

Vietnam PrintPack

The 21st Vietnam International Printing & Packaging Industry Exhibition

27-30 September 2023

Saigon Exhibition & Convention Center (SECC)
Ho Chi Minh City, Vietnam

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 **Vinesad**

 **ORKERS**

Gain a Foothold in the Soaring Market with **VietnamPrintPack**

The 21st Vietnam Int'l Printing & Packaging Industry Exhibition

Since 2001, as the premier industrial exhibition in Vietnam, VietnamPrintPack has always been devoted to making the market more accessible to worldwide businesses and boosting the Printing and Packaging industry to explore the global demand. In 2023, the show will be back at Saigon Exhibition & Convention Center (SECC) on September 27th – 30th with live, in-person trade shows and a series of corporate events.

Organized by Ministry of Industry & Trade - Vinexad National Trade Fair & Advertising J.S.C (VINEXAD) and Yorkers Trade & Marketing Service Co., Ltd., the industry fair will offer exhibitors a one-stop platform to present their innovative and cost-effective products, fully cover different sectors of the whole supply chain such as from pre to post printing & packaging materials, accessories, equipment & machinery, finished products and many more. At the same time, a series of seminars, conferences, and networking programs will be brought for sharing industry insights and up-to-date technology, as well as building a high-quality B2B environment.



What You Choose **Always Matters**



- VietnamPrintPack has witnessed the drastic development of the market for 21 years and established the best B2B platform for the printing & packaging industry
- Organizer has 37 years of experience in holding large-scale trade and consumer exhibitions as well as promoting industries on in-depth levels
- Officially supported by many industry associations and government agencies
- An effective networking platform for all industry players to build world connections and business partnerships
- Opportunities for exhibitors to raise brands awareness and attract high-profile buyers & decision makers
- Attendees can easily collect valuable data and gain domain knowledge on the latest innovations in the industries

Vietnam At A Glance



Population:
97.34 million



Employment rate:
72.8 %



GDP:
271.2 billion USD

- Merchandise exports: **336.31** billion USD
- Merchandise imports: **332.23** billion USD

*Official data from the General Statistics Office, 2021

Lucrative opportunities abounding in Vietnam's Printing & Packaging Industries

Printing:

- ▶ The printing industry in Vietnam has a total annual turnover of more than US\$ 2 billion, of which 50% comes from label and packaging printing.
- ▶ In Vietnam, there are over 2300 printing companies, of which 90% are small and medium sized enterprises with high import demand for printing machinery and technology.
- ▶ The improvement and expansion of major international ports for container traffic in the Northern KER have contributed to the development of the logistics industry, raising the demand for label and package printing.
- ▶ Vietnam attracts foreign investors with the low labor costs, various free trade agreements (FTA), and supporting policies from the Government.

Packaging:

- ▶ The packaging industry is one of the fastest-growing in Vietnam with a growth rate of 15% to 20% in the coming years.
- ▶ The Vietnamese paper packaging market is expected to reach USD 3.11 billion by 2027, registering a CAGR of 7.50% during the forecast period (2022-2027).
- ▶ The strong growth of the eCommerce, pharmaceutical and healthcare, food, consumer goods, and electronics industries are leading to a high demand for packaging.
- ▶ Global renowned brands such as Tetra Pak of Sweden, Bandai Namco and Marubeni of Japan, Box-Pak of Malaysia, and Lee & Man of China invest millions of dollars in the manufacturing site in Vietnam.



Visitor Profile

- Advertising Design
- Agriculture
- Chemical
- Cosmetic
- Commercial Printing
- Consumer Goods Manufacturing
- E-commerce/Catering
- Electronic
- Food Processing
- Food & Beverage Manufacturing
- Logistics
- Machinery Manufacturer
- Machinery Trader
- Manufacturing
- Newspaper Printing
- OEM/ODM
- Packaging
- Packaging Factory & Plant
- Packaging Material Manufacturing
- Pharmaceuticals
- Printing House
- Publishing
- Retail
- Textile & Garment

Exhibit Profile

• PRINTING

Adhesive Binding Machine, Accessory, Material & Supplement, Book Sewing Machine, Hard Cover Making Machine, Coating Equipment, Color Measuring Equipment, Copy-Sheets Packaging Machine, Die Cutting & Mold Making Machine, Envelope Making Machine, Flexo Printing Machine, Folder Gluer Machine, Folding Machine, Holographic Hard Embossing Machine, Hot Stamping Machine, Ink, Ink Formulating System, Knife, Cutting Disk, Scorer or Slitter, Laminating Machine, Numbering & Units Machine, Post-Printing Machinery & Equipment, Pre-Printing System, Screen Printing Machine, End-to-end Print & Finishing Service.



• PACKAGING

Converting Machinery, Carton Erecting Machine, Dosing, Coding & Marking System, Fiberboard Package & Paper Bag, Flexible Packaging, Packaging Machinery, Packaging Material, Physical Distribution System/Logistics, Quality Control System, Raw Material & Auxiliary, Rigid Package, Glass Bottle & Tin Can, Design & CAD/CAM.



• LABEL PRINTING

Label Printing Equipment, Materials & Accessory, RFID & Bar Coding Equipment, Pre-press System & Plate Making Equipment, Post-press Equipment, Label Inspection Equipment & Label Printing Service, Anti-counterfeit Technology, Label Security Solution & Application.



• CORRUGATED & FOLDING CARTON

Ancillary Equipment, Consumable, Corrugated & Carton Converting Machinery, Corrugated Case Printing Machine Series, Corrugating Line, Equipment & Component, Cutting, Creasing & Die-cutting Equipment, Design & CAD/CAM, Digital Corrugated Printing Machine, Material Handling & Warehousing, MIS & Plant Scheduling System, Pallet Strapping & Handling System, Paper-corrugated & Carton Board, Waste Extraction & Baling.



At a Glance

Venue	Saigon Exhibition & Convention Center – SECC 799 Nguyen Van Linh, Tan Phu Ward, Dist 7. Ho Chi Minh City	
Date	27 – 29 September, 2023 30 September, 2023	09:00 – 17:00 09:00 – 15:00
Organizer	Ministry of Industry & Trade - Vinexad National Trade Fair & Advertising J.S.C (VINEXAD) Yorkers Trade & Marketing Service Co., Ltd	
Show Management	Chan Chao International Co., Ltd.	

Types of Booths

Shell Scheme Package (min 9 sqm)

Including Needle Punch Carpet : Wall Partitions, Carpet,
Company Fascia, 3 Folding Chairs, 3 Spotlights, 1 Reception
Table, 1 Round table, 1 Dustbin, 1 Single Phase 5 amp/220v Plug.



Space Only (min 36 sqm)



Comprehensive Marketing Strategy



Show Catalogue



Press Exposure



Customized E-Card



Conference &
Technical Seminar



Newsletter Campaign



B2B Networking

Marketing & Promotion

Facebook + Zalo



4,100+
followers

230,000+
reach

Google Ads



7,000,000+
impressions

Tele-reminding Campaigns to Decision Makers



31,000+
contacts invited

E-Newsletter



50,000
emails delivered

SMS Messages



55,000+
messages sent

Direct Mail



20,000+
buyers invitations
sent out

Online Advertising



Advertisements placed in websites,
social media sites, e-newsletters, online
news sites, search engines, etc.

Printed Advertising



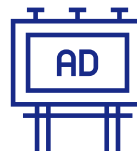
Advertisements placed in international &
national newspapers, magazines, industrial
directories and various printed

Television Advertising



Advertisements placed in many
regional TV channels in Vietnam

Outdoor Advertising



Outdoor banners advertised at
several locations in Vietnam