

Vietnam Int'l Baby & Kids Fair 2014

1. Show Overview



- **Exhibition Name** Vietnam International Baby & Kids Fair
- **Organizer** Coex / SEGE Fairs Co.,Ltd. / VINEXAD (Local Partner)
- **Date** 30th Oct ~ 1st Nov, 2014
- **Venue** SECC, Ho Chi Minh City, Vietnam
- **Scale** 12 Countries / 95 Companies / 142 Booths
- **Visitors / Buyers** 17,700 / 203
(* The number of buyers is reflected who registered 'One on One Biz-matching Program'.)
- **Concurrent Event** The 6th Vietnam International Retail + Franchise Show



1. Show Overview

■ Exhibit Profile

Baby Products

- Pregnancy Related Products
- Antenatal Related Goods
- Baby Care Supplies
- Safety Supplies
- Franchise Service

Kid Products

- Food
- Furniture
- Toys
- Appliances
- Character Goods & Animation

Edu Products

- Learning Program
- Publication
- Teaching Tools of Arts, Music and Athletic
- Education Institution Supplies

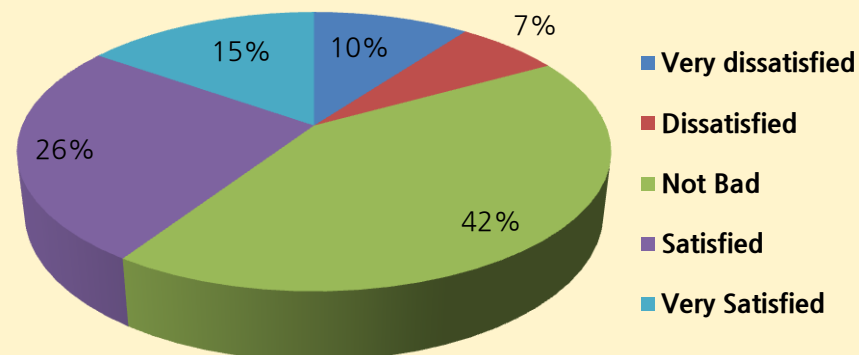


2. Exhibition Survey Result

■ Participation Effect

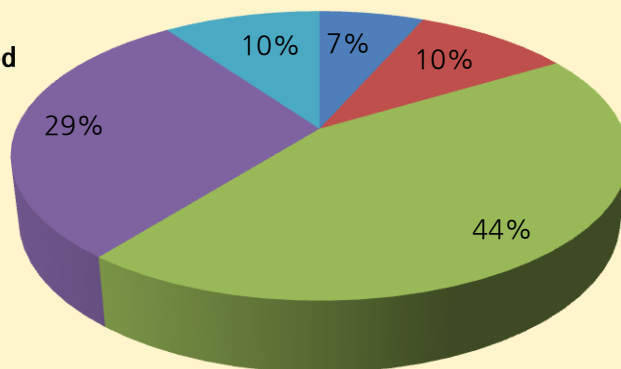
Category	Frequency	Rate
Very Dissatisfied	6	10.2%
Dissatisfied	4	6.8%
Not Bad	25	42.4%
Satisfied	15	25.4%
Very Satisfied	9	15.3%
Total	59	100.0%

Participation Effect



Visitors / Buyers

- Very dissatisfied
- Dissatisfied
- Not Bad
- Satisfied
- Very Satisfied



■ Visitors / Buyers

Category	Frequency	Rate
Very Dissatisfied	4	6.6%
Dissatisfied	6	9.8%
Not Bad	27	44.3%
Satisfied	18	29.5%
Very Satisfied	6	9.8%
Total	61	100.0%

2. Exhibition Survey Result

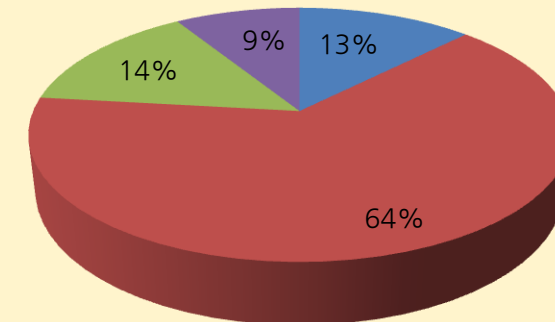


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Will you participate in VIET BABY FAIR 2015?

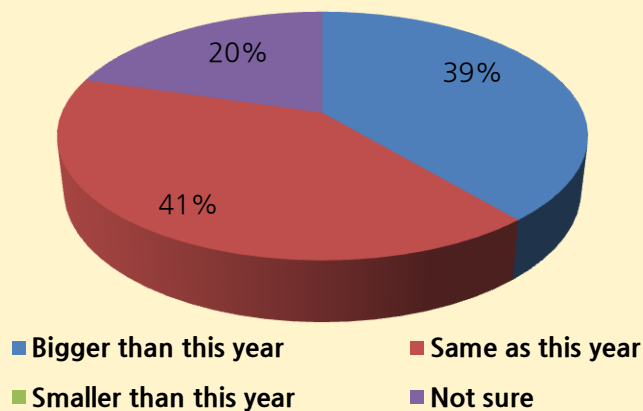
Category	Frequency	Rate
Yes	7	12.5%
Positively considering	36	64.3%
Not sure	8	14.3%
No	5	8.9%
Total	56	100.0%

Will you participate in VIET BABY FAIR 2015?



■ Yes ■ Positively considering ■ Not sure ■ No

Estimated Booth Size in Baby fair 2015



Estimated Booth Size in Baby fair 2015

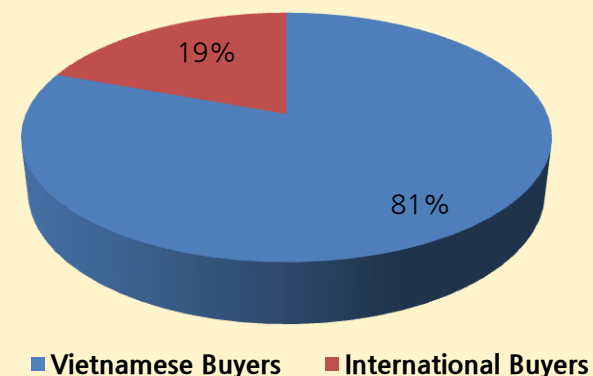
Category	Frequency	Rate
Bigger than this year	21	38.9%
Same as this year	22	40.7%
Smaller than this year	0	0.0%
Not sure	11	20.4%
Total	54	100.0%

2. Exhibition Survey Result

Number of Business Meeting Buyers

Category	Number	Rate
Vietnamese Buyers	1,721	80.6%
International Buyers	413	19.4%
Total	2,134	100.0%

No. of Business Meeting Buyers



Participation purpose

Category	Very Disagree	Disagree	So-so	Agree	Very Agree
To search for new buyers	5.3%	0.0%	15.7%	10.6%	68.3%
Product promotion	2.8%	5.6%	20.5%	39.9%	31.2%
Company promotion and to improve company image	8.1%	5.4%	23.4%	27.0%	36.0%
To search for business partner	3.7%	2.8%	20.6%	17.5%	55.4%
Market research	3.7%	7.5%	16.9%	36.6%	35.3%

3. Exhibition Pictures



Vietnam Int'l
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2014

Booths



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Vietnam Int'l
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■ Seminar



3. Exhibition Pictures

■ Seminar



3. Exhibition Pictures



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■ Seminar



3. Exhibition Pictures

■ Seminar



3. Exhibition Pictures



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■ Seminar



3. Exhibition Pictures



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■ Background Overview



3. Exhibition Pictures



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- Background Overview



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■ Background Overview



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Background Overview



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■ Background Overview



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4. Vietnam Int'l Baby & Kids Fair 2015



Vietnam Int'l
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2014

- **Exhibition Name** The 2nd Vietnam International Baby & Kids Fair 2015
- **Organizer** Coex / SEGE Fairs Co.,Ltd. / VINEXAD (Local Partner)
- **Date** 5th Nov ~ 7th Nov, 2015
- **Venue** SECC, Ho Chi Minh City, Vietnam
- **Estimated Scale** 15 Countries / 120 Companies / 180 Booths
- **Expected Visitors / Buyers** 25,000 / 1,000
(* The number of buyers is reflected who registered 'One on One Biz-matching Program'.)
- **Concurrent Event** The 7th Vietnam International Retail + Franchise Show 2015

Xin Cam On!