

## WHY VIET NAM SOURCING?

Over the years, Viet Nam has emerged as one of Asia's most reliable suppliers of processed foods; garments, textiles, fashion accessories; shoes, bags and luggage; sports and outdoors; household goods, and home decor products:

### 1. Agricultural Products and Processed Foods

Viet Nam is a leading global exporter of agricultural products, including rice, coffee, pepper, and cashew nuts, vegetables, fishery products, among others, with export turnover reached \$33.6 billion USD in 2022. The abundant raw materials, the adoption of advancements in science and technology, as well as government policies that promote sustainable agriculture have enabled the food processing industry to build its competitiveness, enhance product quality and meet the rising demands of export markets (vegan food, ready-to-eat food, frozen food, Halal food, nutrition food and drink, alternative proteins/plant based food...).

### 2. Garments & Textiles, Shoes & Leather, Fashion Accessories

Viet Nam has emerged as a significant player in the world's garments & textiles, shoes & leather value chain, with its products finding a market in over 180 countries and territories worldwide. In 2022, the country exported a total of \$37.6 billion worth of apparel and textiles, \$23.9 billion USD of shoes and leather, and \$4.1 billion USD of fashion accessories. Viet Nam's success can be attributed to its commitment to sustainable manufacturing practices, which have helped the country transition towards a more environmentally friendly and socially responsible approach to production. This shift has positioned Viet Nam for continued strong growth, with the potential to become one of the leading production centers in the world fashion industry and further enhance its reputation as a reliable and innovative player in the global value chain.

### 3. Sports and Outdoors

Viet Nam's sports and outdoors products sector is rapidly expanding and has become one of the fastest-growing areas for the country's exports. In

2022, exports of sports equipment and accessories alone reached \$4.2 billion USD, representing a remarkable increase of 45%.

As the demand for sports and outdoors products continue to grow globally, the relatively young industry is well-positioned to capitalize on this trend and emerge as a significant player in the global market.

### 4. Household Goods and Home Decor

Viet Nam has a strong export industry for household products, including furniture, home decor, kitchenware, plasticsware, glassware, and more. In 2022, Viet Nam's export revenue for furniture alone was estimated to exceed \$16 billion USD.

With over 10,000 enterprises and a skilled workforce, Viet Nam's household products industry is well-established and can produce a vast array of high-quality goods. The focus on quality and innovation has enabled Viet Nam to emerge as a significant player in the global household products market, attracting a growing number of customers sourcing for high-quality, competitively-priced products.

### 5. Supporting Industries

In recent years, the Vietnamese government has been proactively formulating policies to encourage the development of the support industry, creating a favorable environment for businesses to flourish. As a result, there has been a significant increase in the number of Vietnamese manufacturers who have demonstrated their ability to provide high-quality products and services to global industrial customers. These businesses have embraced modern technologies and management practices to enhance their efficiency and quality, enabling them to compete on an equal footing with other manufacturers in the region and effectively participate in the global production and supply chains.

## STRATEGIC PARTNERS OF THE EVENT

amazon

CENTRAL  
RETAIL

QUALITY AND TRUST  
TOPVALU  
by ZALORA

COSTCO  
WHOLESALE

Walmart

Coppel

T&T Foods

DECATHLON

Carrefour

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Viet Nam - Strategic Destination of the Global Supply Chains

## THE VIET NAM INTERNATIONAL SOURCING EXPO

VIET NAM SOURCING

13-15/09/2023

HALL B, SAIGON EXHIBITION &  
CONVENTION CENTER - SECC

799 Nguyen Van Linh Str.  
Dist.7, Ho Chi Minh City  
Viet Nam



REGISTER NOW!

HOST:  
MINISTRY OF  
INDUSTRY AND TRADE  
THE EUROPEAN - AMERICAN  
MARKET DEPARTMENT

ORGANIZER:  
APEX JOINT STOCK COMPANY





## EXHIBITION INFORMATION:

• Viet Nam International Sourcing 2023 is an event hosted by Ministry of Industry and Trade of Viet Nam with its ultimate mission to promoting the direct linkages between Vietnamese manufacturing and exporting enterprises with foreign retail distribution networks and importers. The event includes of a series of workshop, seminars, business matching activities and an exhibition known as "Viet Nam International Sourcing Expo".

• The Expo is a premier sourcing fair in Viet Nam, bringing together the leading manufacturers and exporters in the country. With 300 booths showcasing over 5,000 export-qualified products, visitors can explore a range of categories including processed foods; garments, textiles, fashion accessories; shoes, bags and luggage; sports and outdoors; household goods, and home decor.

• The Expo also features participation from leading logistics companies and supply chain service providers who offer value-added solutions to help exporters and sourcing enterprises optimize their operations, reduce costs and improve efficiency.

## COVERAGE:



Exhibit area:  
**8,000 sqms**



Exhibitors: **350+**



Participating  
Countries &  
Territories: **25+**



Visitors & Buyers:  
**8,000+**



Conferences  
& Seminars:  
**10+**



Exhibits: **5,000**  
export-qualified  
products



## VIETNAM - A STRATEGIC AND RELIABLE SOURCING DESTINATION OF THE GLOBAL SUPPLY CHAINS

• In recent years, Viet Nam has strongly transformed itself to emerge as a major center of the global production and supply chains, thanks to its ability to supply a wide range of world-class quality products at competitive prices.

• The implementation of 15 Free Trade Agreements with almost 60 countries and territories including EU, UK, ASEAN, China, India, Japan, Korea, Canada, Mexico, Australia... has provided Vietnamese-origin products with significant tariff preferences and competitive advantages over their competitors in the global market.

• Following the commitment made at COP26 to achieve net-zero emissions by 2050, Viet Nam has been making significant strides towards adopting sustainable manufacturing practices, including green production and consumption. These efforts have created a long-term competitive advantage for Viet Nam's export industries.

• Manufacturers from Viet Nam offer excellent workmanship at competitive rates and are more flexible with smaller order quantity requests compared to neighboring countries. Buyers can expect low labor costs from the country's highly specialized workforce.

• Companies seeking to diversify their global supply chains and adopting the "China Plus One" strategy will find Viet Nam's resilient and competitive market a promising land for businesses.

## EXHIBITORS:

- Vietnamese manufacturers & exporters produce goods that meet export standard.
- The foreign investment enterprises based in Viet Nam in related sectors.
- Pavilions of international retailers seeking to recruit suppliers in related sectors.
- Pavilions of key manufacturing economic regions.
- Supply chain service providers.
- Startup of home and fashion products.
- Suppliers of machineries, equipment, materials, services for Viet Nam manufacturing and supporting industry.



## VISITORS:

- Sourcing offices, purchasing experts of international retailers.
- International importers, wholesalers, distributors, traders.
- eCommerce Sellers.
- International trade delegations.
- Local manufacturers and traders who aspire to be suppliers to international retailers.
- Service company, consultants.
- Government agencies, associations, press.

## PARTICIPATING BENEFITS:

- The Exhibition will be an exclusive opportunity for visitors to meet with qualified manufacturers & exporters and source high-quality and innovative made-from-Viet Nam products.
- Identify reliable potential suppliers and sustainable sourcing partners to form long-term strategic partnerships.
- A series of workshop, seminars to be organized in 3 full days along with the exhibition will create practical experience to all visitors to learn more about the Vietnamese market and keep you updated on Viet Nam's industry trends and government trade legislations.
- The Exhibition helps Vietnamese suppliers with manufacturing capabilities to have face to face meetings with international buyers, enabling them to explore new business ideas and expand their opportunities for global exportation.
- The Exhibition will provide an exclusive opportunity for Vietnamese exporters to have free consulting services from the international sourcing experts

FIND OUT BUYERS INCENTIVES!



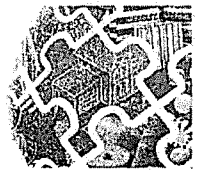
## KEY EXHIBITION SECTORS:

FOODS | GARMENTS, TEXTILES & FASHION ACCESSORIES | SHOES, BAGS & LUGGAGE



SPORTS & OUTDOORS | HOUSEHOLD GOODS & HOME DECOR | SUPPORTING INDUSTRIES





**TENTATIVE PROGRAMME**  
**VIET NAM INTERNATIONAL SOURCING 2023**  
*Venue: Saigon Exhibition & Convention Center (SECC)*  
*Date & Time: September 13-15, 2023, From 9am to 5pm daily*

<b>Wednesday, 13/09/2023</b>		
08:30 - 10:00	The International Conference on Viet Nam Sourcing 2023 “Viet Nam - The World's Emerging Sourcing Destination”	Hall A - SECC
10:00 – 10:30	The Opening Ceremony of Viet Nam International Sourcing Expo 2023	Hall A - SECC
10:30 – 12:00	Seminar on “Connecting Vietnamese Producers and Exporters to the Supply Chain of Central Retail”	Hall A - SECC
13:30 - 17:00	Viet Nam – US Trade Forum <i>Strengthening connections with US industrial and energy corporations</i>	Hall A - SECC
13:30 - 17:00	Onsite Business Meetings at Distributors’ Pavillion and on the Virtual Business Platform of the Exhibition	Business Matching Lounge - Hall B1 - SECC
17:30 – 20:00	Welcome Reception	
<b>Thursday, 14/09/2023</b>		
08:30 – 11:30	Viet Nam - Latin American Trade Forum <i>Potential for business cooperation with Retail Groups in Latin-America</i>	Hall A - SECC
13:30 - 16:30	Viet Nam – EU Trade Forum <i>Opportunities to expand supply chains with EU partners</i>	Hall A - SECC
13:30 - 15:30	Seminar on “Connecting Vietnamese Producers and Exporters to the Supply Chain of Walmart Group”	Hall A - SECC
15:30 – 17:30	Seminar on “Connecting Vietnamese Producers and Exporters to the Supply Chain of Asian and African Retail Groups”	Hall A - SECC
09:00 - 17:00	Onsite Business Meetings at Distributors’ Pavillion and on the Virtual Business Platform of the Exhibition	Business Matching Lounge - Hall B1 - SECC
08:00 - 17:00	Factory Visit Programme	In some provinces
<b>Friday, 15/09/2023</b>		
08:30 - 11:30	Seminar on “Connecting Vietnamese Producers and Exporters to the Supply Chain of Aeon Group”	Hall A - SECC
08:30 - 11:30	Seminar on “Connecting Vietnamese Producers and Exporters with Amazon”	Hall A - SECC
13:30 - 16:30	Seminar on “Bringing Vietnamese Agricultural Products and Processed Foods to International Retail and Distribution System”	Hall A - SECC
13:30 - 16:30	Seminar on “Bringing Vietnamese Fashion, Interior, Exterior and Homewares Goods to International Retail and Distribution System”	Hall A - SECC
09:00 - 17:00	Onsite Business Meetings at Distributors’ Pavillion and on the Virtual Business Platform of the Exhibition	Business Matching Lounge - Hall B1 - SECC
17:00	Closing of the Exhibition	