

# POST-SHOW REPORT 2024

[www.foodexpo.vn](http://www.foodexpo.vn)

better food, better life

**FOOD  
EXPO**  
VIETNAM

**FOOD  
EXPO**  
international

**13-16 November**

Saigon Exhibition &  
Convention Center

**SECC**





# 10-YEAR ANNIVERSARY

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A spectacular edition with outperformed results, marking a decade of accompanying the food community of Vietnam and the region.



We're thrilled to welcome...

**403**  
exhibitors

**525**  
stands

**11,000** sqm  
exhibition space



from

**19**

countries/territories

# TOP EXHIBITING COUNTRIES/TERRITORIES



Vietnam



Republic of Korea



European Union



Japan



Poland



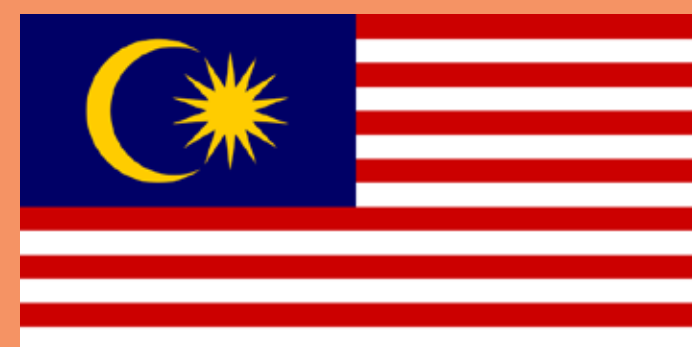
Russian Federation



India



China



Malaysia

# GUEST OF HONOR: EUROPEAN UNION (EU)

*"For the EU agri-food sector, Vietnam is one of the most interesting markets in Asia and this fair [Vietnam Foodexpo] will contribute to reinforce partnerships, promote a better mutual understanding and explore business opportunities."*

H.E. Julien Guerrier  
Head of EU Delegation to Vietnam





# EXHIBITOR PROFILE

by product sector

35.9%

Fine  
Food

29.5%

Food  
Ingred-  
ients

10.3%

Fruits &  
Vege-  
tables

8.5%

Drinks

8.7%

Tea &  
Coffee

5.1%

Seafood

1.2%

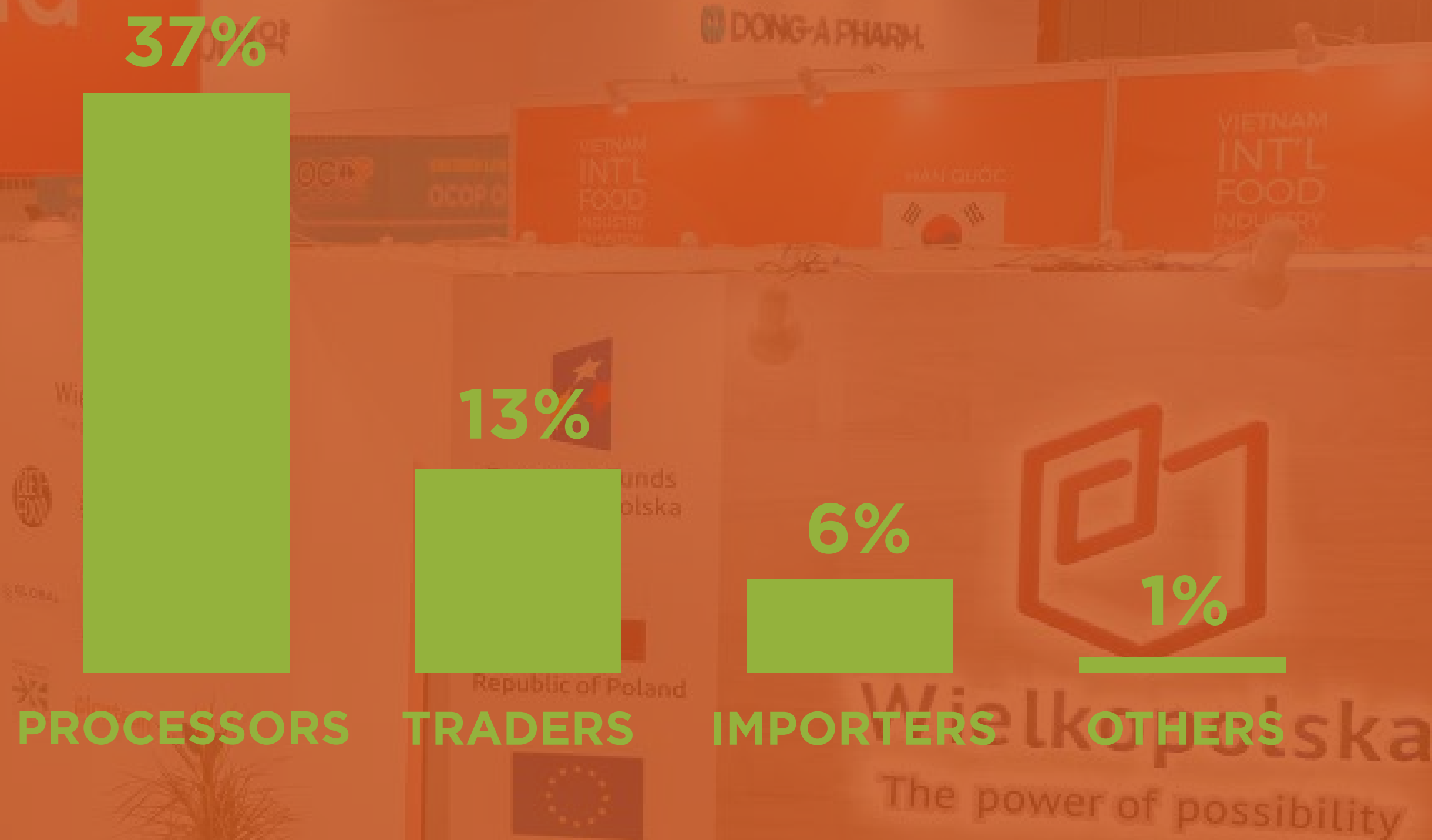
Food  
Tech-  
nology

0.8%

Others

**43%**

of the exhibitors  
were EXPORTERS



**EXHIBITOR PROFILE**  
by business nature

# 25,328

trade visitors

It's our great pleasure to receive the highest number of trade visitors ever!



# VISITOR PROFILE

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# 4,754

international  
visitors

FROM

# 43

countries/  
territories



# VISITOR PROFILE by origin

**86.8** %  
Vietnam & Asia

**5.2** %  
Europe

**4.6** %  
America

**1.5** %  
Oceania

**1.9** %  
Others



# TOP HOSTED BUYER DELEGATIONS

**4,396** domestic  
visitors

**883** international  
visitors



Vietnam



Republic of Korea



Japan



Singapore



Malaysia



Canada



United States



China





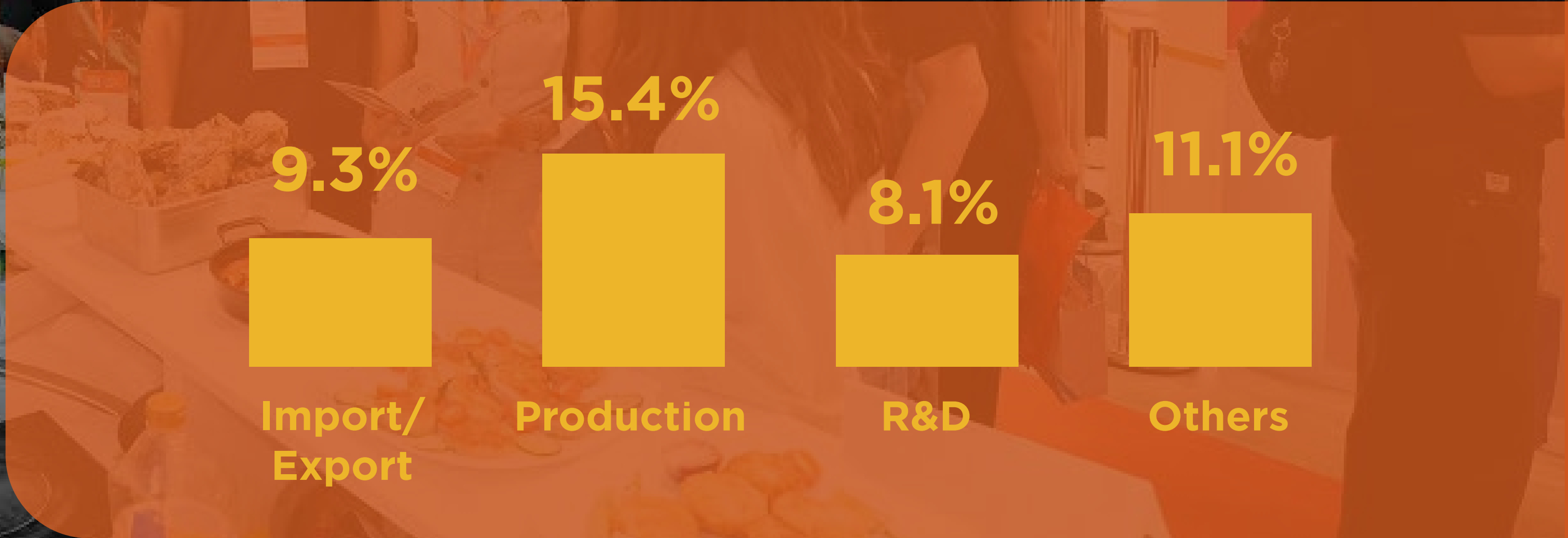
# VISITOR PROFILE

by business nature



**23.7%**  
Management

**32.4%**  
Purchasing



**VISITOR PROFILE**  
by key responsibility



# VISITOR PROFILE

by interest



“ Gaco has participated in Vietnam Foodexpo over the past 4 consecutive years. It has always been a journey to find export opportunities. Three years ago, Gaco participated with the mindset of learning and networking. But this year is completely different. With more practical experience, we secured an order of 5 containers per month on the very first day of the exhibition. This has been the most effective exhibition in Vietnam. ”

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PHAM AN  
GACO (Hong An Trading Production Co., Ltd)






**74.2%**

made contact with their  
target group visitors at  
Vietnam Foodexpo 2024

**EXHIBITOR'S EVALUATION**

A photograph of a trade show booth. A man in a black t-shirt is standing behind a white table, showing a product to two women. One woman is seated and writing on a notepad, while the other is standing and looking at the product. The booth has shelves in the background displaying various products. The image is overlaid with a semi-transparent green box containing text and a percentage.

rated "GOOD" or ABOVE on  
the Exhibition for improving  
exhibitor's brand recognition

**82.1%**

**EXHIBITOR'S EVALUATION**

# EXHIBITOR'S EVALUATION

68.3%

agreed that Vietnam Foodexpo 2024 helped them to find new buyers





NEXT EDITION

# VIETNAM FOODEXPO 2025

12-15/11/2025

