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Voluntary - Public

Date: 5/19/2015

GAIN Report Number: VM5029

Vietnam

Post: Ho Chi Minh City

Food and Hotel Vietnam 2015

Report Categories:

Trade Show Evaluation

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Report Highlights:

Vietnam's premier food and hospitality trade event, Food & Hotel Vietnam (FHV) took place April 21-23, 2015, in Ho Chi Minh City. With 2015 marking the 20th anniversary of normalized diplomatic relations between the U.S. and Vietnam, FAS Administrator Phil Karsting traveled to Vietnam to launch the "USA Pavilion" and engage with exhibitors, visitors, and media at the Show. FAS also carried out special activities including a gala reception, and incorporated enhancements to the FAS-sponsored Pavilion -- which highlighted 20 years of promoting U.S. agricultural exports to Vietnam. The extra fanfare attracted crowds and major media coverage, while generating record on-site sales for the 31 U.S. exhibitors.

FAS Celebrates 20 Years of Promoting U.S. Agricultural Exports at Food & Hotel Vietnam 2015; Exhibitors Log Record Sales

Vietnam's premier food and hospitality sourcing and networking trade event, Food & Hotel Vietnam (FHV), took place April 21-23, 2015, in Ho Chi Minh City. This event, held bi-annually, welcomed approximately 500 exhibitors, 13 international group pavilions, and 10,951 visitors. USDA's Foreign Agricultural Service (FAS) used this trade show to celebrate 20 years of promoting U.S. agricultural and food products to Vietnam by incorporating the "20th Anniversary logo" into the design of our USDA-sponsored USA Pavilion, in addition to showing a historical slideshow of FAS and USDA industry "cooperator" activities over the past two decades. In addition, Consul General Rena Bitter and visiting FAS Administrator Phil Karsting launched the USA's participation at FHV by cutting the ribbon on our largest USA Pavilion to date, with Vietnam's media present in full force. This was USDA's 8th USA Pavilion at FHV, which featured a wide range of food and beverage products presented by 31 exhibiting companies/organizations, including seven small-sized and six new to the Vietnamese market. USA Pavilion exhibitors reported making over 350 serious trade contacts, resulting in \$490,000 of on-site sales (a record level) and 12-month projected sales estimated at more than \$4.3 million. Visitors to the Pavilion enjoyed a wide range of U.S. products including meat and poultry, cheese and other dairy products, dry peas, beans, potatoes, whole grain foods, infant formula, confectionary, tortilla chips, sauces, crackers, cookies, and much more. Other value-added services organized by FAS included a market briefing and market tour for exhibitors, and a trade reception for over 300 contacts in the food and beverage industry.

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FHV -- Vietnam's Premier Food and Hospitality Show

Food and Hotel Vietnam (FHV) has become Vietnam's premier food and hospitality sourcing and networking trade event. It was first launched in 2004, and initially held as an annual event that was roughly a quarter of the current size. Each FHV since, it has grown in size and number of exhibitors and visitors. In 2007, to better position the FHV show vis-à-vis larger regional food shows, it was converted to a bi-annual event. Its 8th edition took place April 21-23, 2015, in Ho Chi Minh City's most modern exhibition center, the Saigon Exhibition and Conference Center (SECC). Unlike most of the food shows in Vietnam that are for the general public, the FHV show serves "trade-only" business people, researchers, and administrators in the food and hospitality sector. This year's event welcomed 470 exhibitors from 36 countries, 14 international group pavilions, and 10,951 visitors.

20th Anniversary-Themed USA Pavilion Draws Crowds at FHV 2015

Since the inception of FHV, the USDA has sponsored a "USA Pavilion," making FHV 2015 the 8th consecutive time USDA has participated. This year, USDA took extra steps to enhance our USA Pavilion to highlight the 20th anniversary of the normalization of diplomatic relations between the United States and Vietnam. It was the largest USA Pavilion to date, accommodating 16 booths on 324 m² for 31 companies and organizations. And to celebrate this historic year, USDA incorporated a "20th Anniversary Logo" developed by the U.S. State Department into the overall booth design, which added to the appeal to both exhibitors and visiting importers and buyers. Post also successfully invited the FAS Administrator, Phil Karsting to attend and elevate the profile of USDA's presence and support for the event.

FAS also organized a USA Pavilion "Ribbon Cutting Ceremony" which was conducted by Consul General Rena Bitter, visiting FAS Administrator Karsting, FAS-Vietnam's Agricultural Counselor Mark Dries and Senior Agricultural Attaché Dwight Wilder. That event attracted numerous Vietnamese television and news reporters covering the FHV Show. Immediately following the ribbon cut, FAS Administrator Karsting and Consul General Bitter conducted press interviews for interested media outlets. The press coverage of the FHV show and the USA Pavilion demonstrated the strong and growing interest in Vietnam about U.S. food and agricultural products, and helped keep a robust visitor turnout through the remaining two days of the show.

Additional USA Pavilion "enhancements" included booth assistants/greeters wearing typical Vietnamese dresses (ao dais) designed using an American flag theme, as well as a historical slideshow displaying pictures from the past 20 years of USDA-FAS and USDA industry "cooperator" organizations promoting U.S. food and agricultural products in Vietnam. These simple but effective techniques were helpful in drawing large numbers of potential buyers into the USA Pavilion and helped exhibitors log record sales. More details on these enhancements are provided below.

USA Pavilion participants included nearly a dozen USDA cooperators and state/regional groups participating in FAS programs, namely: U.S. Dairy Export Council, U.S. Meat Export Federation (USMEF), USA Poultry & Egg Export Council (USAPEEC), U.S. Dry Pea and Lentil Council, the California Milk Advisory Board, the Southern U.S. Trade Association, the Popcorn Board, the Idaho Potato Commission, the Oregon Department of Agriculture, Oregon USA Potato, the East West International Group, and other individual U.S. company exhibitors. The USA

Pavilion displayed a wide range of products, including meat and poultry, cheese and other dairy products, dry peas, beans, potatoes, whole grain foods, infant formula, confectionary, tortilla chips, sauces, crackers, cookies, and much more.

FAS Vietnam Provides Value-Added Services for Exhibitors and Trade Contacts

FAS coordinated several “value-added” services USA Pavilion exhibitors to make their business Vietnam more productive and profitable. A market briefing for over 40



exhibitors, and attended by the FAS Administrator, was given FAS-Vietnam’s Agricultural Counselor Mark Dries and Senior Agricultural Attaché Dwight Wilder. FAS also organized tours of Tay traditional wholesale market as well as a tour of a local outlet, Co-opMart grocery store, where the President of the company (Vietnam’s largest supermarket chain), personally greeted the group and led their tour.



Market tour visit of Saigon Coopmart, the largest modern retail chain in Vietnam (74 stores)

for
at FHV
trip to

by
Binh
retail

Additionally, a U.S. Food Showcase Reception was organized to together more than 330 contacts in the food and beverage industry. Those programs were carefully arranged to offer as information about the Vietnamese market as possible, and provide opportunities for U.S. exhibitors to network with food importers, buyers, and distributors during their short stay in Vietnam.



bring
much

The USA Pavilion was highly attractive to the U.S. exhibitors, local media and Vietnamese and regional visitors

due to the enhancements carried out by FAS Vietnam, which included:

- * A “20th Anniversary logo” (developed by the State Department’s Public Affairs Section) was incorporated into the overall USA Pavilion design and brochure so as to co-brand this major USDA activity into the U.S. Mission’s overall plan to highlight the 20th Anniversary of normalized relations.

- * A USA Pavilion “Ribbon Cutting Ceremony” was conducted on the opening morning of FHV 2015, with participation by Consul General Rena Bitter, FAS Administrator Phil Karsting, FAS-Vietnam’s Agricultural Counselor Mark Dries and Senior Agricultural Attaché Dwight Wilder. It attracted wide coverage by Vietnamese television and news reporters attending the FHV show.

Immediately following the ribbon cut, FAS Administrator Karsting and Consul General Bitter conducted press interviews for a large gathering of interested media outlets. The press coverage of the FHV show and the USA Pavilion helped keep a robust visitor turnout through the remaining two days of the show.



Left to right: Agricultural Counselor Mark Dries, U.S. Consul General Rena Bitter, FAS Administrator Phil Karsting, and Senior Agricultural Attaché Dwight Wilder performed the USA Pavilion Ribbon Cutting Ceremony



FAS Administrator Phil Karsting and U.S. Consul General Rena Bitter gave remarks at U.S. Food Showcase Reception



- * A video showing historical photos of key marketing activities and events by FAS and USDA Cooperators in Vietnam over the last 20 years was displayed on large monitors in the USA Pavilion.

- * 4 booth assistants, and two FAS-Vietnam staff, wore traditional Vietnamese dresses “Ao Dai”, which were designed to incorporate elements of the American flag. Many USA Pavilion exhibitors took advantage of the

“photo opportunities” with the booth assistants to promote their products both at the event and in the future. In addition, some exhibitors plan to have similar American flag dresses made for local sales and marketing representatives.



their

FAS staff wearing traditional Vietnamese dresses with American flag theme and a USDA Cooperator

VIPs Boost the Attraction of USA Pavilion

In addition to the above-mentioned activities, FAS Administrator Phil Karsting and U.S. Consul General Rena Bitter had a full day of activities, including an informative meeting with regional USDA Cooperator representatives, participation at the USA Pavilion Ribbon Cutting Ceremony followed by interviews with local media. and a visit to interact with each exhibitor booth in the USA Pavilion. The walk-through of the USA Pavilion by these high ranking officials from the U.S. Government attracted the attention of U.S. exhibitors, visitors, and media. That afternoon, they also visited the USDA Cooperator-sponsored segment of FHV’s cooking competition to interact with the competition organizer, competing chefs, and judges. To cap that full day of activities, in the evening of the first day of the show (April 21), both FAS Administrator Karsting and Consul General Bitter attended the USDA Trade Reception to welcome more than 330 distinguished guests, including local officials, U.S. exhibitors, U.S. cooperators, and a host of Vietnamese businessmen in the food and beverage and agricultural sectors.



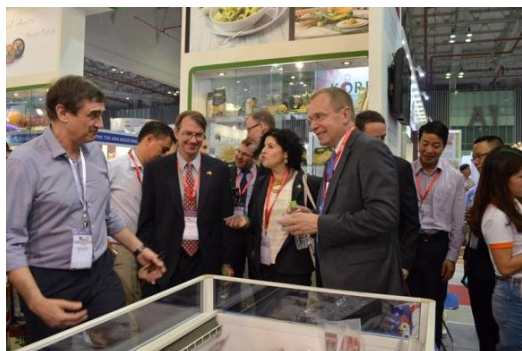
Administrator Karsting conducting press interviews



Cheese tasting at USDEC booth



Administrator Karsting and Consul General Bitter at Idaho Potato Commission booth



Tour of New Viet Dairy's booth, one of Vietnam's top U.S. food importers

Fruitful Achievements and Looking Ahead to 2017

As a result of FAS's extra efforts for the FHV 2015 and our Administrator's special visit to attend, Post received highly positive feedback both in terms of appreciation for USG support and trade results from the U.S. exhibitors. They reported making over 350 serious trade contacts, and recorded \$490,000 of on-site sales (versus \$8,000 reported from FHV 2013). They also estimated 12-month projected sales of more than \$4.3 million, up from the estimated \$ 1 million from the previous event in 2013. FHV and our specially-enhanced Pavilion provided an excellent platform for U.S. exhibitors to showcase their products and served to reinforce a strong U.S. presence in this fast growing market. Almost all U.S. exhibitors were satisfied with the show's effectiveness in meeting their business goals and with the quality of local visitors.

Due to the success of this year's FHV show and the continued strong market growth for U.S. food and agricultural products, FAS-Vietnam expects even higher U.S. exhibitor participation for the next FHV edition in 2017.