

# DRINK TECHNOLOGY SHOWCASE ZONE

-  Material
-  Taste
-  Design
-  Sustainability
-  Digitization

**3 - 5 APRIL 2024**

**SECC**

SAIGON EXHIBITION & CONVENTION CENTER  
DISTRICT 7, HCMC, VIETNAM

Organised by:



SES Vietnam Exhibition  
Services Company  
Limited



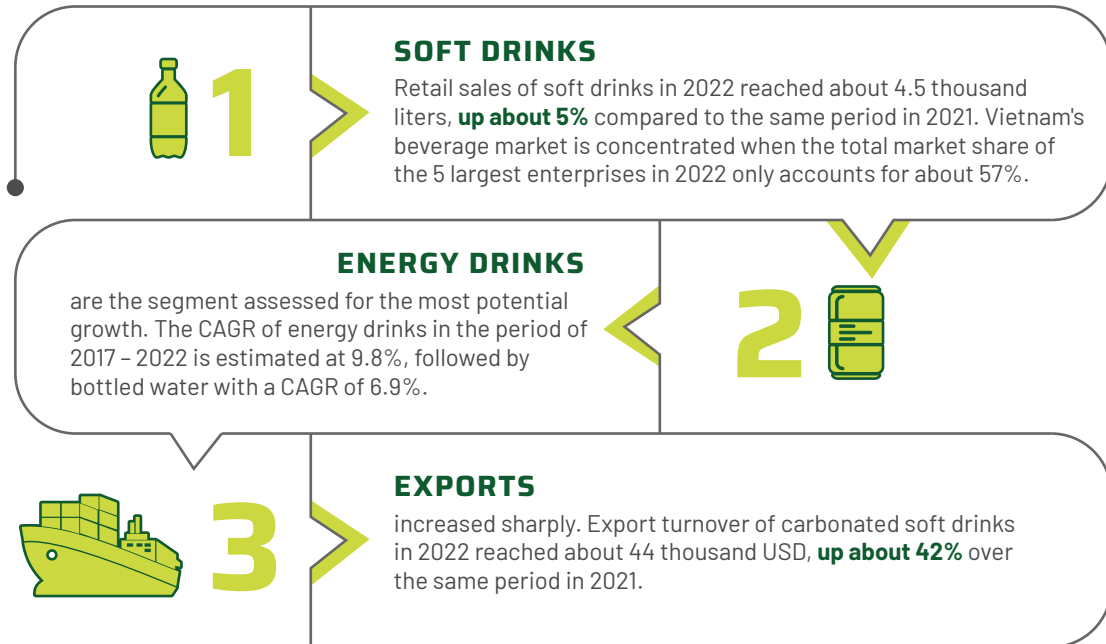
Supported by:



# POSITIVE ACHIEVEMENTS OF BEVERAGE INDUSTRY IN VIETNAM

Vietnam's beverage industry recorded positive achievements after the whole country overcame the Covid-19 pandemic. From research conducted by VIRAC, the demand for beverages increases due to opening doors, Vietnam is a prominent tourist destination in the eyes of international friends. In addition, competitive prices help expand export routes for "made-in-Vietnam" beverage products to densely populated markets such as the United States and China.

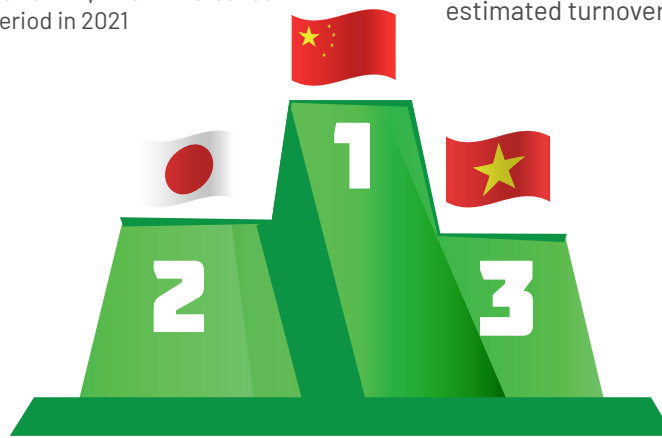
## SOFT DRINK MARKET



## ALCOHOL PRODUCT MARKET

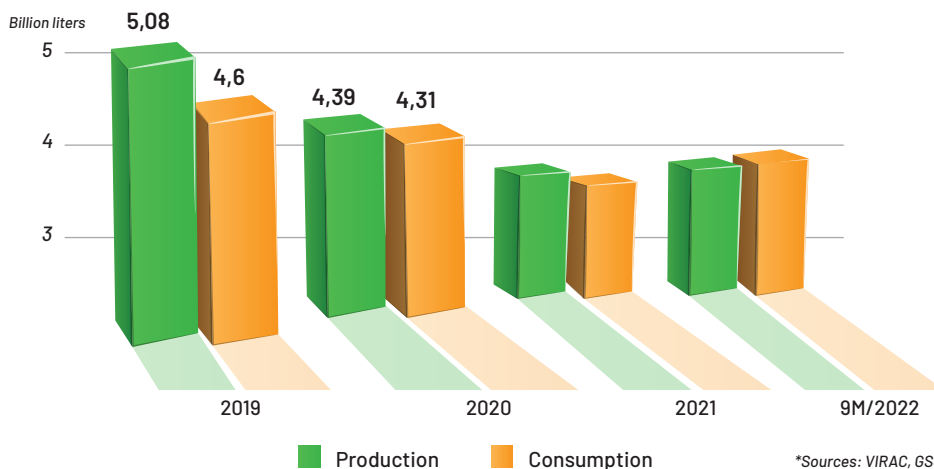
- **Beer:** Consumption reached about 1 billion liters with canned beer accounting for 65% (in the first three months of 2022)
- **Wine:** the wine production situation in Q1/2022 increased by 2.3% compared to the same period in 2021

The United States is Vietnam's largest export market with an estimated turnover of \$46.7 billion. China is Vietnam's largest import market with an estimated turnover of US\$49.6 billion.

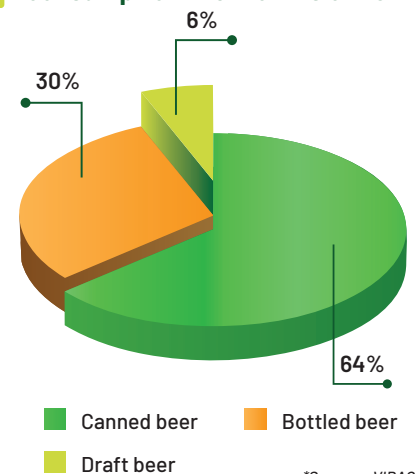


VIETNAM ranked **THIRD** in Asia (in terms of beer Consumption)

### Beer industry status from 2019 to 9 months of 2022



### Structure of domestic beer consumption in 9 months of 2022



# DRINK TECH

## A DEDICATED DRINK TECHNOLOGY SHOWCASE

For the first time, Informa Markets Vietnam launches the specific showcasing zone for all of technologies, equipment and solutions serving for beverage industry out as a concurrent event of ProPak Vietnam 2024. With the long-lasting history of serving Vietnam's processing and packaging industry more than 16 years, Drink Tech plays as a vital business platform to connect global suppliers with local beverage buyers not only in Vietnam but also in surrounding countries. Not only a showcase zone, Drink Tech also provides business matching activity, product demonstration, beer tasting corner, etc. Especially, attendees can also contribute to the community by donating to local charity foundation. All of the activities are designed to provide the full from-factory-to-table experience in one place. We are honored to have the support from **Vietnam Beer – Alcohol – Beverage Association (VBA)** to jointly collaborate organizing this event and the alongside conference programme during event time from **3 – 5 April 2024** at Saigon Exhibition & Convention Center (SECC), District 7, Ho Chi Minh City, Vietnam.

### PARTIAL KEY BUYERS

- ▶ SUNTORY PEPSICO VIETNAM BEVERAGE ▶ ASAHI BEVERAGES VIETNAM ▶ INTERNATIONAL FOOD & BEVERAGE
- ▶ CÔNG TY TNHH URC VIETNAM ▶ CÔNG TY TNHH NƯỚC KIRIN VIỆT NAM ▶ PERFETTI VAN MELLE
- ▶ MONDELÉZ KINH DO VIETNAM JOINT STOCK COMPANY ▶ INTERNATIONAL DAIRY PRODUCTS JSC (IDP)
- ▶ NUTIFOOD ▶ VINAMILK ▶ TH MILK FACTORY ▶ COCA COLA VIETNAM ▶ TAN HIEP PHAT BEVERAGE GROUP
- ▶ NESTLE VIETNAM CO. LTD ▶ VINASOY ▶ FRIESLANDCAMPINA ▶ HEINEKEN VIETNAM BREWERY LTD CO
- ▶ CONG TY YAKULT ▶ KHANH HOA BIRNEST ▶ SAI GON SABECO ▶ VITADAIRY MILK ▶ LOTHAMILK JSC
- ▶ DALAT MILK JSC ▶ KIRIN VIETNAM ▶ CHUONG DUONG BEVERAGE ▶ ...and many more.

### HOW DRINK TECH CONTRIBUTE TO THE DRINK INDUSTRY IN VIETNAM?

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As a main strategic partner, The Vietnam Association of Beer, Wine and Beverage (VBA) plays a vital role in expediting and supporting the activities and events of the upcoming DrinkTech exhibition. One of the highlighted activities in exhibition is a seminar on DrinkTech technology. As the co-hosting partner of the seminar, VBA will provide valuable and latest information about drink technologies with extensive experience and expertise in the beer, wine and beverage industry.

**Mr. Nguyễn Văn Việt**  
Chairman, Vietnam Association of Beer, Wine and Beverage

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### EVENT AGENDA



\*\*Projected updated as of printing time.

## CONCURRENT EVENTS & EXTENSIVE MARKETING CAMPAIGNS



## EXHIBITING COST

 <p><b>SPACE ONLY</b> SGD 560/sqm VND 10,360,000/sqm Min. size: 18sqm</p>	 <p><b>STANDARD PACKAGE</b> SGD 650/sqm VND 12,025,000/sqm Min. size: 9sqm</p>	 <p><b>PREMIUM PACKAGE</b> SGD 675/sqm VND 12,487,500/sqm Min. size: 15sqm</p>
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## SPONSORING OPPORTUNITIES

Taking this unique opportunity to sponsor our conference programme and onsite functions to get close to your potential buyers and leveling up your brands among other industry players. Contact our team for further information!

- Key & relevant target audience and buyers in Vietnam and beyond
- Industry knowledge sharing sessions
- Branding & promotion opportunities

## CONTACT US!

### Vietnam

**Ms. Selena Nguyen**

T: +84 28 3622 2588 (133)

E: selena.nguyen@informa.com

### Asia

**Mr. Jeffrey Au**

T: +65 6233 6652

E: jeffrey.au@informa.com

### Rest of the world

**Mr. Andrea Boccellini**

T: +44 (0)78 669 18897

E: andrea.boccellini@informa.com