

# 2020 IEAE-Vietnam International Electronics & Smart Appliances Expo

Largest and Most Influential Electronics Trade Exhibition in Vietnam

## 1. Brief Introduction of Exhibition

- **Name** : 2020 International electronics & smart appliances expo Vietnam
- **Organizer** : CHAOYU EXPO
- **Associate Organizer**: VINEXAD  
Vietnam Electronic Industries Association
- **Co- organizer**: China Electronics Chamber of Commerce  
Guangdong Electronics Chamber of Commerce  
Guangdong Commerce Chamber of Computer  
Dongguan Electronic Industry Association
- **Supporting partners**: Ministry of Foreign Trade of Vietnam  
Ministry of Industry of Vietnam  
Business Association of China in Vietnam  
Vietnam Chamber of Commerce and Industry
- **Time**: September 8-10, 2020
- **Location**: Hanoi International Exhibition Center (ICE)

## 2. Range of exhibits

- **Consumer Electronics & Accessories**: digital camera, earphone & headphone, sound box, smartwatch , intelligent wearable device, segway, scooter, unmanned aerial Vehicle, smart socket, personal care product, Home video and audio system, personal audio-visual materials, AR/VR/MR and etc.
- **Mobile Electronics & Accessories**: smartphones, earphones & headphones, selfie stick, phone shell, phone case, phone protective film, data cable, mobile power pack, wireless charger, power source, adaptor and etc.



- **Computer & Accessories:** personal computer & laptops, tablet computer, mouse, keyboard, computer bag, computer protective case, U disk, computer wires, router, power supply, adaptor and etc.
- **Automotive Electronics & Car Kit:** GPS navigation system, car DVD, car video system, automobile traveling data recorder, automobile tire pressure gauge, car charger for phone, phone holder and etc.
- **Smart Home & Security Products:** CCTV, alarm, door access control system, visual intercom system and etc.
- **LED & Energy Saving Products:** commercial lighting, household lighting, illumination, lighting fitting, solar lamp, plant growth light, mosquito killer lamp, light strip and etc.
- **Domestic Appliances:** coffee maker, rice cooker, electric kettles, household utensils , juice blended, fan, home lighting and etc.
- **Electronic Devices & Accessories**

### 3.Participation Fee

- Standard Booth: RMB 34,800.... 9 square meters( **Early bird fee for first 80registrations**)
- Open Space Booth: RMB 34,80..... square meters
- Corner Booth: free, first come, first served
- Allocations of Standard Booth: 9 meters shelves, 2 fluorescent lamps, lintel, carpet, 1 desk, 3 chairs, 1 inquiry desk, 220V socket, 1 trash bin

### 4.Build up fast-growing north-ASEAN' s largest economy



## 5. Introduction of market

### ● Advantages of politics, economy, culture and geography

Vietnam has the following advantages: political stability, fast-growing economy, preferential policies for investment implemented proactively by government and cheap labor force. For Chinese companies, good geographical position and similar culture make Vietnam an excellent cooperative partner. In terms of transportation, the flight from Guangzhou, China to Hanoi, Vietnam only takes **two and a half hours** and shipping takes within **three days**. Culturally, **most of Vietnamese believe in Buddhism and accept Chinese culture** which is beneficial for Chinese corporates to invest and build factories in Vietnam.

### ● Procurement hinge

Vietnam is the procurement hinge of north-ASEAN and the perfect gateway of north-ASEAN market

### ● Demographic advantage

According to the data of general statistics office of Vietnam, the population of Vietnam reached **96,490,000** in 2018 and is expected to exceed **100 million** in 2020. The boosting population makes the demographic advantage more prominent in the future.

### ● Strong power of young consumers

Based on data, more than **65%** of Vietnamese are younger than **35** years old. **The median age is 28.6** which helps expand the market with robust consumer power. Furthermore, the boosting economy and large demand for infrastructure investment drive the growth of economy and increase people's income and consumption capability.

### ● The fast-growing GDP

According to the date released by Vietnam, the GDP of Vietnam mounted to 5535.5 trillion Vietnamese Dong (about 242.5 US dollars) in 2018. **The growth reached 7.08% of GDP** and went far beyond the previous goal of 6.7%, hitting a 10-year high, which made Vietnam list among the countries with the highest GDP growth in the world.

According to the data of General Department of Vietnam Customs, the total volume of bilateral trade between China and Vietnam reached 106.706 billion US dollars with an increase of 12.71% over the same period of last year. Among over 200 countries and regions building business ties with Vietnam, China became the first country which the volume of bilateral trade reached \$ 100 billion. **In 2018, the most imported product was consumer electronics and mechatronics amounting to \$ 12.025 billion. The second fell on the smartphones, accessories and computers, electronics products and accessories, which were worth \$ 8.58 billion and 7.83 billion respectively. Vietnam became the largest trade partner in ASEAN.**

### ● The first stop of North ASEAN market

**As the country with the third largest population in ASEAN**, Vietnam is regarded as the first stop to enter North ASEAN market. Chinese companies like ZTE Corporation, HUAWEI, OPPO, Vivo, MI, TCL, Midea, SUPOR, HAIER, Hisense have invested and started business in Vietnam early. Thanks to the preferential tax rate of CAFTA, the number of investors and employers reached 635 million and the GDP of ASEAN market reached \$ 2.47trillion.



## 6. Introduction of part of big buyers for good-qualified consumer electronics

- **Samsung Vietnam** One of the world's largest consumer electronics brands, has the largest overseas production base in Vietnam
- **LG Electronics Vietnam** One of the world's largest consumer electronics brands
- **VIETNAM ELECTRONICS** Leading brand in Vietnam electronics industry
- **CAO PHONG CO.,LTD** Importers and distributors of mobile phone, accessories and consumer electronics
- **Nguyenkim Co** Importers and distributors of mobile electronics and consumer electronics
- **Lazada.com** Leading e-commerce in South-east Asia
- **Shopee** E-commerce focus on the fast growth of Vietnam

## 7. High Quality Business Matching Activity

- **Effective Special meeting for big buyers**

Potential buyers for participated companies will be informed before the exhibition. There will be over 200 one-to-one effective meetings between big buyers and participated organizations. The potential big buyers are the members of related chamber in Vietnam and the top five chain retailers and famous e-commerce.

- **Arrange special promotion meetings for all industries**

Special promotion meetings for all industries will be held during the exhibition and invite the representative of local commerce chambers in Vietnam and trade companies.

- **Industry seminar**

Organizing committee will choose the policy and hot topics at that time and invite the representative figures of local authorities or from related industry to deliver speeches. Also, the committee will convene constantly seminars to attract more high-quality and professional buyers to the exhibition and purchase.

## 8. More than 13 ways of promotion to fully reach the professional buyers

- **Email:** select the information of key buyers, send the promotion materials of exhibition regularly and update the list of participated companies and products information
- **Fax and telephone:** send invitation card to the potential visited companies and call them to make sure their presence which is used to the market researches
- **Radio and television advertising:** play the promotion video on the radio and television during the early stage of exhibition and remind and attract the buyers to visit in time

- **Newspaper and magazine advertising:** advertising on the major newspapers and magazines and keep the promotion
- **Outdoor advertising:** put the promotion board on the key business and trade regions, exhibition hall periphery
- **Direct invitation to buyers in professional wholesale market:** send invitations to the buyers in the key business and trade regions
- **Business invitation by delivery:** print color promotion pages and send directly to the key buyers to invite them
- **Promoted by industry chamber:** cooperate with related business chambers and send the promotion materials to their members and invite them
- **Promotion on e-commerce:** promote on famous e-commerce and attract e-commerce business to visit the exhibition
- **Star business hotel promotion:** advertising on local star business hotel to promote the participated brands and increase exposure
- **Social media and online promotion:** promote by three major social media and local media
- **Press conference promotion:** invite over 30 local media to the press conference
- **Text promotion:** send invitation texts to the professional electronics buyers

## 9.Introduction of Exhibition Hall

Located in the prime location, Hanoi International Exhibition Center has all kinds of facilities and successfully held various national and international activities. It covers an area of 30,000 square meters and has convenient transportation.

