
2023 COEX OVERSEAS EXHIBITIONS

Coex overseas exhibitions are your gateway to successful business in Asia.



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Coex organizes international exhibitions to support companies to find a market abroad targeting attractive emerging markets including Vietnam, Indonesia and Thailand. Coex has been developing market-leading events across Asia, supported by local offices and international networks.



Vietnam International Premium Products Fair (VIPREMIUM)

Dates	June 1-4, 2023	Venue	SECC, Vietnam HCMC
Organizer	Coex, KITA, VINEXAD, Association of Vietnam Retailers		
Exhibit Item	Consumer goods [Sales Promotion & Gifts, Stationery & Accessories, Baby & Kids, Food & Beverage etc.]		
Scale	200 Companies 250 Booths (4,440sqm)		
Website	vipremium.vn		



Vietnam International Maternity · Baby & Kids Fair (HCMC)

Dates	June 1-4, 2023	Venue	SECC, Vietnam HCMC
Organizer	Coex, Segefairs, VINEXAD		
Exhibit Item	Baby products, Kids Products, Edu Products, Moms Products		
Scale	150 Companies 300 Booths (4,440sqm)		
Website	vietbabyfair.com		



Electric Energy Show (ELECS)

Dates	May 17-19, 2023	Venue	I.C.E, Vietnam Hanoi
Organizer	Coex, KOEMA, KEPCO		
Exhibit Item	Power Generation Equipment, Power Supply/ Distribution Equipment, Renewable Energy Equipment		
Scale	100 Companies 200 Booths (4,000sqm)		
Website	kosef.micetech.com		



Jakarta International Premium Products Fair (JIPREMIUM)

Dates	September 14-17, 2023	Venue	JCC, Indonesia Jakarta
Organizer	Coex, KITA		
Exhibit Item	Consumer goods [Sales Promotion & Gifts, Stationery & Accessories, Baby & Kids, Food & Beverage etc.]		
Scale	400 Companies 420 Booths (6,000sqm)		
Website	jipremium.com		



Vietnam International Maternity · Baby & Kids Fair (Hanoi)

Dates	September 21-23, 2023	Venue	I.C.E, Vietnam Hanoi
Organizer	Coex, Segefairs, VINEXAD		
Exhibit Item	Baby products, Kids Products, Edu Products, Moms Products		
Scale	100 Companies 200 Booths (3,249sqm)		
Website	vietbabyfair.com		



Vietnam International RetailTech & Franchise Show (VIETRF)

Dates	November 2-4, 2023	Venue	SECC, Vietnam HCMC
Organizer	Coex, VINEXAD, Retail & Franchise Asia		
Exhibit Item	RetailTech, Franchise [F&B, Beauty, Fitness, Business Management, Edu-Training-Consultation Service etc.]		
Scale	150 Companies 250 Booths (4,440sqm)		
Website	vietrf.com		



Vietnam Dessert & Coffee Expo

Dates	November 2-4, 2023	Venue	SECC, Vietnam HCMC
Organizer	Coex, VINEXAD, VICOFA		
Exhibit Item	Coffee & Tea, Desserts, Ingredients, Coffee & Tea Related Products, Machinery & Facilities etc.		
Scale	150 Companies 250 Booths(4,440sqm)		
Website	vietcoffeefair.com		

Online Marketing Program

2023 Coex Online Marketing Program is an optimal platform to enhance overseas business opportunities between exhibitors and buyers in the emerging ASEAN market.



1. E-catalogue

E-catalogue in local language will be created to target local buyers and customers
* It will be designed using images and information provided by the exhibitors



2. Market Research Report

In-depth market research report will be provided regarding local market trend, distributional channel, marketing strategy, etc. (4-5page)



3. Online Video

A short video clip (1-2mins) will be created with subtitle to target local buyers and customers
* It will be edited using images and information provided by the exhibitors



4. Online Business Meeting

Pre-arranged online meetings with local buyers (4 meetings)
* Interpreter service is not provided



5. Online Exhibition Platform

Company profile & product description will be listed on the official online exhibition platform



6. Sample Display

Showcase samples to the potential buyers by displaying them at the special pavilion located near the entrance with high flow of visitors



7. Influencer Marketing

Social media exposure through top local influencers (1 image posting)



8. Online E-commerce Platform

Main products will be registered on major online e-commerce platform such as Shopee, Lazada and Trade Korea (Choose only 1 among them)

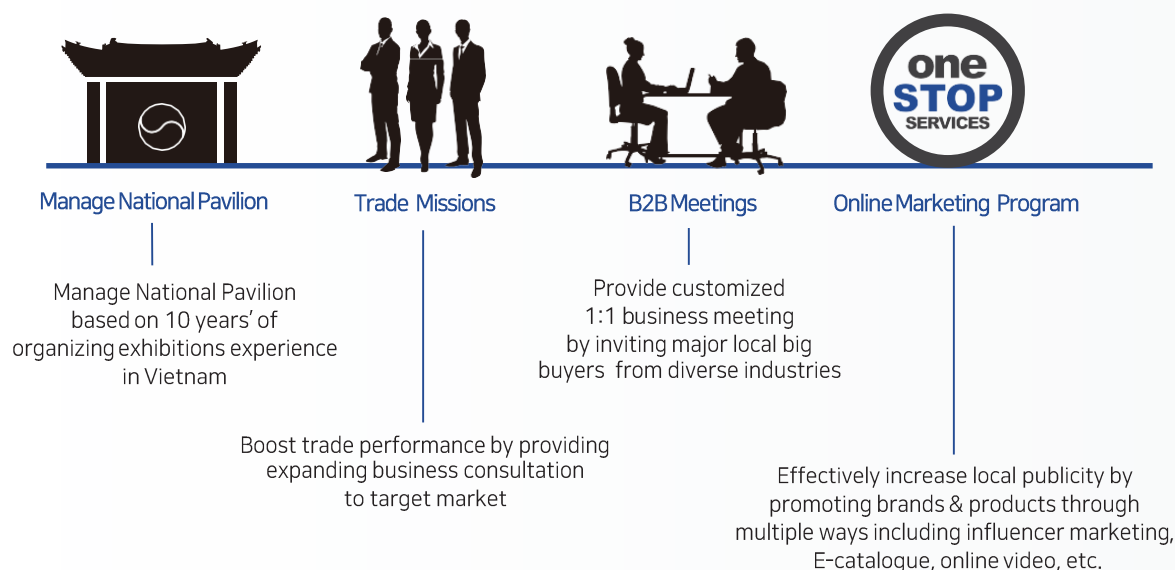
Shopee Lazada tradeKorea Ralali.com tokopedia

Key Participants



Coex Delegation Program

Coex, a leading exhibition organizer in Korea, based upon years of its experience in organizing exhibitions has been providing multiple programs to expand business into ASEAN market



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