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WORLD



Cafe  
Show  
VIETNAM

**Vietnam Int'l Cafe Show 2019 in Hanoi**

**12(Thu) - 14(Sat) December, 2019  
NCC, Hanoi, Vietnam**

# Tổng Quan | Show Overview

<b>Tiêu Đề   Title</b>	Triển lãm Quốc Tế Cà Phê tại Hà Nội 2019(Cafe Show Hanoi 2019) Vietnam Int'l Cafe Show 2019 in Hanoi (Cafe Show Hanoi 2019)
<b>Ngày   Date</b>	Ngày 12(thứ 5) ~ 14(Thứ 7) tháng 12 năm 2019(3 ngày) 12 (Thu) ~14 (Sat) December, 2019 (3 days)
<b>Địa điểm   Venue</b>	Trung Tâm Hội Nghị Quốc Gia (NCC), Hà Nội, Việt Nam National Convention Center (NCC), Hanoi, Vietnam

Ban Tổ Chức | Organizer **EXPORUM**



# Thành phần khách tham dự | Attendee Group

Thành phần khách tham dự   Attendee	Hệ thống phân phối   Distribution Chain
Hệ thống quán Café   Cafe	Sản xuất cà phê   Coffee Producer
Bar, Catering	Nhập khẩu / Xuất khẩu   Importer / Exporter
Nhà Hàng, Khách sạn   Hotel, Restaurant	Nhà phân phối   Wholesaler
Cửa hàng bánh ngọt / Kem / Sô-cô-la   Dessert Shop, Bakery	Đại lý / Bán lẻ   Dealers / Retailers
Hệ thống nhượng quyền thương mại   Franchise	Nhóm mua   Purchasing Group

# Sự Kiện Dành Cho Khách Tham Quan | Concurrent Event



**Coffee Training Station**

**Sweet Class**



**Cherry's Choice - New & Hot**

**Coffee Talk**

# Cách Thức Tham Gia | Participation Detail

## Phân Loại Gian Hàng | Booth Type

Phân Loại   Category	Đơn Giá   Unit Price (9m <sup>2</sup> )	Chi Tiết   Detail
<b>Đất Trống   Raw Space</b>	USD 2,600	Chỉ gồm đất trống (Chưa bao gồm Phí quản lý & Phí điện) - Diện tích đăng ký tối thiểu: (18 m <sup>2</sup> ) Space Only (Management fee & electricity fee exclusive) - Minimum Size : (18 m <sup>2</sup> )
<b>Gian Tiêu Chuẩn   Shell Scheme Booth</b>	USD 3,000	Gồm Bảng tên, Bàn (1), Ghế (2), Đèn 100W (3), Ổ cắm điện 5amp (1), Giỏ đựng rác (1), Thảm Fascia Board, Information Counter(1ea), Folding Chair(2ea), 100W Spotlight(3ea), 5amp Power Socket(1ea), Paper Basket(1ea), Carpet

## Chính Sách Giảm Giá | Discount Policy

- Đăng Ký Sớm (~30/9/2019): 10%
  - Tham gia vào chuỗi Triển lãm : Seoul 5% / Beijing 5%
  - Tiếp tục tham gia(Cafe Show Vietnam 2018/2019) : 5%
- Early Bird Registration (~30/09/2019) : 10%
  - Cafe Show Brand Participation : Seoul 5% / Beijing 5%
  - Continuous Participation (Cafe Show Vietnam 2018/2019) : 5%

Ban Tổ Chức Cafe Show Vietnam | Cafe Show Vietnam Secretariat

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# WHY CAFE SHOW HANOI?

## Meet the New Chance at North's Vietnam!

### Expanding market and meet potential customer

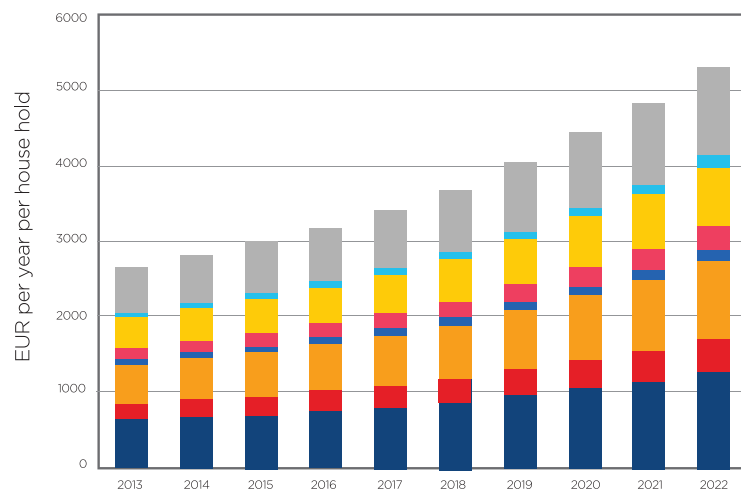
Expanding market and meet more potential customer at North's Vietnam. Chance to connect face to face with customer not only in Hanoi but also people looking for your product in over the world

### Promotion for your brand

Cafe Show will be your perfect partner providing you the opportunity to expand into hidden potential market, Hanoi through equal brand power and reputation

### Gateway to approach potetial market

The food and beverage industry has witnessed a strong franchising growth, with total food saels set to maintain a double-digit growth throughout eighth among the twenty most potential markets in the world. Additionally, over 20% of Vietnam's household income is now spent on food and beverages. The increase in the standard of living will likely also raise the price and the quality of goods purchased by Vietnamese consumers



Source : BMI

Other	624	669	715	754	815	883	967	1,060	1,163	1,278
Leisure & Education	212	228	244	258	279	303	332	365	401	441
Transport & Communications	515	551	588	618	667	721	787	862	944	1,035
Health spending	69	74	79	84	91	98	108	118	130	143
Furnishing and home	149	160	171	180	195	211	231	253	277	305
Housing and utilities	396	422	450	472	508	548	598	653	714	782
Clothing & footwear	74	80	85	90	97	105	114	125	137	151
Food, beverages & tobacco	588	629	671	706	761	823	899	984	1,078	1,183

## Cafe Show Ho Chi Minh 2019 Result


**Scale :** 394 Booths, 8,800sqm

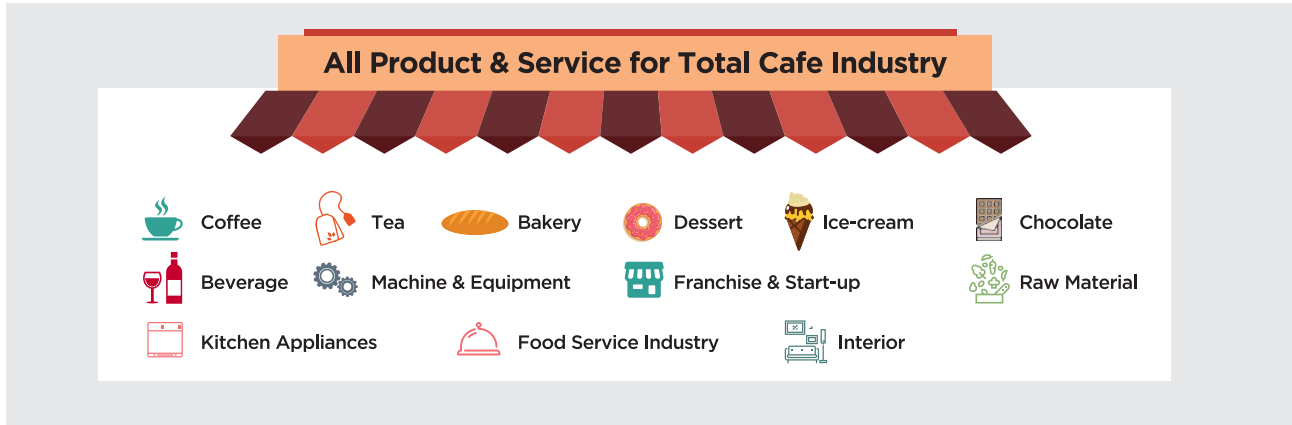
**Exhibitors :** 134 Exhibitors from 16 Countries

(Countries : Vietnam, Korea, China, Taiwan, Colombia, Peru, Italy, Japan, Singapore, Switzerland, New Zealand, Thailand, Germany, South Africa, U.S.A, Australia )

**Visitors :** 28,965 Visitors from 17 Countries

# Show Overview

<b>Title</b>	Vietnam Int'l Cafe Show 2019 in Hanoi (Cafe Show Hanoi 2019)
<b>Date</b>	12 (Thu) ~14 (Sat) December, 2019 (3 days)
<b>Venue</b>	National Convention Center (NCC), Hanoi, Vietnam
<b>Organizer</b>	



## Attendee Group

Attendee	Distribution Chain
Cafe	Coffee Producer
Bar, Catering	Importer / Exporter
Hotel, Restaurant	Wholesaler
Dessert Shop, Bakery	Dealers / Retailers
Franchise	Purchasing Group

## Concurrent Event

### Cherry's Choice



Cherry's Choice is a special exhibition area for each year's Newest & Hottest items. Exhibitors can have additional display area for another promotion opportunity outside their booths

### Coffee Training Station



Coffee Training Station is a 3-days lecture program where both common and creative coffee recipes are presented for audience. If you bring coffee as your exhibit to Café Show, host a session at Coffee Training Station and have visitors experience your item

### Coffee Talk



The first professional coffee forum ever held in Vietnam! Global coffee knowledge sharing platform full of valuable insight on global key coffee issues

### Sweet Class



As an event, Cafe Show Vietnam also introduces the current trend of 'sweet things'. At Sweet Class, trendy recipes for dessert, bakery and beverage. Even if you like beverage and sweets rather than coffee, you can still find your pleasure at Cafe Show Vietnam

# Participation Guide

## Registration Deadline

**Early Bird Registration (10% off discount) :** ~30/9/2019

**General Application :** ~30/11/2019

## Booth Types & Detail

1 booth = 3m x 3m = 9sqm

Classification	Unit Price	Detail	Image
Raw Space	USD 2,600 / booth	<ul style="list-style-type: none"> <li>Space only (Management fee and electricity fee excluded)</li> <li>Minimum size : 18sqm</li> </ul>	
Shell Scheme Booth	USD 3,000 / booth	Fascia board, Information Counter(1ea), Folding Chair(2ea), 100W Spotlight(2ea), 5amp Power Socket(1ea), Paper Basket(1ea), Carpet	

\* On a reciprocity basis, zero rate VAT shall be applicable only to the foreign exhibitors who reside in the countries that equally exempt VAT to Korean companies.

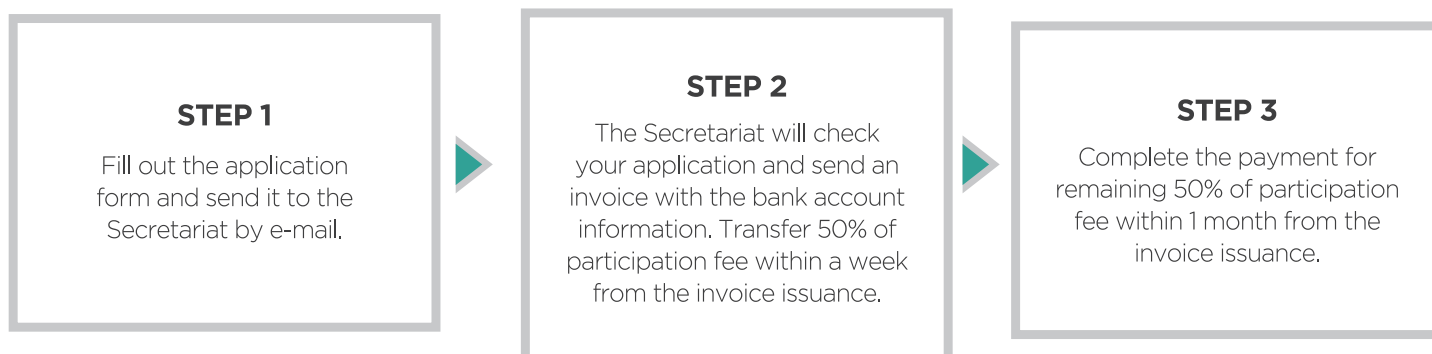
## Discount Policy

Classification	Discount Rate	Price/booth	Note	
Early Bird Registration	10%	USD 260		
Brand Show Participation	Seoul 2019	5%	<ul style="list-style-type: none"> <li>applied to Raw Space price</li> </ul>	USD 130
	Beijing 2019			USD 130
Cafe Show 2020 in Ho Chi Minh	5%	<ul style="list-style-type: none"> <li>allowed up to 25%</li> </ul>	USD 130	
Continuous Participation	5%		USD 130	Cafe Show Vietnam 2018 or 2019 exhibitors

## Application Form Download

Visit Download Center on Cafe Show Vietnam website ([www.cafeshow.com.vn](http://www.cafeshow.com.vn)) or contact the Secretariat.

## Registration Procedure



## Participation Inquiry - Cafe Show Vietnam 2019 Secretariat

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