



POST SHOW REPORT

6 - 8/06/2024 | SECC | HCMC

EXHIBITION OVERVIEW

The 9th International Vietnam ICTCOMM and ELECTRONIC Exhibition on Telecommunications, Information Technology & Communications, and Electronics in Vietnam was a success. The event attracted 10,218 visitors, with over 65% of them seeking new and advanced technology products for the telecommunications and electronics industries. We believe this exhibition will contribute to the continuous development of the information technology and telecommunications electronics sector in Vietnam.



OVERVIEW

Date: 06 - 08/06/2024

Venue: Saigon Exhibition and Convention Center (SECC)

Host and Sponsors:

Ministry of Information and Communications
Ministry of Science and Technology
Ministry of Industry and Trade

Organizers:

- Adpex Joint Stock Company (Adpex JSC)
- Global Exhibition & Conference JSC (Gloex)
- Vietnam Internet Association (VIA)
- National Agency for Technology Entrepreneurship and Commercialization Development (NATEC)
- Vietnam Climate Innovation Center (VCIC)
- Business Startup Support Center (BSSC)

Tổ chức và thực hiện / Organisers:



Tài trợ Vàng / Gold Sponsor:

mobifone

Bảo trợ Truyền thông / Media Sponsor:



Đối tác Truyền thông / Media Partners:



EXHIBITORS STATISTICS

ACTUAL DATA



10,000 m2 Exhibition Area



10,218 Visitors



465 Exhibitors



532 Exhibition Booths



14 Countries/Territories

Includes: United States, Poland, South Korea, China, Singapore, Hong Kong, Japan, Malaysia, India, Philippines, Thailand, Taiwan and Vietnam

EXHIBITOR'S SATISFACTION












83% Found new collaboration opportunities

89% Satisfied with visitor quality

82% Introduced the exhibition to partners

70% Will participate in the next exhibition

EXHIBIT PROFILES

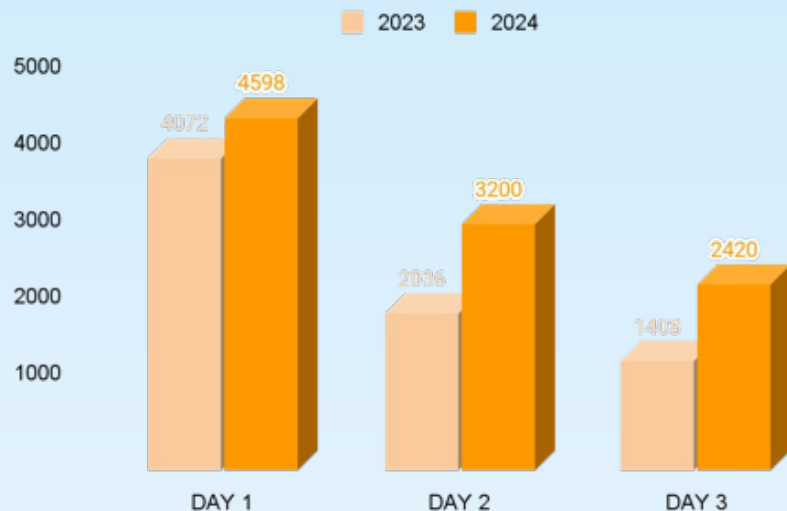
	Digital Solution	63%		Energy Storage Devices (Batteries,...)	36%
	Buildings and Smart Home	35%		Printing & Advertising Equipment/Machinery	39%
	Telecommunications, Cables	48%		Electronic & Industrial Electrical Equipment	29%
	LED Technology & Printing	32%		Other Related Products/Services	42%
	Smart Technology & Equipment	41%		Building Control Technology & Automation	23%
	Lighting Technology & Equipment	27%			

VISITORS STATISTICS

10,218 (+25%)

TOTAL VISITORS

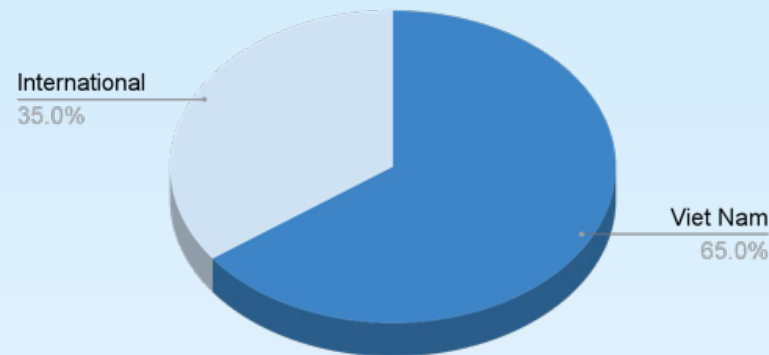
YEAR-ON-YEAR INCREASE OF VISITOR TRAFFIC



SURVEY FROM VISITORS

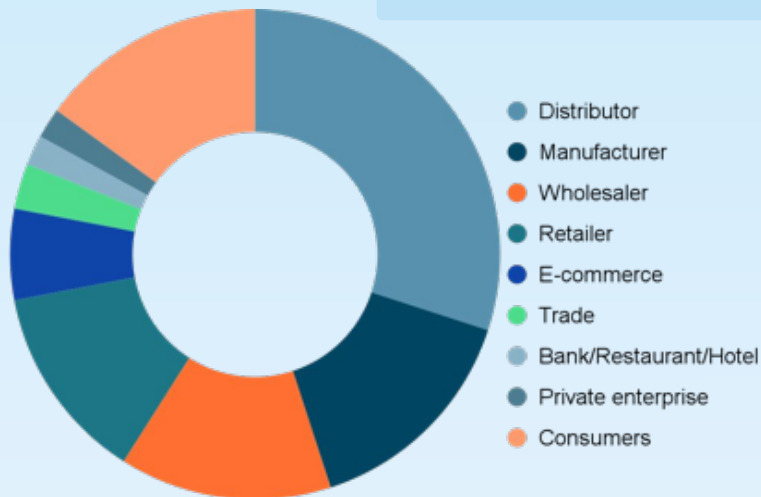
Viet Nam: 65%

International: 35%

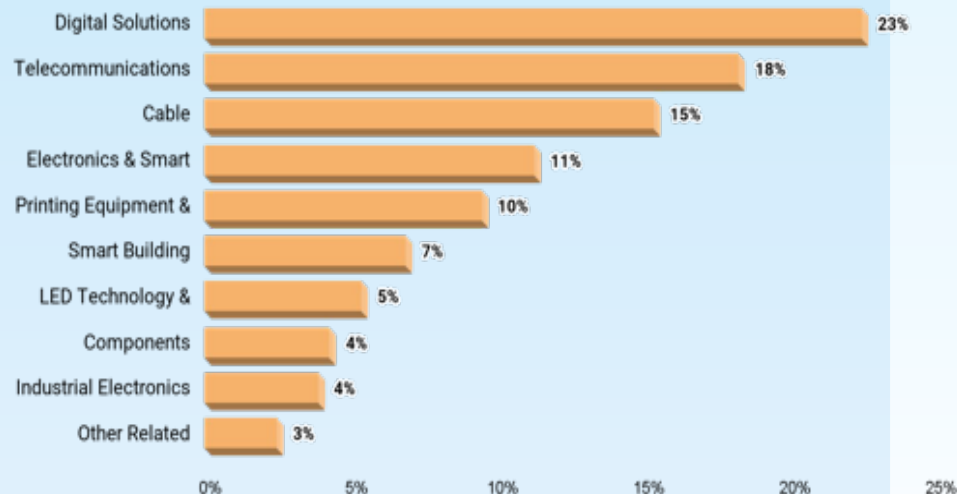


VISITORS STATISTICS

BUSINESS SECTORS

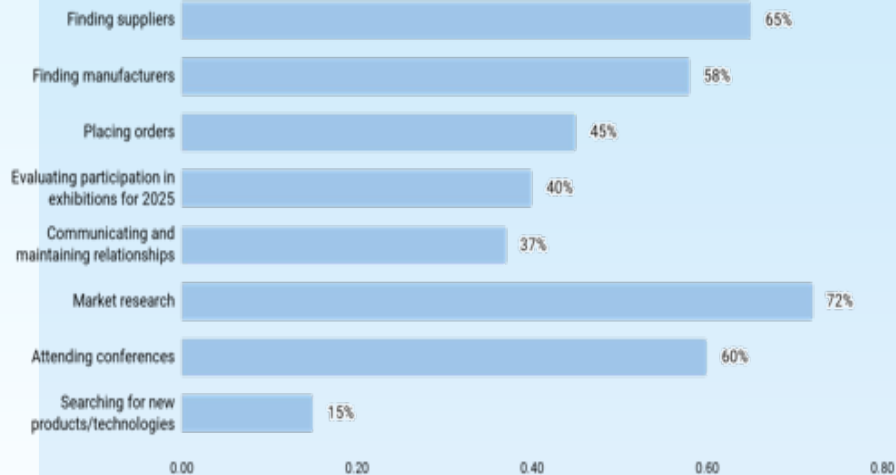


TOP 10 VISITOR PRODUCTS/SERVICES OF INTEREST

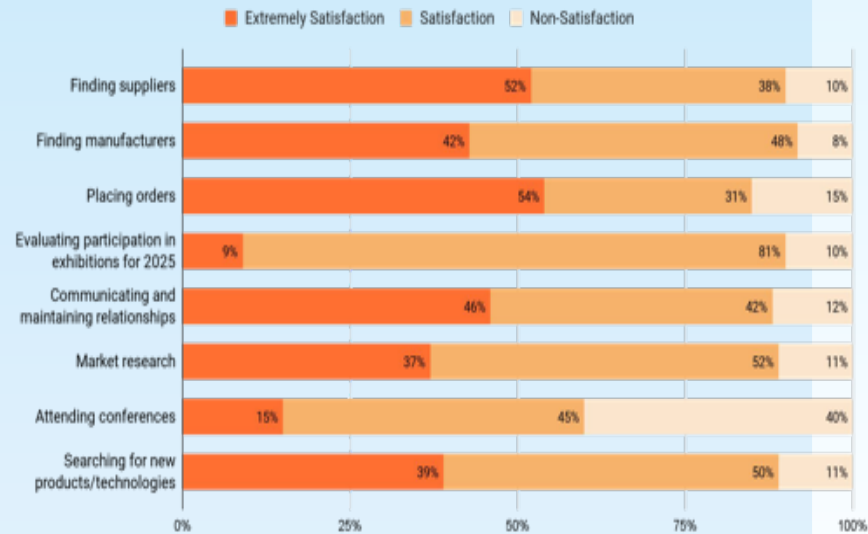


VISITORS STATISTICS

REASONS FOR VISIT



VISITOR'S SATISFACTION



BUYERS STATISTICS

Direct 1:1 B2B trading connections between Buyers and Exhibitors will take place over 3 days, featuring impressive engagement metrics

1,300+

Connecting Interested Companies &
Thousands of Direct Networking

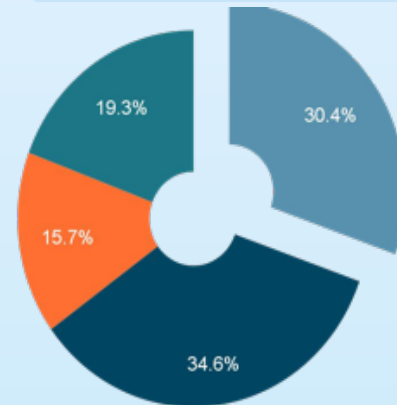
PURPOSE OF BUYER ATTENDANCE

- » Purchasing or ordering products 45%
- » Finding new distribution channels or suppliers 43%
- » Evaluating exhibitions for future participation 12%

NETWORKING EFFICIENCY



PURCHASE DECISION



● Decision-maker ● Influencer ● Advisor ● None

ON-SITE ACTIVITY | SEMINARS

An opportunity to stay updated on technology trends, innovate in the era, and gain valuable insights shared by leading experts and experience countless high-tech products from hundreds of pioneering companies.

SEMINAR SERIES: "STORAGE AND RECOVERY IN THE GEN Z ERA"



ON-SITE ACTIVITY | SEMINARS

TOPIC: Digital Transformation & AI Applications

Speaker: Mr. Nguyen Tuan Huy
Head of Digital Transformation
Department - MobiFone Corporation



TOPIC: Building an Effective Internal Training Space with the MOOCS mobiEdu Open Course Platform

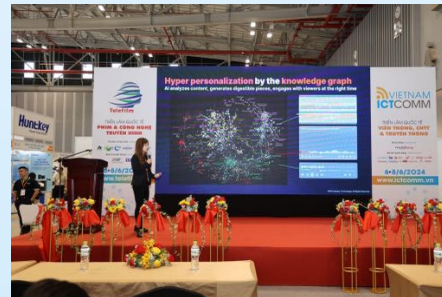
Speaker: Ms. Thai Thanh Thao
Expert in Digital Education Ecosystem
Development - MobiFone Corporation



ON-SITE ACTIVITY | SEMINARS

TOPIC: Mastering Attention Economy
How AI-powered Multimedia Boost
E-learning and Corp Communication

Speaker: Stacey Chen
- Marketing Manager of BlendVision



BlendVision

ON-SITE ACTIVITY | SEMINARS



TOPIC: Digital Transformation and Business Process Automation: Leveraging AI for the Future
Speaker: Ms. ChoiGek, SEEW
-Business Development, Asia
-Therefore Corporation GmbH - Canon



ON-SITE ACTIVITY | SEMINARS

TOPIC: Accelerate Growth with
Loyalty CDP and Omni-Channel: A
Comprehensive Strategy for
Businesses

Speaker: Mr. Nguyen Linh Nhan
- CEO OMICall



ON-SITE ACTIVITY | SEMINARS



TOPIC: Enhancing Customer Experience in the Technology Era
Speaker: Mr. Nguyen Huu Anh Hao
Co-founder và CRO DGV Digital



ON-SITE ACTIVITY | SEMINARS

TOPIC: Corporate Innovation: Going Beyond Maximum with AI

Speaker: Maciej Rohleder

- Co-founder and Board Member CShark



CSHARK

MARKETING ACTIVITIES

BEFORE THE SHOW

- News articles on electronic news websites and VOV/VOH
- Sending SMS/ZNS messages
- Event banners on reputable ministry and industry association websites
- Posts on popular Facebook pages/groups within the industry
- Street banners and LED advertising screens at central locations
- Sending over 200,000 visitor invitations to organizations, businesses, and individuals
- Sending over 600,000 marketing emails to organizations, businesses, and individuals

DURING THE SHOW

- Continuous event updates on official fan pages and websites
- Sending event-related marketing emails to hundreds of thousands of business and individual visitors

AFTER THE SHOW

- News coverage on online newspaper and media channels
- Event news broadcasted on television and radio channels such as VTV1, HTV9, HTV7, etc..
- Continuous event updates on official fan pages and websites



EFFECTIVE MARKETING STRATEGY



EMAIL MARKETING CAMPAIGN

35.000+ email addresses of customers received the marketing campaign



DIGITAL MARKETING

120.000+ user accounts reached by the Digital Marketing campaign



WEBSITE (www.ictcomm.vn)

19.000+ traffic



MEDIA PARTNERS

75+ specialized media and online journal covered the event.

22+ television and radio stations reported on the event



FANPAGE

15.000+ followers on the Fanpage

EXHIBITION PHOTOS





THANK YOU

The collaboration and support from businesses and partners have contributed to the overall success of the Exhibition.

Tổ chức và thực hiện / Organisers:



Tài trợ Vàng / Gold Sponsor:



Bảo trợ Truyền thông / Media Sponsor:



Sản phẩm & Thương hiệu

Đối tác Truyền thông / Media Partners:



SA VIETNAM.VN

Viral media



SEE YOU NEXT YEAR 2025

**We are looking forward to seeing you at
VIETNAM ICTCOMM & ELECTRONIC 2025**



**12 - 14 / 6
2025**

**SAIGON EXHIBITION AND CONVENTION CENTER - SECC
799 NGUYEN VAN LINH STREET, DISTRICT 7, HO CHI MINH CITY, VIET NAM**