2019 ICTCOMM VIETNAM

6 – 8 JUNE
SAIGON EXHIBITION & CONVENTION CENTER (SECC)

POST SHOW REPORT 2019
VIETNAM ICTCOMM!

The best place to meet, exchange and share production experiences from reputable additives IT suppliers and explore all the latest on the broadcast and IT market. It is a prestigious and effective trading platform, contributing to the development of business, expanding cooperation and investment in specialized units, and creating a common strength for the IT, telecommunications and communication technology industries.

EXHIBITOR CATEGORIES

- Disruptive Technologies
- Innovation Solutions
- Telecom Products
- Enterprise / Mobility Solutions
- Healthcare Electronics
- Personal Care Appliances
- Electrical Components & Accessories
- Automobile Related Products & Services
- Big Data / Cloud / Data Center
- Electronics Technology
- Mobile Device & Accessories
- Smart Home Electronics
- Security / Cyber-Security
- App/Software
- IoT

FACTS & FIGURES

375 EXHIBITORS | 10,000 SQ.M | 14,420 VISITORS | 620 HOSTED BUYERS
**EXHIBITORS ANALYSIS**

**Top 10 Exhibit Countries**

- Malaysia
- Japan
- China
- Korea
- Singapore
- USA
- Taiwan
- India
- Vietnam
- Hong Kong

**Exhibitor Survey Results:**

- **85%** of exhibitors were satisfied with the business opportunity
- **75%** of exhibitors were satisfied with the visitors traffic and quality
- **89%** of exhibitors will attend VIETNAM ICT COMM in future
- **90%** of exhibitors are likely to recommend VIETNAM ICT COMM to a friend or colleague
- **83%** of exhibitors regard VIETNAM ICT COMM as the most important trade event for their company

**What Exhibitors Said**

*“This is the first time and I am very happy to join to the Exhibition of Vietnam ICT COMM 2019. We have many people acquired for Vietnam companies and we are also supporting and introducing all of our product to them. This event is important to me because these networking opportunities do bring businesses to my company.”*

**Mr. Shinichi Iwamoto**

President
Japan Telegartner Ltd. – Vietnam ICTCOMM Exhibitor

*“This is the second time we attend VIETNAM ICT COMM, we get the chance to see and meet a lot of people, especially close relationship with the CTOs, many large companies also came to us during the fair.

We see a large-scale organization exhibition, good customer service staff, meeting the expectations of participants.”*

**Ms. Khuc Thi Hong Nga**

Manager – Sale Management Duali
Vietnam ICTCOMM Exhibitor

---

35% increase in international exhibitors at VIETNAM ICTCOMM 2019, when compared to last year’s trade show numbers
High turnout of quality local & int'l visitors

- 88% of VIETNAM ICTCOMM 2019 visitors are decisions makers in their respective businesses
- 71% of VIETNAM ICTCOMM 2019 visitors are business owners or CEOs

At the exhibition, it brought to Vietnamese enterprises the application of high technology, smart applications in all industries, agriculture, construction .. very consistent with the current technology trend of 4.0

Pham Xuan Kien - General Sale Manager
I.T.S.E & C CO., LTD.

Forecasts:
- 400 Exhibitors
- 15,000 Visitors
- 10,000m² Exhibition space
VISITORS ANALYSIS

BUYERS’ INTEREST IN MAIN PRODUCT CATEGORIES

<table>
<thead>
<tr>
<th>Category</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disruptive Technologies and Innovation Solutions</td>
<td>30%</td>
</tr>
<tr>
<td>Enterprise / Mobility Solutions / Big Data / Cloud / Data Center</td>
<td>21%</td>
</tr>
<tr>
<td>Telecom Products</td>
<td>12%</td>
</tr>
<tr>
<td>Electronics Technology, Mobile Device &amp; Accessories</td>
<td>10%</td>
</tr>
<tr>
<td>Smart Cities</td>
<td>10%</td>
</tr>
<tr>
<td>Healthcare Electronics, Personal Care Appliances</td>
<td>7%</td>
</tr>
<tr>
<td>Electronic, Electrical Components &amp; Accessories</td>
<td>5%</td>
</tr>
<tr>
<td>Automobile Related Products &amp; Services</td>
<td>3%</td>
</tr>
<tr>
<td>Smart Home Electronics</td>
<td>3%</td>
</tr>
<tr>
<td>Security / Cyber-Security</td>
<td>1%</td>
</tr>
</tbody>
</table>

MAIN OBJECTIVES OF VISITING:

<table>
<thead>
<tr>
<th>Objective</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeking for new suppliers and products</td>
<td>38%</td>
</tr>
<tr>
<td>Collect market and trends information</td>
<td>23%</td>
</tr>
<tr>
<td>Meet and network with current suppliers / clients</td>
<td>20%</td>
</tr>
<tr>
<td>Meet and network with new suppliers / clients</td>
<td>19%</td>
</tr>
</tbody>
</table>

ICTCOMM provide an opportunity for businesses to approach potential partners and investors for local and international businesses. This event also create new opportunities for us to do networking.

Nguyen Van Quy
ICTCOMM MATCH
HOSTED BUYER / VIETNAM

Visitors Analysis
At the exhibition, it brought to Vietnamese enterprises the application of high technology, smart applications in all industries, agriculture, construction... very consistent with the current technology trend of 4.0.

Pham Xuan Kien
General Sale Manager
I.T.S.E & C CO., LTD.
BUYERS PROGRAMME

A key programme designed to give exhibitors and high-profile visitors the opportunity to meet and develop concrete business opportunities. **823 one-to-one meetings** took place during the fair between **375 exhibitors** and **620 buyers** from 18 countries spanning across the five continents.

**One-to-One Matchmaking**

**820+** Business meetings had been arranged in advance during the fair.

**Hosted Buyer Programme**

**100+** qualified purchasers/ top decision makers from **13** countries were invited to source from ICTCOMM 2019 exhibitors!

78% of ICTCOMM visitors have finalized deals during the trade show or intent to finalize deals in the near future with int’l exhibitors.
EDUCATIONAL AGENDA

SEMINAR 1: THE TRANSFORMATION OF BROADCAST & TELEVISION IN THE DIGITAL ERA

Time: 13:00 – 16:45
Place: Seminar Room – Hall A1
Organized by: Vietnam Digital Communications Association (VDCA); Department of Information and Communications; Adpex JSC; ICT Development Cooperation Center (ICTCode – VDCA)

Attendees: 135
89% rated the seminar quality from good to excellent

SEMINAR 2: APPLICATION OF AI AND BLOCKCHAIN IN THE MARKET CONNECTION AND ONLINE PAYMENTS

Time: 13:00 – 17:00
Place: Seminar Room – Hall A2
Organized by: Adpex Joint Stock Company, National Agency for Technology Entrepreneurship & Commercialization Development

Attendees: 126
95% rated the seminar quality from good to excellent

JUNE 6THURSDAY 13.00-17.00

Educational Agenda
EDUCATIONAL AGENDA

JUNE 7
FRIDAY
08.30-17.15

SEMINAR 3:
SHAPING YOUR FUTURE

6 talks  12 speakers
Organized by: Department of Authorial Radio Frequency, Department of Broadcast and Electronic Communication, Adpex Joint Stock Company, IGV Group, Life TV Group

Topic:
Billion dollar content industry!
Next Platform: Solution for VietNam?

SEMINAR 4:
IT SECURITY – TECHNOLOGY STRATEGIC TREND 2019

14 sessions  16 speakers
Organized by: Adpex Joint Stock Company, Vietnam Internet Association (VIA)

Topic:
Fighting Cybercrime with Artificial Intelligence
Application of Artificial Intelligence (AI) – Competing in the Age of AI
Data Security in the Industry 4.0 Era
Challenges and Solutions to Secure Small and Medium Sized Business (SMB)
Server Security Solution - IoT Security

SEMINAR 5:
INNOVATION START-UPS FOR INNOVATION IN THE 4.0 DIGITAL ERA

14 sessions  16 speakers
Organized by: Adpex Joint Stock Company, Vietnam Internet Association (VIA)

Topic:
Entrepreneurial Ecosystem – Web30s – Virtual PBX – E-invoice
Start your business – LEAN STARTUP – Change everything!
Introduction of K-Start up Grand Challenge 2019
Introduction of AIOT and Smartcities 2019
Business Opportunity for Blockchain for Startup in Vietnam
Why AI won’t be hype anymore?
Transform to digital business with Cloud Computing – Opportunities & Challenges for SMEs
MEDIA CAMPAIGN

Online & Social Media Marketing

- 25 Media Partner
- 60K Invitations
- 25+ Marketing Collaterals
- 25+ Press releases issued
- 30+ Print Advertise
- 25+ Promotion in Trade Shows
- 70+ Digital Promotions
- 75+ Media attendees
- 219+ Print, online & ICT, telecom coverage
THANK YOU PARTNERS

SEE YOU IN 2020

JUNE 11 - THURSDAY
JUNE 12 - FRIDAY
JUNE 13 - SATURDAY