ORGANIZER OMG

VIETNAM INDUSTRIAL AND MANUFACTURING FAIR
www.vietnamindustrialfiesta.com

POST SHOW REPORT

SERIES 2023
VIMF/VIAF/ VMAT

NOV. 08th - 10th 2023

NORTHERN CHAPTER **BACNINH**

ASSOCIATION SUPPORTERS :

AUTOMATIONSG For a better world | VASI | HAMEE

VIAF - VMAT - 3DF - RAV - VIEF - VIMF - VIAF - VI

EVENT HIGHLIGHTS

NORTHERN CHAPTER

B A C N I N H

www.vietnamindustrialfiesta.com

info@vietnamindustrialfiesta.com

+84 286686 1210

OPENING CEREMONY

The Opening Ceremony and VIP Tour were attended by the VIP guests, Delegates from people committee, department of Bac Ninh province and associations as well as representative of international group pavilions

INSIGHTFUL SEMINARS

More than an exhibition, the series of VIMF/ VIAF/ VMAT 2023 has brought a series of conference with covered enjoyable topics on accelerating conected manufaturing, digital transformation for factory, smart production , smart manufacturing platform 4.0, industrial automation , the transfomative role of 3D printing, the evolution of digital workplace,...

MARKETING HIGHLIGHTS

The series of VIMF and VIAF took place with implemented an integrated series of marketing campaigns spanning over **45** weeks. As an organizer, we always understand the importance of targeting on the quality of visitors, the right client, the right market, also ensuring a large number of related visitors during the show time. Bringing and connecting the exhibitors get closer to potential enterprises. Here's what we've done:

- Directly visited factories in industrial zones and sent out **38.000** invitation letters in Bac Ninh, Hung Yen, Ha Noi, Bac Giang, Hai Phong, Vinh Phuc, Thai Nguyen and nearby industries
- Sent out more than **71.000** printed invitation cards
- Achieved **8.700** pre-registrations from website and telephone
- **60.800** emails successfully in the total potential data list in each campaign
- A total of **4.300** brochures were downloaded online by related users as a results of doing pre-show promotional marketing campaigns such as email marketing, social media, and media partners...
- **1.900** printed banners and backrop are hung inside industrial parks and important roads in Bac Ninh province
- Cooperated with **58** prestigious press, media and television chanels to cover exhibition
- Other dedicated marketingf campaign was carried out via Facebook, Zalo, Youtube, Linkedin and Google Display Networks.

EXHIBITION PROFILE

VIETNAM INDUSTRIAL & MANUFACTURING FAIR

• Industrial Machineries, Equipment and Materials • Automotive Manufacturing and Contract Manufacturing • Cutting-Off, Press and Welding • Molding Making and Die Casting • Tool and Tooling Systems • Machine Tool and Metal Working • Metal and Sheet Metalworking • HVAC, Compressed Air and Vacuum • Rubber and Plastic Manufacturing • Products for the Supporting Industries • Advanced Automation Engineeriner

VIETNAM INDUSTRIAL AUTOMATION FIESTA

• Industrial Machineries, Equipment and Materials • Factory Automation, Process Automation, Logistic Automation, Packaging Automation • Smart Manufacturing, IOT, A.I, Big Data and Industry 4.0 • Electric and Electricity/ Energy Control • Motion and Drives/ Control & Sensor Systems • CAD, CAM, Measuring Smart Factory • Robot Motion • Sensing Technology • ntelligent Logistics and Material Handling •Pump, Valves and Motor

VIETNAM MATERIAL HANDLING FIESTA

• Material Handling
• Warehousing
• Storage & racking systems
• Transportation
• Supply Chain Solutions
• Logistics Automation

ROBOTIC & AUTOMATION VIETNAM

• Robots/Robotic Systems • Robot Welding Systems • Collaborative Robot • Automated Assembly • Machines & Systems • Motion, Servo and Actuator Drives

3D PRINTFIESTA

• Printers, Scanners • Design, Software • Measure, Media • Laser, Printing Services

OMG

EXHIBITION PROFILE

MARKETING CAMPAIGNS

SERIES2023

MARKETING CAMPAIGNS

TELE-MARKETING

4 different rounds of tele-marketing to more than **55.000** targeted contacts

SMS BRANDNAME

More than **45.000** sms brandname were sent continuously before and during the exhibition

EMAIL MARKETING

76.000 email sents during the marketing campaign

MEDIA PARTNERS

ASSOCIATION CORPORATION

SHOW CATALOGUE

MARKETING CAMPAIGNS

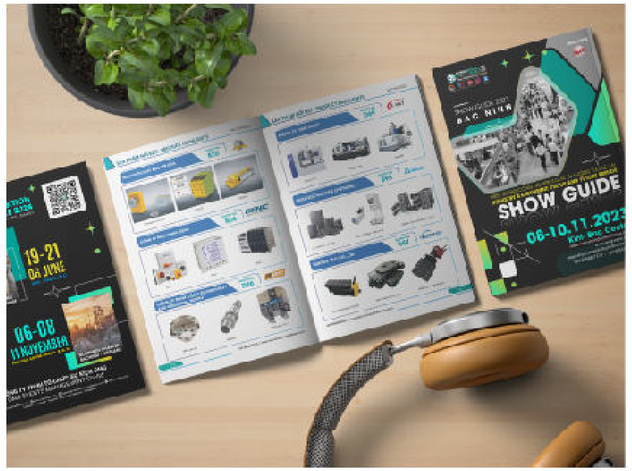
SOCIAL MEDIA

ONLINE ADVERTISING

NEWSPAPER MAGAZINE

INVITATION

PUBLICATION OF EVENTS



SHOW GUIDE

OUTDOOR

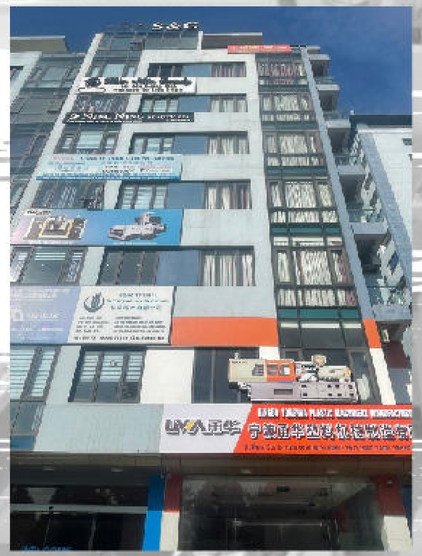
NORTHERN CHAPTER

OUTDOOR ADVERTISEMENTS

VIMF/VIAF/VMAT

2023

BACNINH



NORTHERN CHAPTER

DIRECT FACTORY VISIT

NORTHERN CHAPTER

FREE SHUTTLE BUS

register@vietnamindustrialfiesta.com
+84 286686 1210
www.vietnamindustrialfiesta.com

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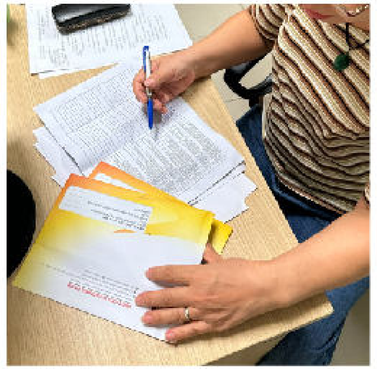
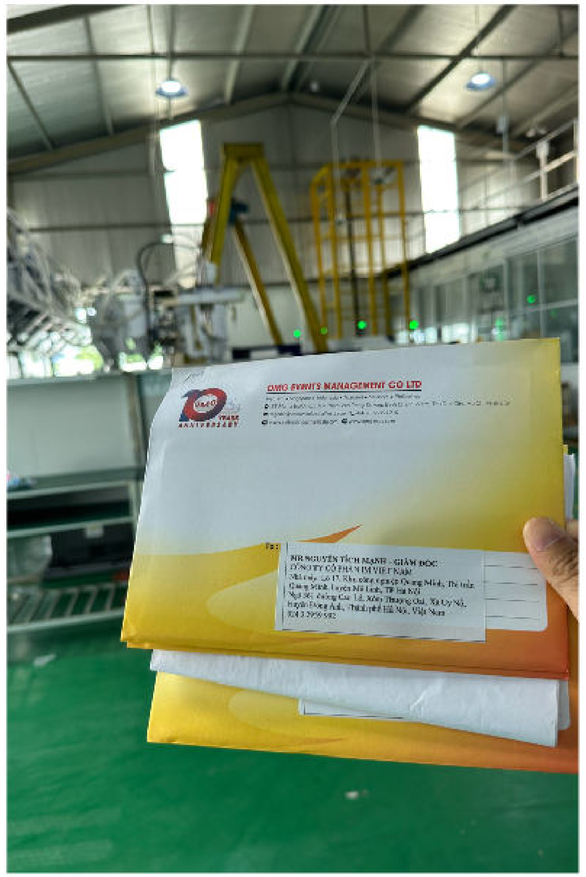
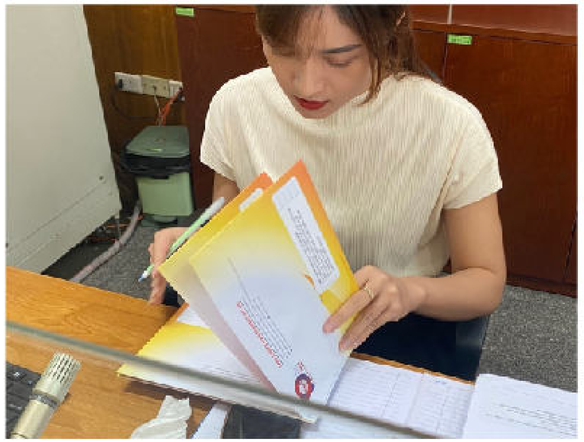





POST OFFICE EXPRESS FOR INVITATION

FLOORPLAN

08 - 10.11.2023

440+BOOTH

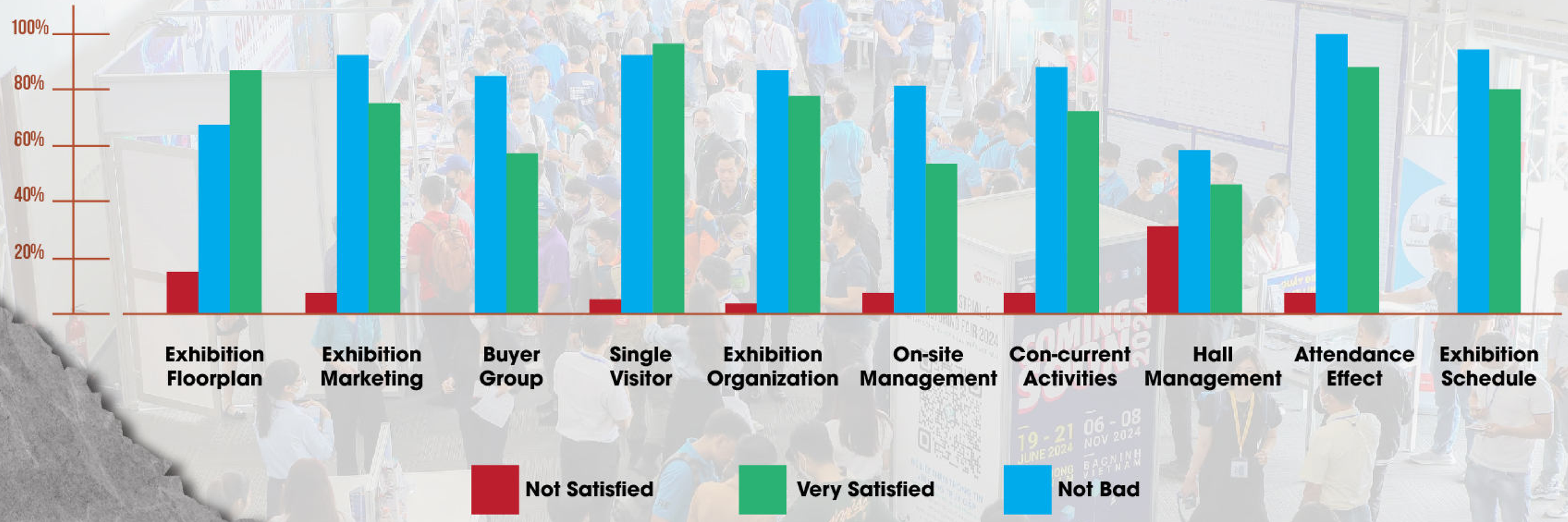
SƠ ĐỒ TRIỂN LÃM CHÚ THÍCH I LEGEND SERIES 2023

- EXHIBITOR SERVICES
- REGISTRATION AREA/ FORM FILLING COUNTER
- NETWORKING SESSION
- CHECKIN AREA
- INFOR COUNTER
- VR GAME
- SITTING AREA
- ORGANIZER OFFICE
- HAPPY HOURS
- ENJOYUS
- PARKING LOT
- CONFERENCE ROOM
- BUFFET LINE/ REFRESHMENT AREA
- OPENING CEREMONY
- SPIN THE WHEEL
- LUCKY DRAW
- WC

DISCLAIMER: THE CONTENT IS SUBJECT TO CHANGES WITHOUT PRIOR NOTICE

GHI CHÚ: NỘI DUNG CÓ THỂ THAY ĐỔI MÀ KHÔNG CẦN THÔNG BÁO TRƯỚC

EHIBITOR ANALYSIS



EXHIBITIONS SATISFIED

VISITORS

16.868

95% of visitors were satisfied with VIMF/VIAF/ VMAT 2023 — 95%

90% of visitors expressed that they will return VIMF/ VIAF/ VMAT 2024 — 90%

70% of visitors expressed that they are likely to buy products featured at the show — 70%

99% Trade visitors express that quality of exhibitors are good and this is the biggest international exhibition and nearby provinces — 99%

BY JOB FUNCTIONS

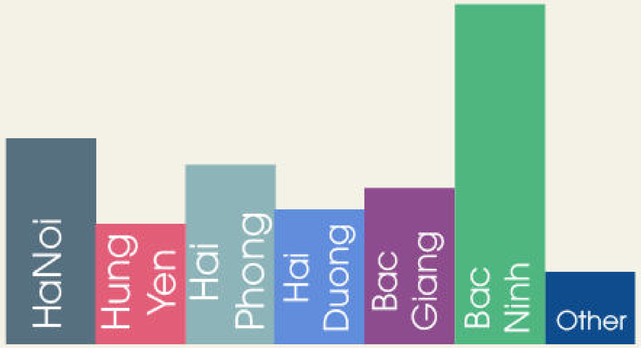
- **42 %** Engineers, Technicians, Productions
- **38 %** Directors, Chairman's, Owners, Managers
- **16 %** Procurement, Operations, Projects, Purchasing, R&D
- **4 %** Others (QA/QC, HR, Sales & Marketing, Accountant, Assistance, Trainer, Journalist, Lecturer,Government, Officer...)

EXHIBITORS

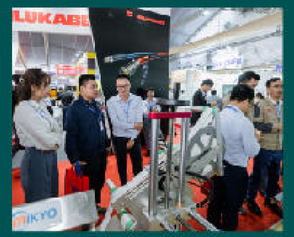
VIMF /VIAF/VMAT

BACNINH 2023

BY PROVINCES



- **78%** MANUFACTURERS
- **61%** DOMESTIC
- **15+** VISITING COUNTRIES
- **39%** INTERNATIONAL



EXHIBITORS SPECIAL DESIGN BOOTH

VIMF /VIAF/VMAT- BACNINH 2023

NO: A.40

EMIN VIETNAM JSC

NO: A.01

AUTONICS VINA CO., LTD

NO: B.59

HELUKABEL VIETNAM CO., LTD

NO: B.95

DELTA ELECTRONICS (VIETNAM)

NO: B.79

DAT GROUP JOINT STOCK COMPANY

NO: B99

NEW CENTURY INTERNATIONAL CO.,LTD

NO: D.128

SVC TRADING & TECHNICAL SERVICE JSC

NO: C.31

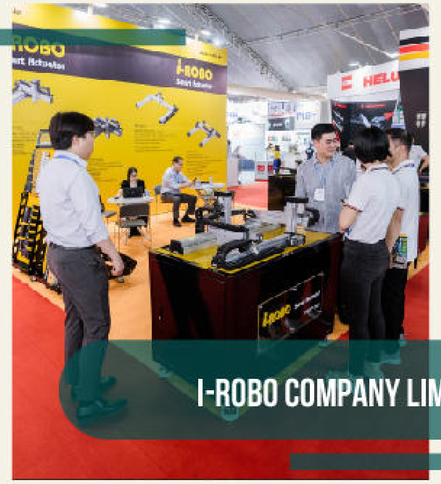
APPLICATION SOLUTION TECHNOLOGY CO.,LTD

EXHIBITORS SPECIAL DESIGN BOOTH

VIMF /VIAF/VMAT- BACNINH 2023

NO: D.57

MENTOR T&C COMPANY LIMITED



NO: B.75

I-ROBO COMPANY LIMITED

NO: C.44

I-MOTION VIETNAM C.,LTD

NO: D.132

EPSON VIETNAM COMPANY LIMITED

NO: B.12

PLB VIETNAM COMPANY LIMITED

NO: B.61

JIAN CHEN INTERNATIONAL INDUSTRIAL CO.,LTD

NO: A.05

AIR VACUUM AUTOMATION VIETNAM CO.,LTD

NO: B.55

DELI TECHNOLOGY AND EQUIPMENT CO.,LTD

EXHIBITORS SPECIAL DESIGN BOOTH

VIMF /VIAF/VMAT- BACNINH 2023

NO: D.154

TINH HA TRADING & SERVICE CO.,LTD

NO: D.138

CHENGDU CRP ROBOT TECHNOLOGY CO.,LTD

NO: D.45

KAMOGAWA VIETNAM CO.,LTD

NO: D.47

VINH THAI COMPANY LIMITED

NO: D.120

TU LOC TECHNOLOGY CO.,LTD

NO: D.116

FANUC VIETNAM COMPANY LIMITED

NO: D.111

KOVIFA COMPANY LIMITED

NO: D.114

G PLUS EXIMTRA COMPANY LIMITED

EXHIBITORS SPECIAL DESIGN BOOTH

VIMF /VIAF/VMAT- BACNINH 2023

NO: D.113

DAI PHUC VINH COMPANY LIMITED

NO: D.05

ZWSOFT VIETNAM COMPANY LIMITED

NO: C.75

TECHLUBE VIETNAM JSC

NO: C.66

DYNAMIC SOLUTIONS AND MACHINERY JSC

NO: D.104

MYUNGBO VIETNAM CO.,LTD

NO: D.124

CUONG ANH MACHINERY CO.,LTD

NO: A.35

TAN HUNG HA TRADING AND GENERAL SERVICE COMPANY LIMITED

NO: B.46

FLUKE VIET NAM

EXHIBITORS SPECIAL DESIGN BOOTH

VIMF /VIAF/VMAT- BACNINH 2023

NO: B.85

SAO THIEN TECHNOLOGY CO.,LTD

NO: C.50

THINH QUA TRADING SERVICE ONLY MEMBER COMPANY LIMITED

NO: D.73

VIET MECHANICAL COMPANY LIMITED

NO: D.26

WELDCOM INDUSTRY JSC

NO: B.33

CÔNG TY TNHH MẬU DỊCH CÔNG NGHIỆP KHOA HỌC KỸ THUẬT XIN YUAN VIỆT NAM

NO: B.45

RTC TECHNOLOGY VIỆT NAM JSC

NO: B.72

HSPK VIETNAM TECHNOLOGY CO.,LTD

NO: B.73

HELMUT FISCHER VIETNAM CO.,LTD

EXHIBITORS SPECIAL DESIGN BOOTH

VIMF /VIAF/VMAT- BACNINH 2023

NO: D.74

BIBUS VIETNAM ENGINEERING AND COMMERCE COMPANY LIMITED

NO: D.23

INGERSOLL RAND

NO: D.112

KONICA MINOLTA BUSINESS SOLUTIONS VIETNAM CO.,LTD

NO: D.150

CHINT VIETNAM HOLDING CO.,LTD

NO: D.69

ZHEJIANG ZHENHUAN CNC MACHINE TOOL COMPANY LIMITED

NO: D.162

VAN SU LOI MANUFACTURING - TRADING COMPANY LIMITED

NO: C.67

PNC TECH AUTOMATIZATION CO.,LTD

NO: A.10

TBB GLOBAL TECHNOLOGY CO., LTD

EXHIBITORS SPECIAL DESIGN BOOTH

VIMF /VIAF/VMAT- BACNINH 2023

NO: B.20

PILZ SOUTH EAST ASIA PTE. LTD

NO: D.01

NK ENGINEERING CO.,LTD

NO: D.43

ROEDERS VIETNAM CO.,LTD

NO: A04

FULL-SHARP AUTOMATIZED VN CO.,LTD

NO: B.88

ACCRETECH VIETNAM CO.,LTD

NO: D.86

LIDINCO COMPANY LIMITED

NO: C.74

TECHPRO TECHNOLOGY DEVELOPMENT JSC

AND SO ON >>

OPENING CEREMONY

NORTHERN CHAPTER

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08-11-2023

OPENING CEREMONY - BAC NINH

Speaking at the opening ceremony - Mr. Dao Quang Khai - Vice Chairman of Bac Ninh Provincial People's Committee emphasized:

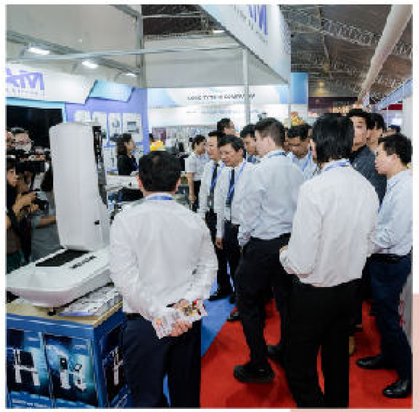
"Today I am very pleased to attend the Opening Ceremony of VIMF- Vietnam Industrial and Manufacturing Fair 2023. This is the 4th national specialized exhibition held in Bac Ninh. With the meaning and importance of this exhibition, on behalf of the leaders of Bac Ninh province, I welcome and congratulate the businesses attending the exhibition today.

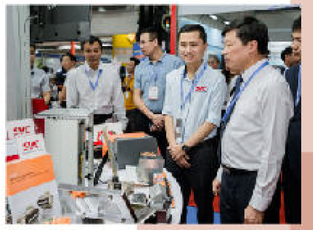
I also acknowledge and appreciate the thoughtful and professional preparation from OMG Events Management Co Ltd and related agencies and units who have made efforts to mobilize businesses to have a large-scale international exhibition in Bac Ninh like this.

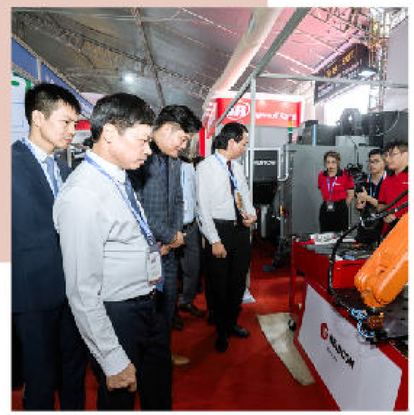
I believe and hope that after this exhibition there will be many trade promotion activities, successful transactions, and many contracts and cooperation signed to create a premise for long-term development and cooperation in the future between businesses and countries and territories. "

SERIES2023

VISITORs VIPs







VIPs, DELEGATEs JOINED TO CUT THE RIPPON

1. Mr. Dao Quang Khai
Vice Chairman of Bac Ninh People's Committee

2. Mr. Luu Bao Trung
Vice Director of Department of Industry & Trade of Bac Ninh Province.

3. Mr. Nguyen Cong Trinh - Vice Director of Department of Agriculture and Rural Development

4. Mr. Nguyen Minh Vu
Vice Director of Department of Information and Communications of Bac Ninh Province

5. Mr. Nguyen Van Dap - Vice Director of Department of Culture, Sports and Tourism

6. Mr. Nguyen Duc Long
Deputy Head of Industrial Parks Authority of Bac Ninh Province

7. Mr. ITO SEIICHI
Regional Director – Robotics of Epson Vietnam Co Ltd. Representative from Exhibitors

8. Mr. Ngo Chi Quang
Director of Department of Science and Technology of Bac Ninh Province.

9. Mr. Cao Tan Luc
Director of OMG Events Management Co Ltd

CONFERENCE
BUSINESS

MARKETING

DAY 01 - 08/11

VIET NAM INDUSTRIAL AND TECHNICAL GROUP JSC
13:45-14:30

INGERSOLL-RAND VIETNAM COMPANY LIMITED
14:45-15:30

DAY 02 - 09/11

ZWSOFT VIETNAM COMPANY LIMITED
09:30-10:15

ITG TECHNOLOGY JOINT STOCK COMPANY
10:30-11:15

TECHPRO TECHNOLOGY DEVELOPMENT JSC
13:45 - 14:30

ADVANTECH VIETNAM COMPANY LIMITED
13:45 - 14:30

SPATIAL DECISIONS VIETNAM COMPANY LIMITED
14:45- 15:30

DAY 03 - 10/11

WELDOM INDUSTRY JSC
09:30-10:15

SAMSUNG SDS VIETNAM COMPANY LIMITED
10:30-11:15

SERIES2023

PHOTO CORNER
CONFERENCE ROOM

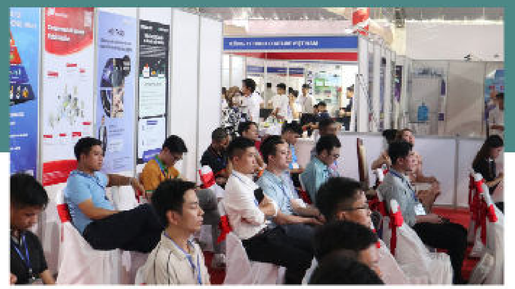


PHOTO CORNER

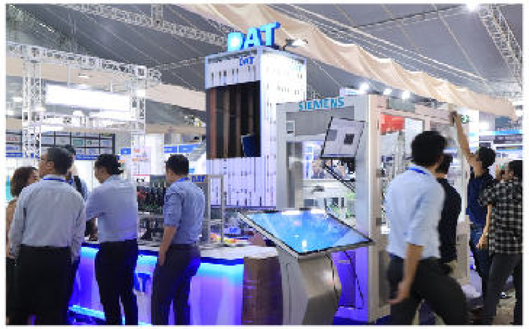
08-10/11/2023

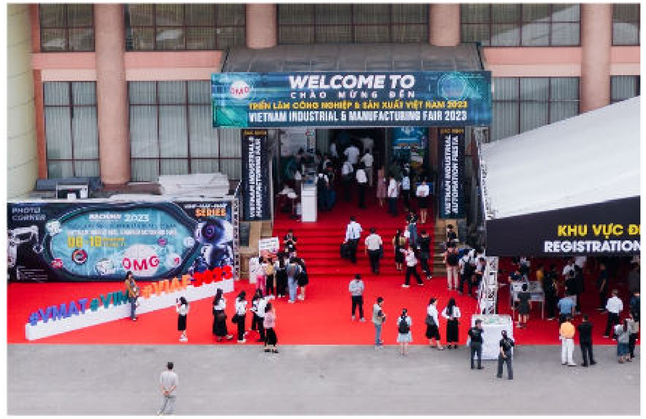
BUILD-UP DAYs

PHOTO CORNER

BUILD-UP DAYs

PHOTO CORNER





MAIN ENTRY

PHOTO CORNER

REGISTRATION & FORM FILLING COUNTER

SERIES2023

PHOTO CORNER

REGISTRATION & FORM FILLING COUNTER

PHOTO CORNER

CHECK IN AREA

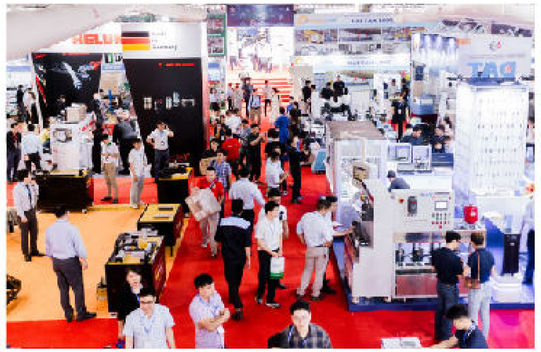
PHOTO CORNER

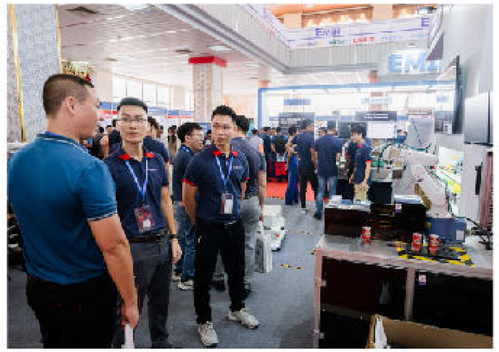
CHECK IN AREA

PHOTO CORNER

INSIDE EXHIBITION

PHOTO CORNER EXHIBITION

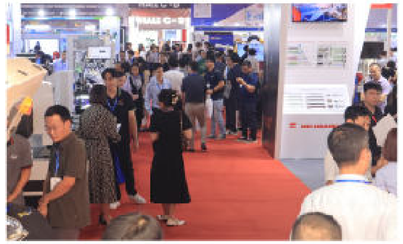


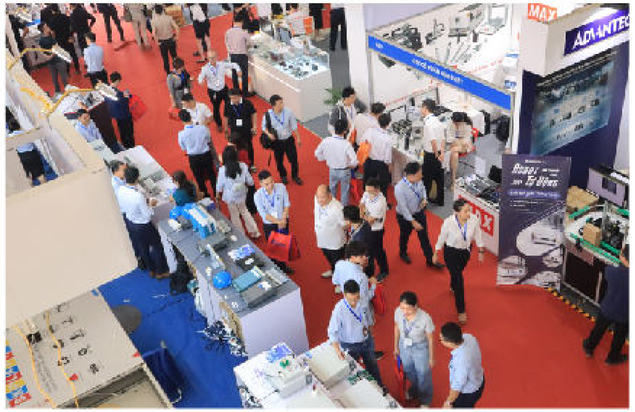


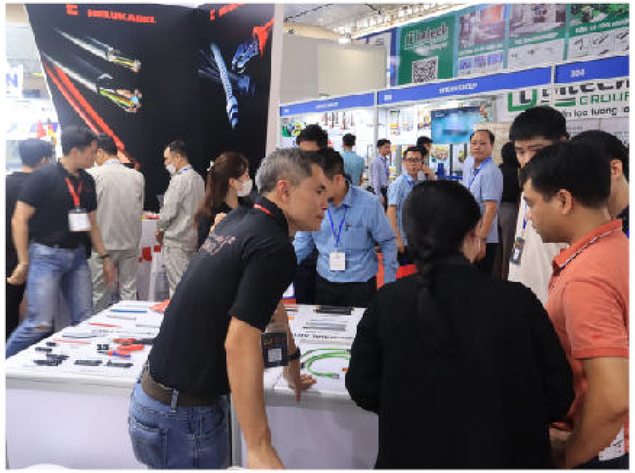
INSIDE EXHIBITION

PHOTO CORNER

SERIES2023

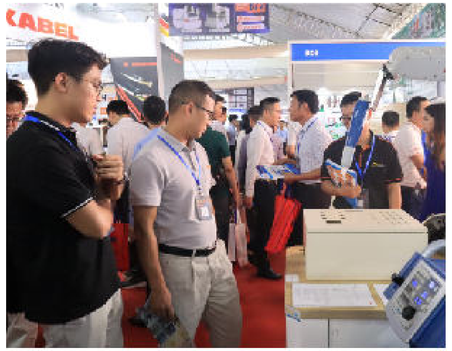


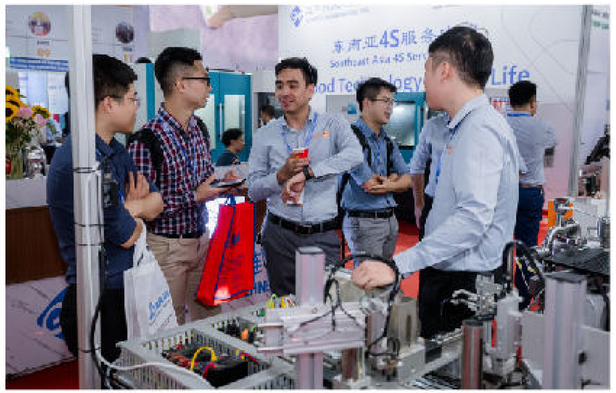


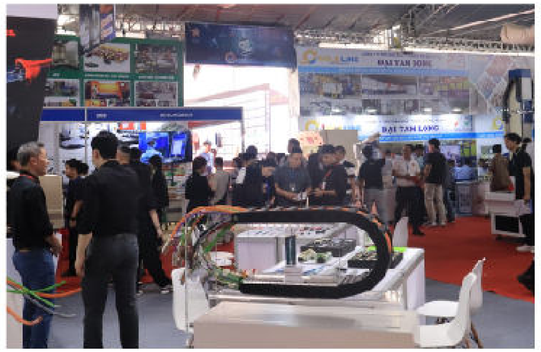


INSIDE EXHIBITION

PHOTO CORNER EXHIBITION







SINGAPORE PAVILION

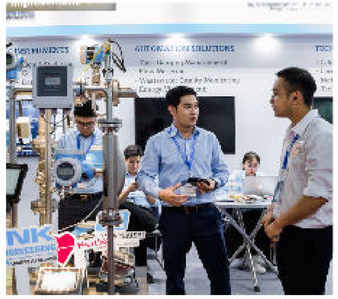
PHOTO CORNER

BACNINH 2023

DEMO AREA

PHOTO CORNER

SERIES2023



COFFEE AND TEA BREAK

SPIN THE WHEEL

PHOTO CORNER

SERIES2023

EXHIBITION ACTIVITIES HIGHLIGHT

LUCKY DRAW

GAME COUNTER

HAPPY HOURS

ENJOYUS

PHOTO CORNER
EXHIBITION ACTIVITIES HIGHLIGHT

SERIES2023

SERIES2023

NORTHERN CHAPTER

PRESS COMMUNICATION

ASSOCIATION SUPPORTERS:

MEDIA PARTNERS:

SERIES2023

LINKS

https://bacninh.gov.vn/news/-/details/20182/khai-mac-trien-lam-cong-nghiep-va-san-xuat-viet-nam-nam-2023-53114447

https://taichinhthuonghieu.com/khai-mac-trien-lam-cong-nghiep-va-san-xuat-viet-nam-vimf-2023-tai-bac-ninh-bid387

https://nhandan.vn/bac-ninh-hon-400-gian-hang-cua-20-quoc-gia-tham-du-trien-lam-cong-nghiep-va-san-xuat-viet-nam-post781586

https://baomoi.com/bac-ninh-hon-400-gian-hang-cua-20-quoc-gia-tham-du-trien-lam-cong-nghiep-va-san-xuat-viet-nam-c47467433.epi

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See You Again

We are grateful and whole-heartedly thank you to all the exhibitors, visitors, partners for the active participation and supports, for the excellent presentation at the VIMF - Vietnam Industrial and Manufacturing Fair 2023, VIAF - Vietnam Industrial Automation Fiesta 2023 holding alongside VMAT - Vietnam Material Handling Fiesta 203, Northern Chapter in BacNinh.

We look forward to welcoming you again at VIMF/VIAF/VMAT next year for the 2024 Series in BinhDuong (19-21 June 2024), DaNang (11-13 Sept 2024) & BacNinh (06-08 November 2024).

Thank you and best regards.

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