coex SEGE FAIRS Vinesad webtretho me&con

VIETBABY

VIETNAM INT'L MATERNITY · BABY & KIDS FAIR

SUMMARY REPORT

2 - 4/11/2017 SECC • HCMC, VIETNAM

facebook.com/vietbabyfair

www.vietbabyfair.com

2017

SHOW OVERVIEW VIETBABY

THE 5TH VIETNAM INT'L MATERNITY • BABY & KIDS FAIR

VENUE SECC (Saigon Exhibition & Convention Center) **DATE** Nov 02 - 04, 2017 (Thursday to Saturday)

WEBSITE www.vietbabyfair.com.vn **FACEBOOK** facebook.com/vietbabyfair

12 Countries	186 Companies	314 Booths	6,645 Trade Buyers	32,592 Visitors/ Consumers

ORGANIZERS

coex · SEGE FAIRS · Vinasad · webtretho · me & con

MEDIA PARTNERS

HOME tv · popsworldwide · pops kids · Taste & event · Saigon Shopping · UNIMEDIA · young · Doanh nhân · vietopia · Alan.vn · lamchame · hạ nữ tiên đăng · PHỤ NỮ NGÀY NAY

TRANSPORTATION SUPPORTER

UBER

EXHIBIT PROFILE

BABY PRODUCTS

- Pregnancy related products
- Antenatal related goods
- Baby care supplies
- Safety supplies
- Franchise service

KID PRODUCTS

- Foods
- Furniture
- Toys
- Appliances
- Safety supplies

EDU PRODUCTS

- Learning program
- Publication
- Art, music and athletic
- Educational institution supplies

EXHIBITION OVERVIEW:

SURVEY RESULT

- Baby Product - 31%
- Kids Product - 52%
- Education Product - 15%
- Others - 2%

- Yes - 24%
- Positively considering - 55%
- Not sure - 17%
- No - 4%

- To search for new buyers - 18%
- Product Promotion - 19%
- Education Product - 15%
- Promote & improve company image - 20%
- To search for business partners - 16%
- Market research - 15%
- Others - 12%

- Good - 81.8%
- Very Satisfied - 16.9%
- No Satisfied - 1.3%

EXHIBITORS REVIEWS:

YAYA CORPORATION
I-angel has been to plenty of exhibitions abroad, but I think that this exhibition in 'Ho Chi Minh' especially means a lot. In a country where there are many new-born, an exhibition like Vietbaby Fair would be meaningful for all the Korean companies to participate in.

DIANA UNICHARM:
We are Diana Unicharm – a brand with Mom and Baby products. The exhibiton this year very good at preparation of organizers, operation and security, and visitors of 3 days: 2nd 3rd and 4th are very crowded. There are about 1000 visitors come to our booth to buy products and experience product consultation so the sales are also very good.

LONG THUY L-T:
Long Thuy L-T is a company specializing in manufacturing and distributing toys in Vietnam for children. In my opinion, the VietBaby Fair this year is very successful, from the operation to the service is very good. We will probably continue to participate in the exhibition next year - 2018.

VISITOR REVIEWS:

Ms. Ngoc Han:
"This is the first time I visited this exhibition. I got all information about this exhibition through facebook. When I came here, I saw a lot of good products and services for mom and baby. Inadvertently, I received a free foot massage voucher from a booth in this exhibition and after the massage I feel very comfortable."

Ms. Cam Tu & Mr. Hoang Vinh:
"This is my first time to be here, I found many useful stuff and I bought many things for baby, prepare to be a mother in a best way in future. I'm very satisfied."
"I know the information of this event through facebook and online magazine."

Mrs. Tuong Vy:
"This is second time I'm here. Last year the service was very good, this year as well. The number of booth of this year is more than last year. Thanks to the sponsors for facilitating families have babies can borrow the trolleys. It's very convenient for us."

- ~ 20 (11%)
- ~ 30 (62%)
- ~ 40 (20%)
- ~ 50 (7%)

- Pregnancy (21%)
- 1 month old - 3 years old (40%)
- 4 - 9 years old (27%)
- 10 - 13 years old (6%)
- Older than 14 years old (6%)

- Attend seminar, event (26%)
- Shoppers (59%)
- Entertainment activities (13%)
- Charity (1%)
- Others (1%)

- < 10 millions (34%)
- 10 - 20 millions (36%)
- > 20 - 30 millions (15%)
- > 30 - 40 millions (6%)
- > 40 millions (9%)

BUYER ANALYSIS

BUSINESS MEETINGS

6,645

Total Contracts Discussed Amount

20,759,700 USD

Total Contracts Amount Expected to be signed within 1 year

3,973,200 USD

VISITOR ANALYSIS

TOTAL

32,592

VISITORS

SEMINAR & EVENT ANALYSIS

TOTAL

14

SEMINARS & EVENTS

THURSDAY - NOV 2ND, 2017

webtretho — **Prenatal Class:** "Pregnancy Nutrition"

BWT — **Seminar:** "The importance of fresh water for baby and kid"

FRIDAY - NOV 3RD, 2017

webtretho — **Prenatal Class:** "Giving birth is not hard"

Care with love — **Workshop:** "Pregnancy Massage: A guide for couples"

SATURDAY - NOV 4TH, 2017

Kawaii — **Workshop:** " Early Education with Japan style" - Games

webtretho — Birthday Party for kids born in November
Big Birthday Cake - Gifts for kids - Perfomances

webtretho — Cartoon Cinema

Z ウォーター Z WATER — Family games

newis — Play games with the Clown

Care with love — **Workshop:** "Simple way to bath your newborn at home"

kidsme — Active weaning with Kidsme

e care — **Seminar:** "The importance of first teeth"

webtretho — Mascot Roadshow

Vietopia — Gala Night - Vietopia Performance - Circus - Magic Show

CONCURRENT EVENTS

HAPPY SHOPPING

Visitors can get shopping coupons once they purchase in the exhibition. The amount of payment will be exchanged to shopping coupons.

With > 300 points: 1 time Lucky Draw
> 500 points: 2 times Lucky Draw

LUCKY DRAW

CONCURRENT EVENTS

CHARITY DONATION

In VIETBABY FAIR 2017, we were pleasured to sponsor the products for children in SOS Village, valued as **53,772,600 VND**

PHOTOZONE

TOTAL

485

PEOPLE JOINED

CONCURRENT EVENTS

PREGNANT CARE

MASSAGE AREA

BABY MASSAGE

FoArt
Eco-friendly Furniture

jump arena

PLAYGROUND

LEGO®

We would like to express our sincere thanks to all **Exhibitors, Buyers, Supporters, Media Partners & Visitors** for supporting and contributing to the success of

VIETBABY

SEE YOU AGAIN

MAY 31 - JUN 3/ 2018