

**PROPAK**  
VIETNAM

New feature  
**DRINK TECH**

# PROPAK

## VIETNAM 2024



**THE 17<sup>TH</sup> INTERNATIONAL PROCESSING AND  
PACKAGING EXHIBITION AND CONFERENCE FOR VIETNAM**

**3-5  
4.2024**

**SECC**

**SAIGON EXHIBITION & CONVENTION CENTER**  
799 Nguyen Van Linh, District 7, HCMC, Vietnam

Organiser



**informa  
markets**

SES Vietnam Exhibition  
Services Company  
Limited



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# PROPAK VIETNAM 2024

## EVENT OVERVIEW

Serving Vietnam's Processing, Packaging in Food, Drink, Pharma, Cosmetics, and many other industries for 16 years, ProPak Vietnam 2024 will return from 3 – 5 April 2024 at Saigon Exhibition & Convention Center (SECC), District 7, Ho Chi Minh City on a larger scale up to **15,000 sqm**. The event is promised to feature more than **450+ exhibitors** from **30+ countries/regions** and expected to welcome **11,000+ trade visitors**.

In 2024, grasping the demand for drink technologies in Vietnam due to the booming consumption, we are pleased to announce the launch of DrinkTech showcase zone within the framework of ProPak Vietnam 2024. In addition to showcasing innovative technologies, machinery for packaging and processing industry, the new showcase zone also highlights the latest invention applied to alcohol-beverage processing industry. The event is strongly supported by Vietnam Alcohol – Beer – Beverage Association (VBA).



**450+**  
Exhibitors

### WHAT TO EXPECT IN 2024?

*\*Statistics updated on 1 August 2023.*



**11,000+**  
Trade Visitors



**7**  
International Pavilions



**15,000+ sqm**  
Gross Spanning Space



**30+**  
Countries/Regions

## WHY TO EXHIBIT?

### MEETING & NETWORKING

Gathering 11,000+ trade visitors on the show floor, exhibitors have a chance to network and do business within the exhibition during the three days of our event.

### GENERATING BUSINESS LEADS

Taking advantage of various sponsoring opportunities available on your hands, choosing the most suitable one to enhance your presence at the show and in the industry.

### JOINING BUYER PROGRAMME

Tailoring the need for a face-to-face meeting among exhibitors and visitors, the Buyer Programme is customized on your needs with complimentary offers.

### SPEAKING AT CONFERENCES & SEMINARS

Speaking at our industry conferences and securing one slot at Technical Seminar to let trade visitors understand your company portfolio and product specification.

## EXHIBIT PROFILES

If you are manufacturers, distributors of below products, contact us now to secure your prime locations today.

### PACKAGING TECH

Adhesive Tape / Adhesive Strips  
Aseptic Packaging  
Bag Closing / Sealing  
Bag Making / Forming  
Cartoning Machines

### PROCESSING TECH

Bakery processing machinery  
Blenders / Mixers  
Capsule Cleaning and Polishing Machines  
Cereal processing equipment  
Powder handling systems

### MATERIALS

Aluminum foil packaging materials  
Biopack packaging materials  
Frozen food packaging materials  
Polyurethane adhesives  
PP & PET strapping materials

### DRINK TECH

Automation & control systems  
Automatisation of filtration  
Beer blending and carbonisation devices  
Loader & unloader for retort crates  
Material handling solutions

### PHARMA TECH

Air Compressor  
Aseptic pumps  
Container accumulation  
Conveying systems  
Cosmetics packaging

### COLD CHAIN, LOGISTICS AND WAREHOUSING

Automated storage  
Bulk Packaging / transportation  
Cleanroom  
Cold chain management system  
Food cooling and storage systems

### CODING, MARKING, LABELLING

Auto sleeve labeling machine  
Card printer  
Coding, dating, marking, stamping  
Printing & converting systems  
Self-adhesive labelling machinery

### PRINTECH

Automatic Systems & Devices for In Line Monitoring  
Chemical Products & Materials  
Converting Machinery  
Traceability & Automatic Identification  
Machinery & Equipment for Package & Decoration Printing

### LAB & TESTS

Air / Gas / Stack monitoring equipment / supplies  
Balances / Weighing  
Dissolution tester  
Electrofusion system  
Food testing equipment / solution



## VISITOR PROFILES



Covering all aspects of processing and packaging industry in Vietnam, exhibiting at ProPak Vietnam 2024 to enhance your brand awareness and expand your business network not only in Vietnam but also in the region.

### BUSINESS NATURE

- Distributor / Wholesaler / Retailer
- Government Agency / Trade Association / Accademia
- Importer / Exporter
- Manufacturer
- Media / Publisher
- Printer
- Services / Consultancy
- Transportation / Logistics / Warehouse

### BUSINESS SEGMENTS

- Food
- Beverages
- Confectionery
- Bakery
- Pharmaceutical
- Cosmetics / Personal Care
- Consumer Goods (Non-food)
- Industrial Goods
- Printing
- Packaging



WHAT'S NEW IN 2024?



A PART OF

**PROPAK**  
VIETNAM



# DRINK TECHNOLOGY

## SHOWCASE ZONE

✓ Material

✓ Taste

✓ Design

✓ Sustainability

✓ Digitization

[www.propakvietnam.com](http://www.propakvietnam.com)



## VIETNAM PACKAGING ENTERPRISES: IMPROVEMENT NEEDED FOR BUSINESS EXPANSION

The role of packaging is significant across various aspects of modern life, from production to consumption. Specifically, for production, the packaging is a crucial element that safeguards products from damage and deterioration, ensuring product quality and freshness during transportation. Additionally, the packaging is a powerful tool that boosts brand value and offers an unparalleled shopping experience to customers.



### NEW STEPS FOR PACKAGING BUSINESSES IN VIETNAM

The rise of e-commerce shopping has also expanded into new directions for protection and shipping needs, changed packaging design for efficiency in the supply chain, and unboxing at home.

Along with that, the packaging industry is taking trendy and consumer-friendly steps with intelligent applications in products such as IoT, digitally printed packaging and packaging automation, activated packaging, 3D printed packaging, and nanotechnology packaging; In parallel, there are sustainable changes with biodegradable and recycled packaging materials.

### OUTSTANDING SUSTAINABLE DEVELOPMENT TRENDS

#### 1. Smart Packaging, the bridge to customers' experiences

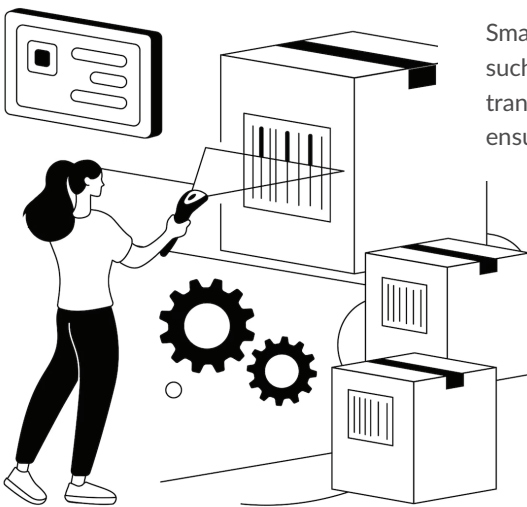
Smart Packaging, owing to the ability to combine cutting-edge technologies such as IoT, RFID and AR, offers significant advantages. It not only reduces transportation and storage costs but also enhances user experience and ensures food safety.

#### 2. Personalization, and localization

From the Deloitte Consumer Review survey, it is evident that a significant percentage of Gen Z and Millennials prefer personalized products over mass-produced ones.

#### 3. Sustainable Packaging

Sustainable packaging has emerged as a highly discussed topic in the manufacturing industry today, where businesses are seeking to align their packaging choices with their vision and values to enhance their brand reputation.



## INCREASING THE EXPORT WEIGHT OF PROCESSED PRODUCTS

Enhancing opportunities for food exports necessitates the implementation of advanced processing and preservation technologies. The processed food sector in Vietnam is undergoing a transition from small, traditional, family-owned enterprises to larger entities. This transformation brings about diversification and unlocks fresh prospects for the export of agricultural, forestry, and fishery products. To guide this transition, the Prime Minister issued Decision No. 493/QĐ-TTg, endorsing the Commodity Import-Export Strategy through 2030. This strategic document establishes export priorities for agricultural, forestry, and fishery goods, emphasizing the elevation of processed products with high economic value, and enhancing compliance with regulations and quality standards. The Agricultural Product Processing and Market Development Department, operating under the Ministry of Agriculture and Rural Development, aims to achieve an export turnover of agriculture, forestry, and fishery products amounting to USD 65-70 billion by 2030, reflecting a twofold increase compared to the present.

MAIN SHOWCASED PRODUCTS

# CONVERTING PRINTING LABELLING

## CO-LOCATED EVENT



Co-located with ProPak Vietnam, Printech Vietnam is the leading exhibition to feature top-notch products related to Converting, Package Printing and Labelling. The 2-in-1 event promises to provide a meeting point for all players to come and do business. Printech Vietnam is managed and promoted by CPA Spa, ACIMGA.

## EXHIBITION RATE



### SPACE ONLY

- SGD 560/sqm
- VND 10,360,000/sqm



### STANDARD PACKAGE

- SGD 650/sqm
- VND 12,050,000/sqm



### PREMIUM PACKAGE

- SGD 675/sqm
- VND 12,487,500/sqm

*\*All quoted prices do not include any local tax*



## CONTACT US TO SECURE YOUR PRIME LOCATION!

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