

RETAILTECH FRANCHISE



VIETNAM INT'L RETAILTECH AND FRANCHISE SHOW 2023

02nd (THU) - 04th (SAT) NOVEMBER 2023
SAIGON EXHIBITION & CONVENTION CENTER (SECC)

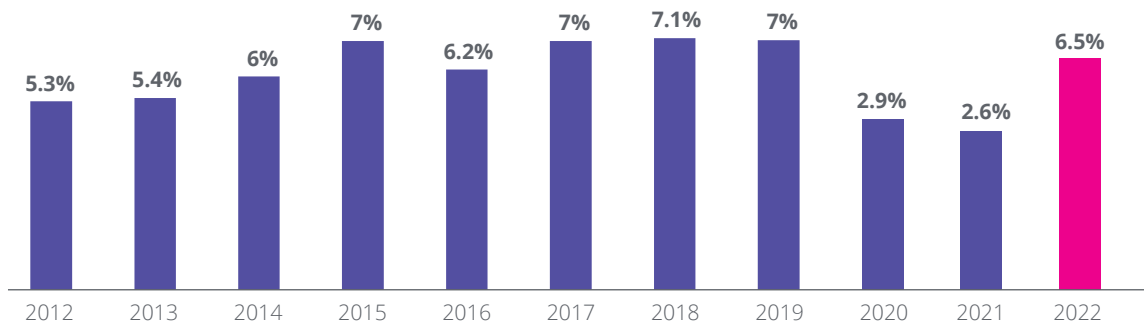
coex

RETAIL & FRANCHISE
ASIA

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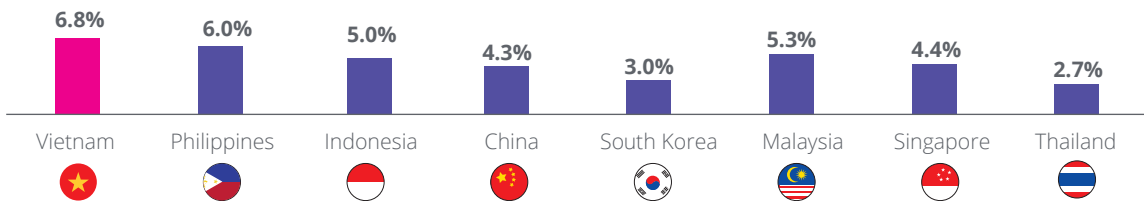
- Despite the outbreak of the COVID-19 pandemic, Vietnam is expected to remain one of the fastest-growing economies in Southeast Asia. This is due in large part to its early and decisive containment efforts, as well as robust and resilient economic fundamentals.

Figure 1: Vietnam's GDP growth rates (2012-2022)



Source: Asian Development Bank

Figure 2: GDP growth forecasts for selected Asia Pacific economies (2022)

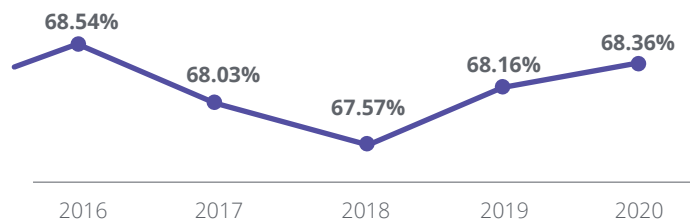


Source: Asian Development Bank

● Household spending growth

Estimates suggest that there will be about 17 million middle class households in Vietnam by 2030, with Vietnam expected to become the third largest urban market in terms of consumer numbers and fifth largest in terms of total spending in Southeast Asia by 2030

Figure 3: Vietnam's private consumption as a percentage of GDP (2016-2020)



Source: CEIC Data



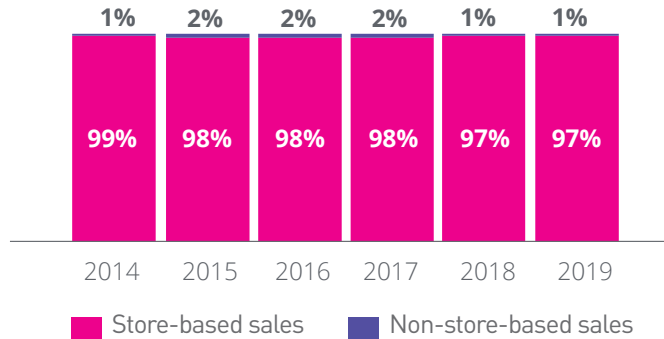
● **Broad-based shift towards e-commerce**

Vietnam is one of fastest-growing digital economies in the region, an estimated USD 1 billion into the sector from 2016-2019

As a result of COVID-19 outbreak, for instance, more than 50% of Vietnamese consumers have reduced their frequency of visits to supermarkets, grocery stores, and wet markets, while 25% of them have increased their online shopping. Nevertheless, despite growing e-commerce adoption, Vietnam’s overall retail landscape is still predominantly offline, promising huge developments of this sector in the future.

Vietnam two largest cities – Ho Chi Minh City and Hanoi – account for 70% of total e-commerce transactions. Key players: Lazada, Shopee, Tiki, Thegioididong, Sendo.

Figure 4: Breakdown of retail sales into store-based and non-store-based sales



Source: Euromonitor, Deloitte analysis

● **Figures of store-based in 2020**

In 2020

20%

The number of supermarkets had been decreased by 20% compared to 2019 - from 336 to 330. This decrease mainly came from Vinmart after merged with Masan Consumer.

60%

The number of convenience stores has marked a growth of 60% - from 2,495 in 2019 to 5,228 stores in 2020. This came from Vinmart+ and Bách Hoá Xanh

11%

Small stores recorded a slight increase in 2020, while shopping centres posted a growth rate of about 11% from 96 centres in 2019 to 107 in 2020.

In future



Japanese retailer Aeon is also surveying a third shopping mall in HCM City in 2021, and plans to have 25 shopping malls in Việt Nam by 2025 with a capital source of US\$2 billion for the investment.



VinCommerce Company wants to open nearly 10,000 stores and more than 300 Vinmart supermarkets before 2025



Saigon Co.op is looking at expanding its network to at least 2,000 stores. It has already opened 849 stores in 43 provinces and cities



VIETRF

Vietnam International Retailtech & Franchise Show 2023

Title	The 14 th Vietnam International Retailtech + Franchise Show, Abbreviated as VIETRF 2023
Venue	Saigon Exhibition & Convention Center (SECC), Ho Chi Minh, Vietnam
Dates	2 nd - 4 th November, 2023
Organizers	Coex RFA (Retail & Franchise Asia)
Local Partner	VINEXAD - Ministry of Industry & Trade, Vietnam
Sponsor	KFA (Korea Franchise Association)
Buyer Profile	<ul style="list-style-type: none"> ■ Purchasing department in stores, shopping centers, hypermarkets, supermarkets, convenience stores ■ Store owners: Restaurants, coffee shops, bars - lounges, fashion stores, beauty - health stores, Other specialized retail- item stores: pharmacies, phone - electronic stores... ■ Preliminary founders, investors, occupants ■ Multinational retail and franchise businesses, franchise experts ■ Importers, traders, distributors
Exhibition type:	<ul style="list-style-type: none"> ■ Physical Exhibition or Physical Exhibition + Hybrid Exhibition (In case international travel isn't allowed)
Con-current Events:	<ul style="list-style-type: none"> ■ 1-1 Biz Matching Program (Applied for Hybrid exhibition) & Basic biz-matching program ■ 2-day Franchise & Retail Tech Seminar Series ■ E-Commerce Workshop
Con-current Exhibition:	<ul style="list-style-type: none"> ■ Coffee Expo Vietnam 2023



Exhibit Items

VIETNAM RETAILTECH

VIETNAM FRANCHISE



Retail Tech-Equip

POS/barcode system, RED, smart card, utop software application kiosk, electronic payment system, cash management system, security system digital signage



Retail Interior - Equipment

Display shelves, showcase cold/warm carts, packaging machines, mannequins, insiders, lighting, billboards



Retail Service

New store design/remodeling service, distribution online customer management service, Marsh/real estate legal and tax consulting, distribution logistics management service



Internet Retailing

Online shopping platform and solution, online payment system chain and management digital marketing niche site CRM solution DM solution



Food & Beverage



Beauty - Healthcare



Clothing - Fashion



Retail & Wholesale



Start-up Concept



Edu-Training-Consultation



Other Specialized Retail

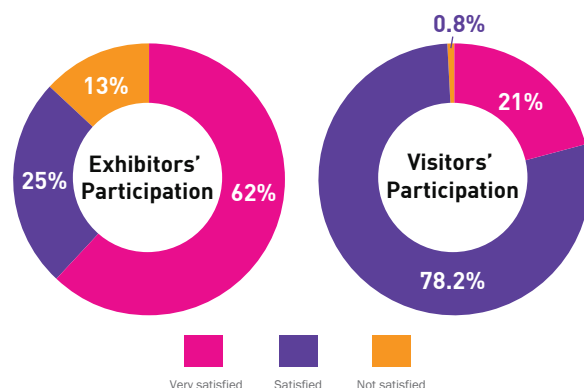
RESULTS 2022



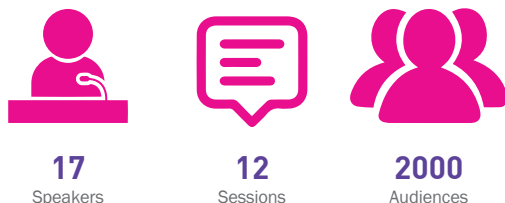
Dates \ November 3rd - 5th 2022
Venue \ Saigon Exhibition & Convention Center (SECC), Ho Chi Minh, Vietnam



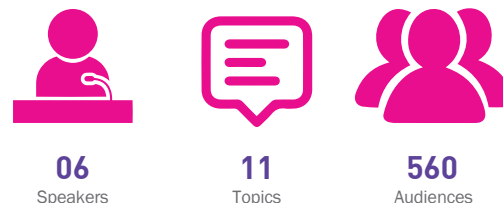
Satisfaction VIETRF 2022



Retail Tech & Franchise Seminars



E-commerce Workshops



Mr. Ngo Anh Tuoi - SAMSUNG

Coming to this event, Samsung wants to bring you the display and management solutions. I believe that this event is a good opportunity for Vietnamese businesses and young people to have the opportunity to interact and develop the retail industry in Vietnam. Through 3-day event here, Samsung brand receives a lot of positive feedback from customers, and we will consider to attend this event in the coming years.

Testimonial

Mr. Pham Thanh Nhan - VIVA Star Coffee

More than ever, I think the franchise market in Vietnam is very exciting, and coming to this year's fair is also the second year that Vivastar Coffee has participated. With the effectiveness of the first year, Viva continues to accompany the exhibition this year. With the effectiveness achieved and the abundant number of customers like this, Viva will also be in the third year with VIETRF.



Brands Joined



Biz - matching 1:1

Basic Biz-matching for physical exhibition



- Collecting Exhibitors details, Studying Exhibitors' potential Buyers
- Gathering database of potential buyers
- Setting up Call Center
- Getting registrations of at least 3 potential buyers for each exhibitor

Pre-show Seminar Series Date: July 2023 & Sep 2023
Venue: SIHUB



VIETRF On-site Seminar Series & E-commerce Workshop Date: 2nd -4th Nov, 2023
Venue: In-hall of SECC

