

POST SHOW REPORT:

LOOKING BACK ON A SUCCESSFUL EXHIBITION

Viet Nam International Exhibition On Information Technology
It, Communication & Telecommunication

Viet Nam International Exhibition On Electronic Products

JUNE 08 - 10
2023
SECC

799 NGUYEN VAN LINH STREET, DISTRICT 7, HCMC

f @ictcomm.vn
www.ictcomm.vn

Hosted by:



Ministry of Science
and Technology



Ministry of Information
and Communications



Ministry of Industry
and Trade

Organizers:



Gold Sponsor Silver Sponsor Bronze Sponsor Co-organizers



EXHIBITORS IN DETAIL

VietNam ICTCOMM & ELECTRONIC 2023 was an explosive success with spectacular breakthroughs, promising exciting market transactions and opening up many business cooperation opportunities for domestic and foreign enterprises

458

Exhibitors

~10.000m²

of Exhibition Space

14

Countries/Territories

7+

National Pavilion

620+

Exhibition Booths

65%

International Exhibitors

120% Increase the total size of exhibition area compared to 2022
160% Increase the number of exhibitors compared to 2022

EXHIBITION SECTORS



**IT solutions
E-commerce**



Telecommunication



Digital technology

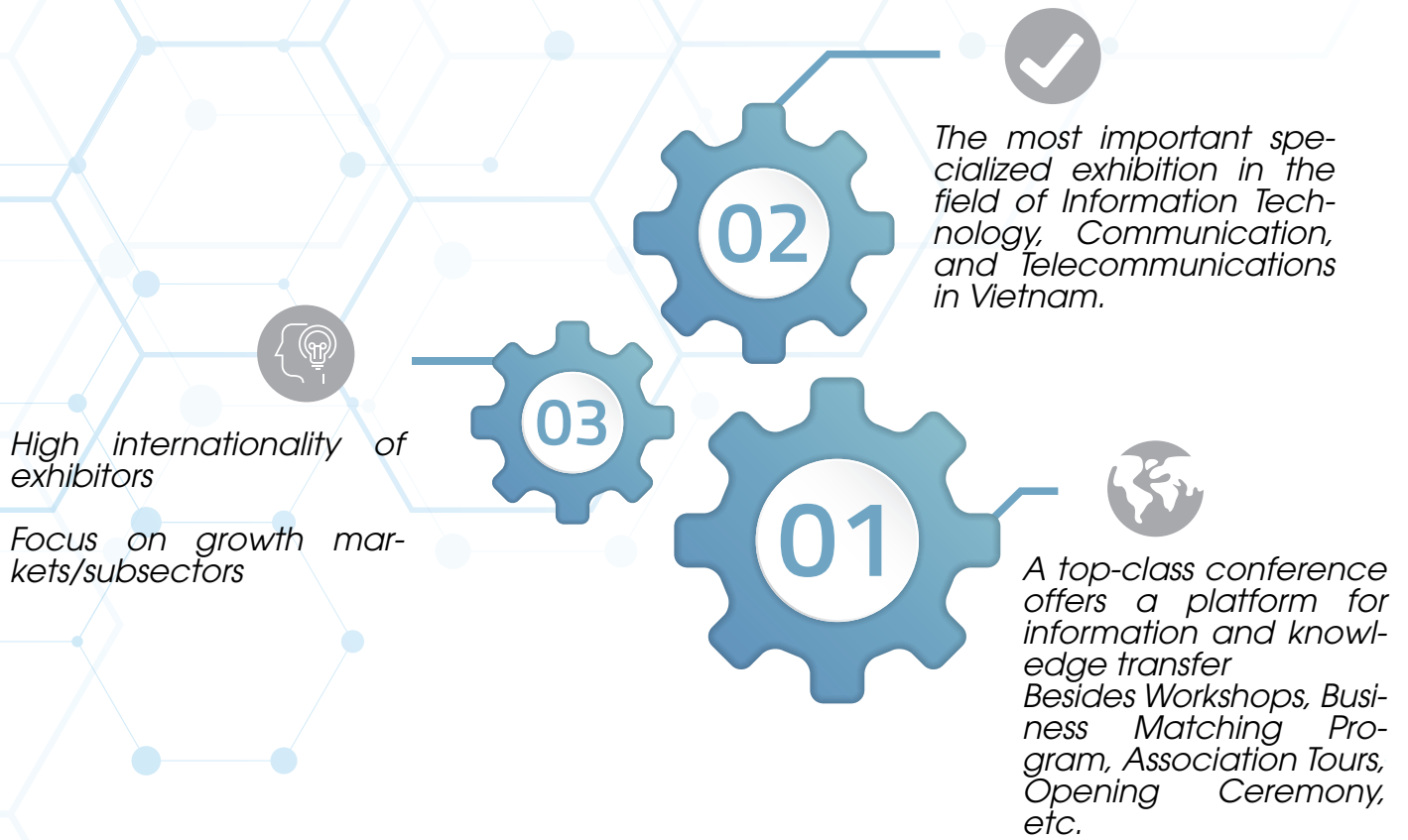


**Equipment - Electrical
Electronic Components**

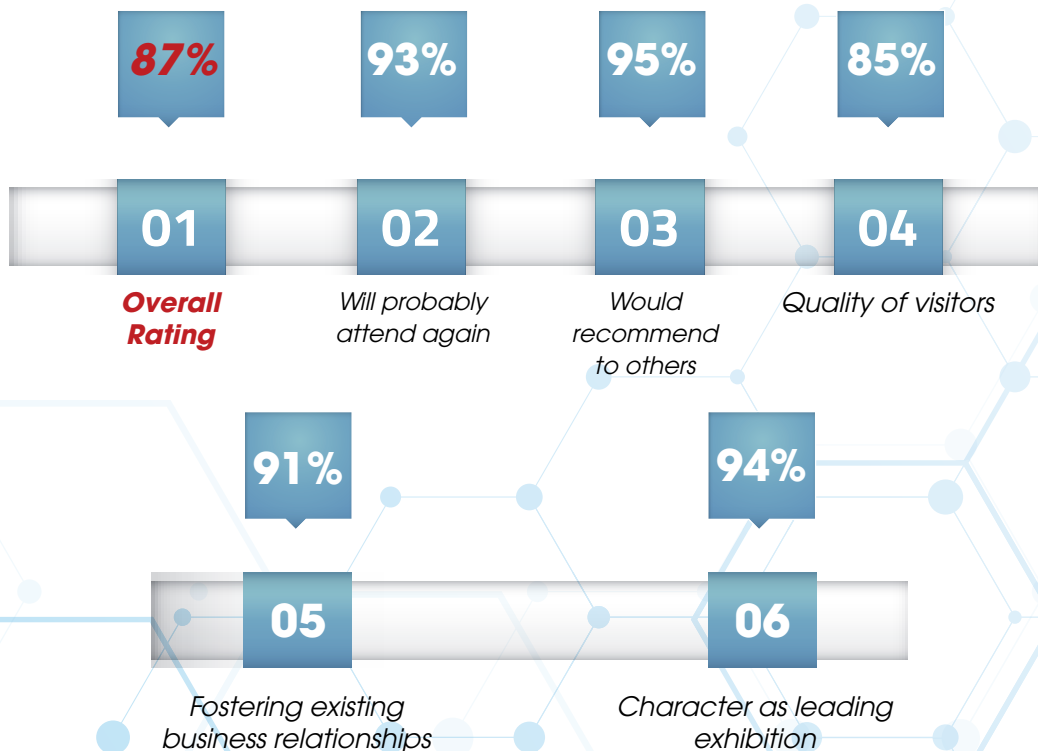


**Visual Equipment
Audio Equipment**

What characterizes Vietnam ICTCOMM & ELECTRONIC?



EXHIBITOR SATISFACTION



SPONSORS



GOLD



SILVER



BRONZE

As a leading telecom service provider, **China Telecom** operates in 41 countries with strategic presence in Singapore, Vietnam, Indonesia, Japan, and South Korea, etc. Whether it be data centers, cloud solutions, internet access, low latency connectivity, managed services and DICT solutions, our master plan is simple - we help businesses navigate the digital world of possibilities. China Telecom is powered by more than 241 Points-of-Presence outside of China and 53 submarine cables to fuel our customers' rapid expansion across new markets. In the emerging vibrant Vietnam market, China Telecom will continuously do more investment and spare no efforts to make substantial contributions to the digital transformation of the society. Coming to Vietnam ICTCOMM 2023, we look forward to finding strategic partners and many potential customers to join hands to contribute to improving Vietnam's digital transformation.

Zoho has been at the forefront of cloud software solutions for over 25 years. More than 80 million users around the world rely on Zoho products and services, from large corporations to single-member companies. Zoho's approach to privacy, a long-term vision, a focus on design, and a customer-centric philosophy - are what sets us apart. Attending the Vietnam ICTCOMM 2023 Exhibition this year, Zoho has connected with many customers recommending more than 55 software solutions for all business activities, from Sales, Marketing, Customer Care, to Human Resources, Finance and Accounting, Office tasks and Custom solutions.

Since 2006, **i3** has accompanied businesses in IT Applications in Business Administration and effective Digital Transformation based on technology from **ManageEngine (ME)**. Coming to this year's exhibition, i3 JSC promises to bring services and solutions tailored to the needs and latest technology trends to promote business transformation, with a proposed approach to IT Business Management (ITBM). to support the operation of all business activities in the coming years. i3 JSC will definitely impress your business and industry professionals at this year's Vietnam ICTCOMM Exhibition.

VISITORS IN DETAIL

VISITORS

DAY 1 (JUN 8):	4072
DAY 2 (JUN 9):	3036
DAY 3 (JUN 10):	2408
TOTAL 3 DAYS:	9516



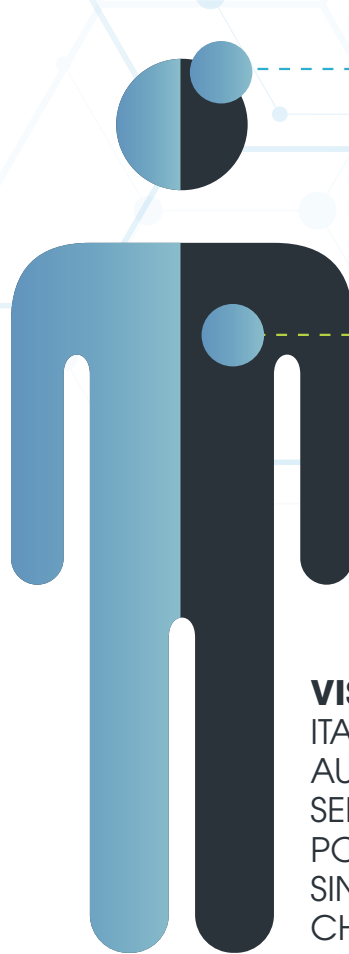
TOP REASONS FOR VISIT

Place an order, meet an existing partner	35.6%
Learn new products and technologies	18.8%
Expanding cooperation relationship	23.7%
Research inquiring	6.8%
Exhibition Rating	8.1%
Other purposes	6.0%



VISITOR'S SATISFACTION

Overall rating	92%
Will probably attend again	95%
Would recommend fair to business partners	98%
Presence of market leaders	85%
Completeness and breadth of product range	97%



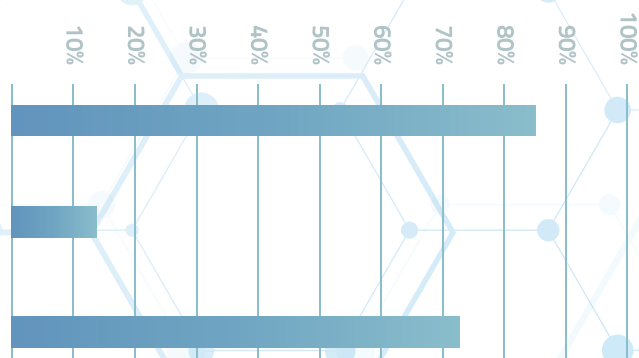
REASON FOR VISIT



SATISFACTION

VISITORS FROM: GERMANY, ITALY, DENMARK, TURKEY, AUSTRIA, CAMBODIA, SERBIA, PHILIPPINES, POLAND, RUSSIA, FINLAND, SINGAPORE, HONG KONG, CHINA, THAILAND, KOREA, JAPAN, INDIA, RUSSIA, TAIWAN LOAN, UNITED ARAB EMIRATES, MALAYSIA, VIETNAM

VietNam ICTCOMM & ELECTRONIC 2023 was a huge success with impressive and high-quality visitors attending the event



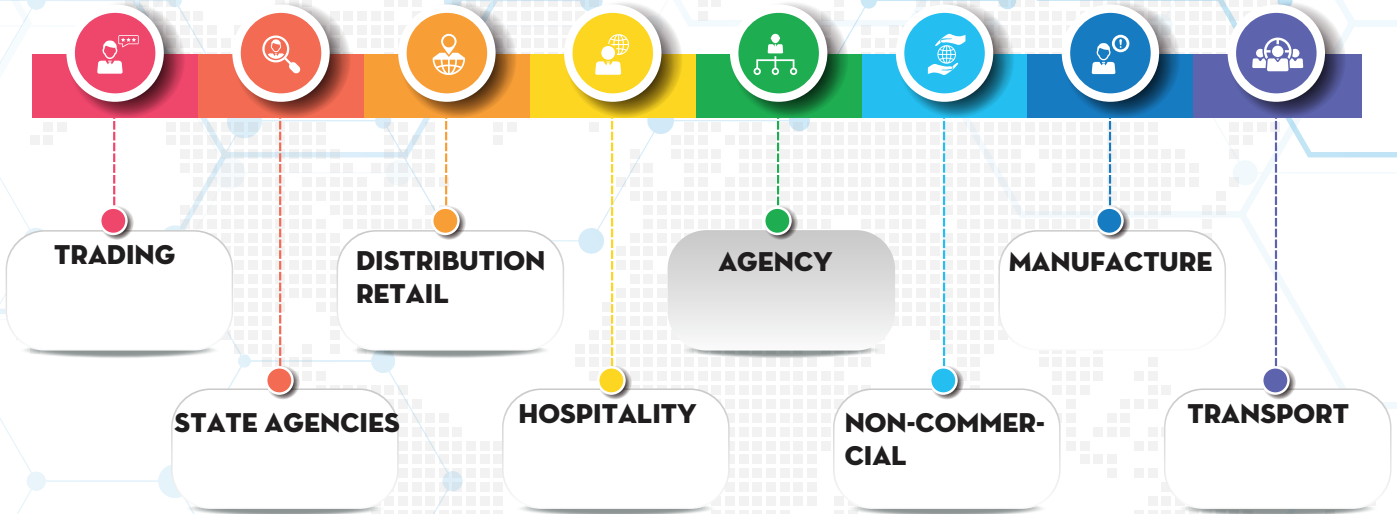
85.5% Local visitors

14.5% International visitors

73.4% Are top management or decision makers

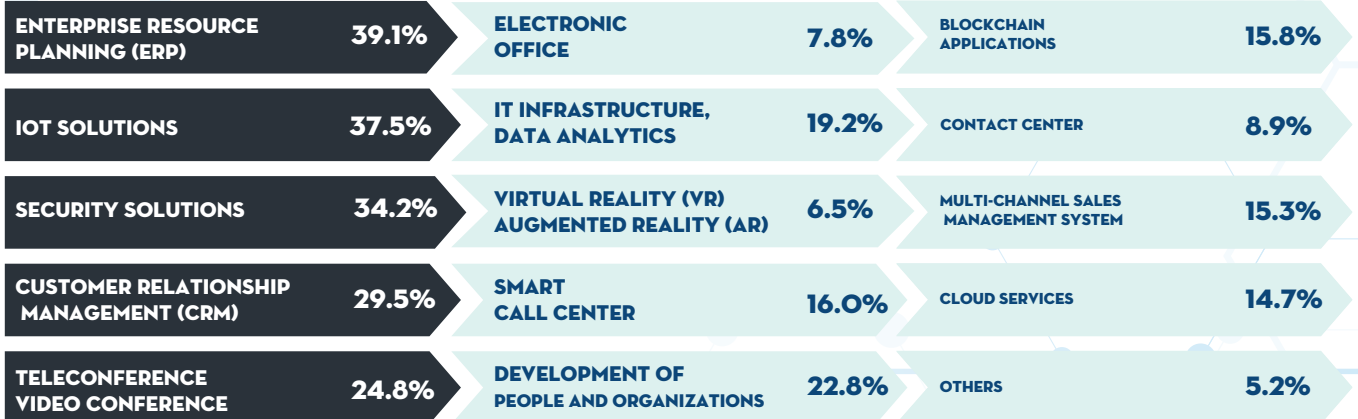
VISITORS IN DETAIL

BUSINESS NATURE

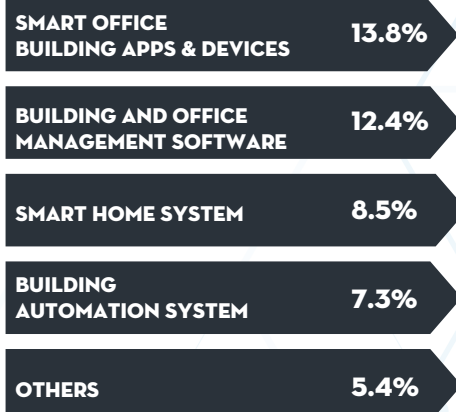


TOP PRODUCTS OF INTEREST

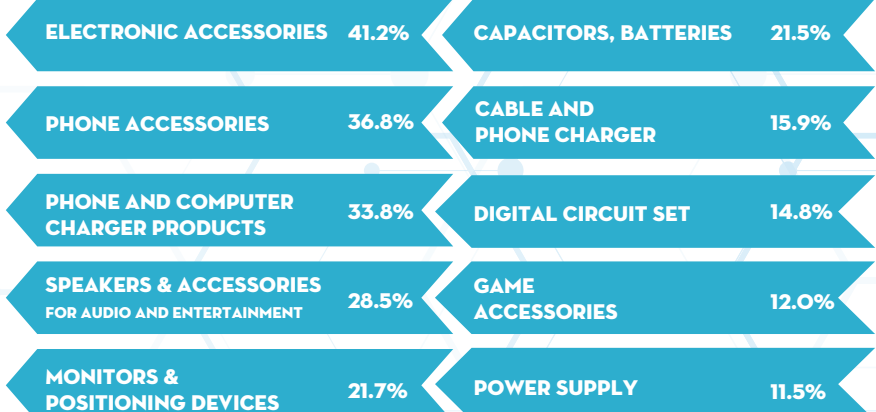
IT & DIGITAL SOLUTIONS TECH



BUILDINGS AND SMART HOME



ELECTRONICS & SMART ELECTRONIC DEVICES



VISITORS IN DETAIL

TOP PRODUCTS OF INTEREST

MARKETING & COMMUNICATIONS EQUIPMENT

PRINTER	25.6%
DIGITAL INKJET PRINTER	21.0%
PRINTING SOLUTIONS	18.9%
ADVERTISING GIFT, MATERIALS AND EQUIPMENT	17.5%
OTHERS	5.6%

TELECOMMUNICATION

CABLE	49.2%
WIRELESS COMMUNICATION DEVICE	45.8%
OPTICAL TRANSCEIVER	35.0%
SATELLITE	22.3%
ACCESSORIES	19.9%
OTHERS	10.2%

LED TECHNOLOGY

LED DECORATIVE	28.5%
LED ADVERTISING	24.3%
LED BILLBOARD	23.8%
OTHERS	18.2%

OVERVIEWS OF CONCURRENT EVENTS

JUNE 08

Smart digital infrastructure: The best solution for SMES to overcome economic recession
The role of AI and Blockchain in smart security
Cost optimization solutions for equipment investment in Start-ups
Zero trust network access - Security trend for remote work in enterprises
Streamlining the business invoice management process

01

PROFESSIONAL SEMINAR

More than 30 national and international experts shared about the trend of digital infrastructure transformation 4.0 for SMEs and comprehensive optimal solutions to the challenges of the promising new technology stocks according to analysts. The seminars attracted more than 750 participants..

02

03

JUNE 09

Discover the smarter way to work
Discovering how M-files, the only metadata-driven document management platform empowers knowledge workers
Smarter document workflows to modernize corporate processes in 2023
Total trade platform - powering global trade connectivity
Core elements of cyber security: trends and comprehensive cloud security solutions for enterprises

BUSINESS MATCHING PROGRAM

Trade Meetings

The ideal meeting place to connect exhibitors and potential buyers from diversity industries such as information technology, electronics, telecommunications, etc. The organizers have connected more than 370 meetings before the exhibition, 115 meetings during the onsite exhibition, of which 180 successful meetings led to a cooperation agreement. This is an activity that contributes to the success of VIET NAM ICTCOMM 2023 and VIET NAM ELECTRONICS 2023.

Introducing the exhibitor's solutions

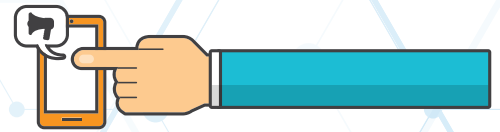
At the first-onsite exhibition, the Business Matching Program: "Discover digital transformation" conducted by the Hong Kong E-commerce Association with professionals from 40 booths of the Hong Kong pavilion introduced and exchanged more than 50 products and services about Financial technology, E-commerce, Digital marketing, Apps & Social media

MARKETING ACTIVITIES

MEDIA CHANNELS: All of the exhibition's official media pages

COMMUNICATION & PROMOTION CAMPAIGN:

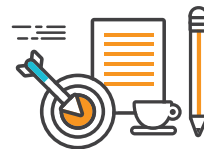
The event was covered by the media, with about 70 media (including print and online advertising) before, during and after the event.



NEWS AND ADVERTISING BEFORE, DURING AND AFTER THE EXHIBITION



Articles, Reports on online newspaper: **100 local news | 10 international news**



Foreign IT, Telecommunications, Media and Electronics Associations in Vietnam: **430 invitations | 20,000 invitations**

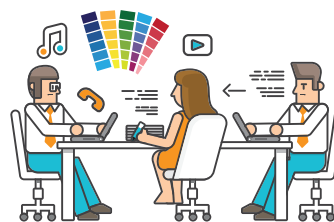


Advertisement Video, Clip on TV: **12 video/clip**

Advertisement on website, fanpage, campaign: **over 12,000 interaction**



Advertisement on website of Partners, Association etc.: **4,500 reach**



Street banner: **350 banners on high traffic streets**

Email marketing: **5,000**

Advertisement on relevant Fanpage: **200 news**

Invitation directly sent to customers: **total 20 rounds of EDM sent to both exhibitors and visitors in 2 months with nearly 88,000 email addressed**



SINCERELY APPRECIATE AND SEE YOU AGAIN
VIETNAM ICTCOMM & VIETNAM ELECTRONIC 2024



Viet Nam International Exhibition On
**INFORMATION TECHNOLOGY, IT,
COMMUNICATION & TELECOMMUNICATION**

Viet Nam International Exhibition On
ELECTRONIC PRODUCTS

JUNE 06 - 08/2024

**SAIGON EXHIBITION & CONVENTION CENTER
SECC, DISTRICT 7, HCMC**