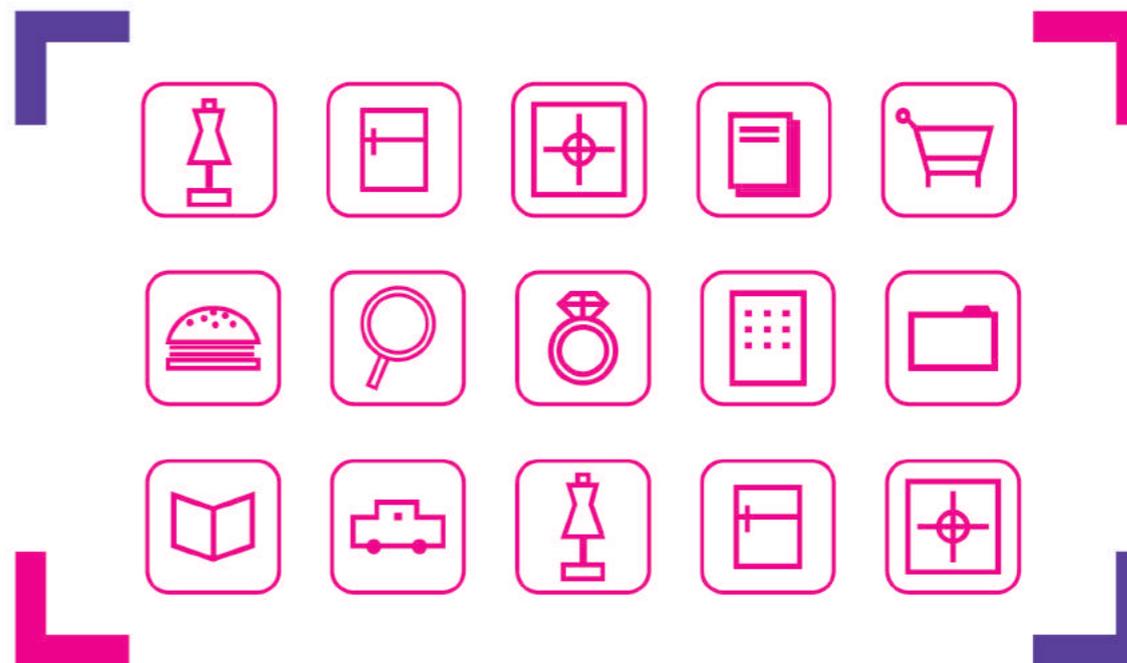
May 31 Early Bird Registration Deadline	Aug 31 General Registration Deadline	Sep 31 Directory Entry Form, Request for Additional Services, Final Payment Submission Deadline	Oct 30-31 Construction & Installation of Booths	Nov 1-3 Opening of VIETRF 2017	Nov 3-4 Dismantling of Booths & Removal of Exhibit
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VIETRF 2018 Secretariat

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www.vietrf.com



VIETNAM INTERNATIONAL RETAILTECH + FRANCHISE SHOW 2018

Nov 1^{Thu} - Nov 3^{Sat}, 2018
 SECC, Ho Chi Minh City, Vietnam

Organizer

www.vietrf.com

WHY VIETRF 2018?



The LARGEST Retailtech + Franchise Show in Vietnam!
Seeking BEST RESULTS: Through **Specialized 1:1 Business Matching Program!**
VIETRF 2018 can provide you with the **BEST** business platform in Vietnam!

- V VALUABLE**
32,000 leading distributors and franchise buyers from 24 countries participated in VIETRF 2017. VIETRF 2018 will be filled with even more **opportunities to meet valuable buyers** with purchasing power.
- I INFORMATIVE**
Presenting **case studies of successful strategies for entering the Vietnamese market**, VIETRF will provide both practical and professional seminars.
- E EFFECTIVE**
More than **90% of VIETRF 2017 participants have shown us their satisfaction** with the show and **79% has shown their interest in re-participating** in VIETRF 2018.
- T TREND-CATCHER**
VIETRF 2018 is a place where exhibitors can find the **latest local market trends** and acquire all the related business information.
- R RELIABLE**
Coex's specialized & customized program ensures the best results for the exhibitors. For the **one-on-one biz-matching program**, we will arrange various meetings with specific buyers and suppliers you desire to meet.
- F FAST-TRACK**
We provide consultation services for market penetration and **opportunities to find new business partners**.



Show Overview



- Title** \ The 10th Vietnam International Retailtech + Franchise Show, **Abbreviated as VIETRF 2018**
- Venue** \ Saigon Exhibition & Convention Center (SECC), Ho Chi Minh, Vietnam
- Dates** \ November 1st - November 3rd, 2018
- Local Partner** \ VINEXAD- Ministry of Industry & Trade, Vietnam
- Organizers** \ KITA (Korea International Trade Association), Coex, AVR (Association of Vietnam Retailers)
- Buyer Profile** \
 - Department stores, shopping centers, hypermarkets, supermarkets, convenience stores
 - Store owners: Restaurants, cafes, bars - lounges, fashion stores, beauty - health stores, Other specialized retail- item stores: pharmacy, phone - electronic stores...
 - Preliminary founders, investors, occupants
 - Multinational retail and franchise businesses, franchise experts
 - Importers, traders, distributors
- Concurrent Events** \
 - 1:1 Biz-matching Program
 - Key Buyer Zone
 - Retail and Franchise-related Seminars
 - Consulting Programs for Local Expansion
- Co-located Show** \ Coffee Expo Vietnam 2018

Exhibit Items

VIETNAM RETAILTECH

- Retail Tech-Equip**
POS, Barcode system, Gate Entry solutions, Sales order processing, RFID system, Smart card Technology, Retail software application, Self-service system, Robotic Kiosk, Security system, Cooling-heating cabinet, Retail lighting system, In-store packaging machine, Kitchen solution, Digital signage
- Retail Store Furnishing**
Display racks, Showcases, Cooling and heating cabinets, Carts, Packing machines, Mannequins, Wallpaper, Lights, Signage
- Retail Service**
Retail design new store & remodel service, Retail online customer care service, Marketing solution, Real estate service, Consulting - Law - Audit service, Supply chain management service
- Internet Retailing**
E-commerce platform and solutions, Online payment / banking solutions, Supply chain / inventory / logistics management, Digital marketing, Website, CRM Solutions, Direct Mailling solutions

VIETNAM FRANCHISE

- Food & Beverage**
Fast food, Vietnamese and international cuisine, Cafes, Bars
- Beauty & Health**
Hair & Make-up salons, Cosmetics, Spa, Organic food, Health-maintenance equipment
- Fashion**
Clothing, Shoes, Accessories
- Retail & Wholesale**
Shopping centers, Supermarkets, Large discount stores, Department stores, Convenience stores and road shops
- Start-up Concept**
In retail field
- Edu-Training-Consultation Service, Others**
Various educational business (Children's education, Higher education and professional training)
- Other Specialized Retail**
Automotive & Motorcycle repair shops and other specialized franchise stores

Results from VIETRF 2017

Results from 2017

- Dates** \ June 1st - June 3rd, 2017
- Venue** \ Saigon Exhibition & Convention Center (SECC), Ho Chi Minh, Vietnam



Business Meeting Results



Participation Guideline

Application & Contract Guideline

Participation Procedure



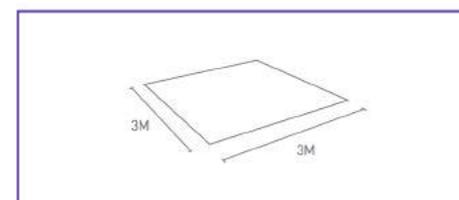
Application Submission Submit the application to VIETRF 2018 office via email.
Contact T +84.9.345.11953 E nhanlieu@coex.vn

Application Guideline

Participation Fee

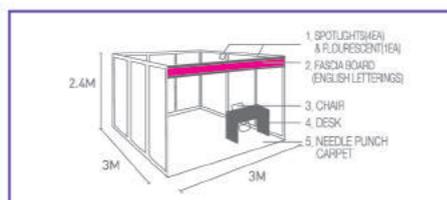
Category	Booth Type		
Application Deadline	Space Only	Shell Scheme	Sponsorship Booth
Early Bird Registration: May 31, 2018	\$ 2,400	\$ 2,600	\$ 3,000
General Registration: Aug 31, 2018	\$ 2,600	\$ 2,800	

Booth Information



Space Only

- Provides only exhibition space
- Install a separate booth after receiving approval of the organizer
- Utilities and additional services can be requested at an additional charge



Shell Scheme

- Basic type of booth is provided
- Booth Specification
 - Fascia board
 - Carpet flooring
 - 1 information desk with 2 chairs
 - Fluorescent lights with electricity up to 1kw
 - 1 power outlet and waste basket
- Utilities and additional services can be requested if necessary

Premium Booth

- Same specification as shell scheme booth or space only booth
- Adding marketing benefits. Please contact the Organizer for more details

Payment Information

Submit application form and begin with payment procedure

Payment Procedures

- Down Payment**
Due within 7 days of application form submission
- Final Payment**
At least 30 days before opening day of VIETRF 2018
- Utilities and Additional Services**
Due within 7 days of application submission

Make Payment to

In Korea :
 ■ Account Name : COEX
 ■ Account NO. : 140-000-113217
 ■ Bank Name : SHINHAN BANK,
 WORLD TRADE CENTER BRANCH, Seoul, Korea
 ■ Swift code : SHBKRRSE

In Vietnam:
 ■ Account Name: VINEXAD
 ■ Account No: 0021000000172
 ■ Bank Name: Vietcombank Hanoi, Vietnam
 ■ Swift Code: BFTVVNVX

Marketing & Promotions

Marketing & Promotion

Online Promotion

- Web banner & articles on major news websites such as Vnexpress, Dan Tri
- E-newsletter (Kor./Eng./Vn.) to 100,000 DB
- SMS marketing
- Radio advertisement
- Release of show documentaries and advertisements on TV
- SNS promotion
- Co-operated online marketing with related associations

Offline Promotion

- Full page advertisements & articles on Thanh Nien, Nhiep Cau Dau Tu, Businesswoman magazine
- Promotion to relevant associations and organizations
- Direct Mailing [15,000 DB]
- Distributing invitation tickets [120,000 tickets]
- Installing street banners
- Billboard marketing at large offline retailers
- Video commercials on landmark buildings in main districts in HCMC
- Operating a group of official supporters

National Pavilion Package

Our National Pavilion Package provides overseas exhibitors with additional benefits & services

All national trade promotion agencies and foreign embassies are eligible for the National Pavilion Package benefits.

Package benefits include all of the following:

- E-newsletter promotion
- Biz-matching program
- Complimentary website advertising
- Hotel, city tour & interpreter
- Complimentary press release via Coex's media partners
- Upgraded booth stand