



VIETNAM INTERNATIONAL ELECTRONIC FAIR 2024

DANANG - VIETNAM

11 - 13 SEPTEMBER
THÁNG 9 - 2024

» Da Nang Fair Exhibition Center
» Trung tâm Hội chợ Triển lãm Đà Nẵng

VIEF is the prime electrical, electronics and semicon event (Electronics Trading, Assembly & Manufacturing Technology, Monitoring & Equipment) that gathers an international congregation of electronics manufacturers, semiconductor and equipment suppliers to showcase and supply to Da Nang and the surrounding region, the fastest growing electronics & manufacturing industrial zone in Vietnam.

Figure 1: We expect robust GDP growth of 7.0% in 2018



Chart 3: Electronics exports by key ASEAN countries

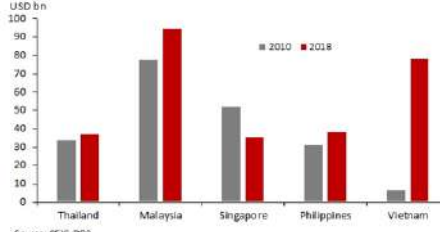
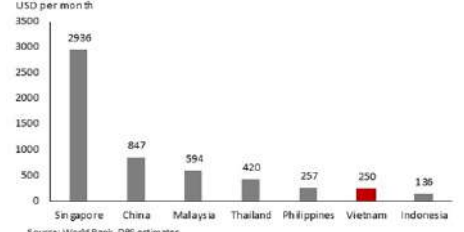


Chart 9: Vietnam has one of the lowest average monthly wages in the region



Da Nang is striving to become Asia's city of electronics manufacturing and a symbol of Vietnam's rise in field of electronics. Vietnam is a growing heavy weight in electronics manufacturing & electronics exports in Asia. The South-east Asian country's economy grew by 7.1 per cent in 2018 making it the fastest growing in Asean. Vietnam is the second largest electronics exporter in Asean.

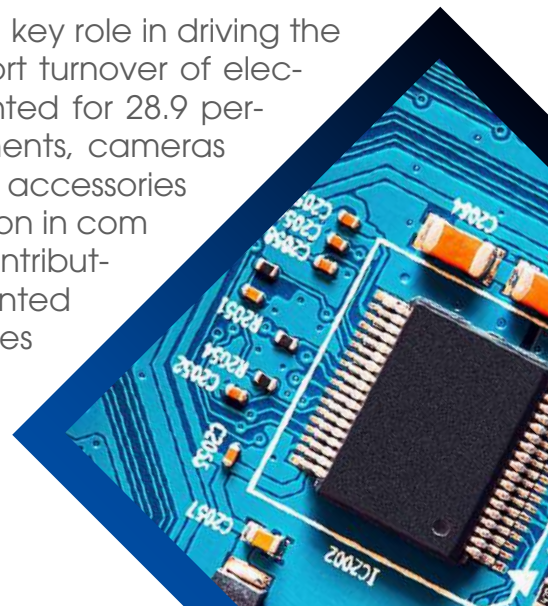
Vietnam's electronics & manufacturing industry is exploding. Competitive wages have propelled Vietnam's economic rise. Vietnam's wages, which are among the lowest in Asean, have helped to draw companies and factories too.

Vietnam is also a beneficiary of the ongoing trade war between the United States and China as its economy is "strategically plugged into the regional manufacturing supply chain". "Vietnam is poised to capture some of the neighbouring country's global market share in labor-intensive manufacturing. "It's the clear winner from the trade war."

The Da Nang is striving to become Asia's city of electronics manufacturing and a symbol of Vietnam's rise in field of electronics. Vietnam is a growing heavy weight in electronics manufacturing & electronics exports in Asia. The South-east Asian country's economy grew by 7.1 per cent in 2018 making it the fastest growing in Asean. Vietnam is the second largest electronics exporter in Asean. is one of the fastest growing, with Vietnam's Bellwether electronic manufacturer SAMSUNG powering up the manufacturing and supply chain inflow.

SUPPLEMENTARY INSIGHTS

Vietnam's Electrical and Electronics (E&E) industry plays a key role in driving the nation's economy and industrial development, The export turnover of electronics and household use electrical appliances accounted for 28.9 per cent of total export turnover. Mobile phones & components, cameras and components and other kinds of machines and accessories brought revenue of \$61.8 billion, an increase of \$14.45 billion in comparison with the year before. The increase was primarily contributed by the Electrical, Electronics products backed by printed circuit board (PCB), electronic integrated circuit assemblies and communication equipment. CCTV, Audio visual, Mobile phone, telematics & computer related equipment contributed majorly.



EVENT FACT SHEET

SHOW NAME: VIEF - Vietnam International Electronic Fair

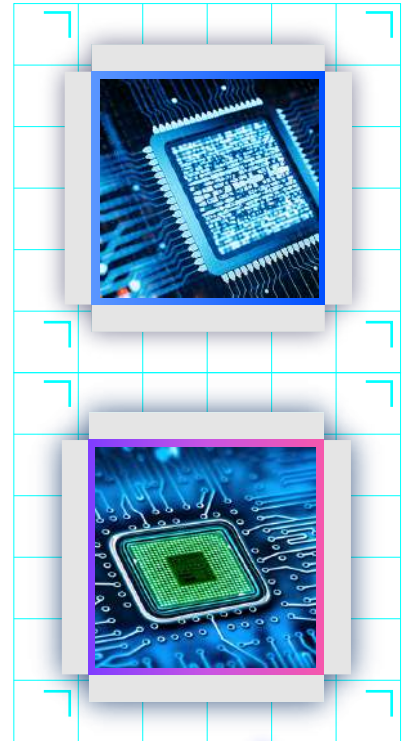
SHOW DATE: 11 - 13 September 2024

VENUE: Da Nang Fair Exhibition Center

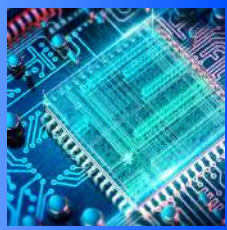
ADMISSION: Trade visitors only
(visitors under 18 years old will not be admitted)

PROJECTED FOR THE EXHIBITION:

Exhibitor: 250 booths , 15.000 trade & professional
visitors, 8.000 m2 of exhibiting space.



CONFERENCE



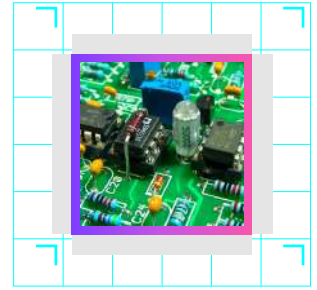
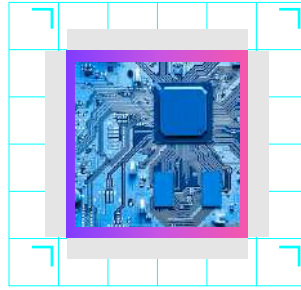
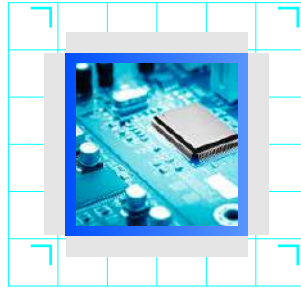
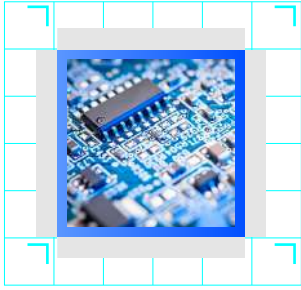
The International Conference will bring together local and international expert speakers who will share insights and interact with the audience focus on:

- Digitalizing Manufacturing Conference
- Smart Connected Factory
- Connected and Versatile Supply Chain
- Design, Test, Make
- Adaptable, flexible manufacturing operations and skills
- IOT & Industry 4.0
- Conference Robotics, Machine Learning and Artificial Intelligence Conference...

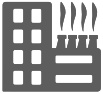
In addition to an International Conference, a full program of technical seminars will be held alongside the exhibition. The international conference and technical seminar program will be held on 11-13 Sept at VIEF 2024 in Da Nang.

It will provide an invaluable platform for discussing the key trends and issues topic in connected manufacturing, Industry 4.0, robotics & vision system and electronic, market insights and the latest technology.

WHY DANANG



• Favorable geographical location.



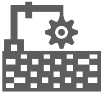
• Many industrial parks, industrial clusters.



• Policy supports from the government.



• The center key economic of the central region.



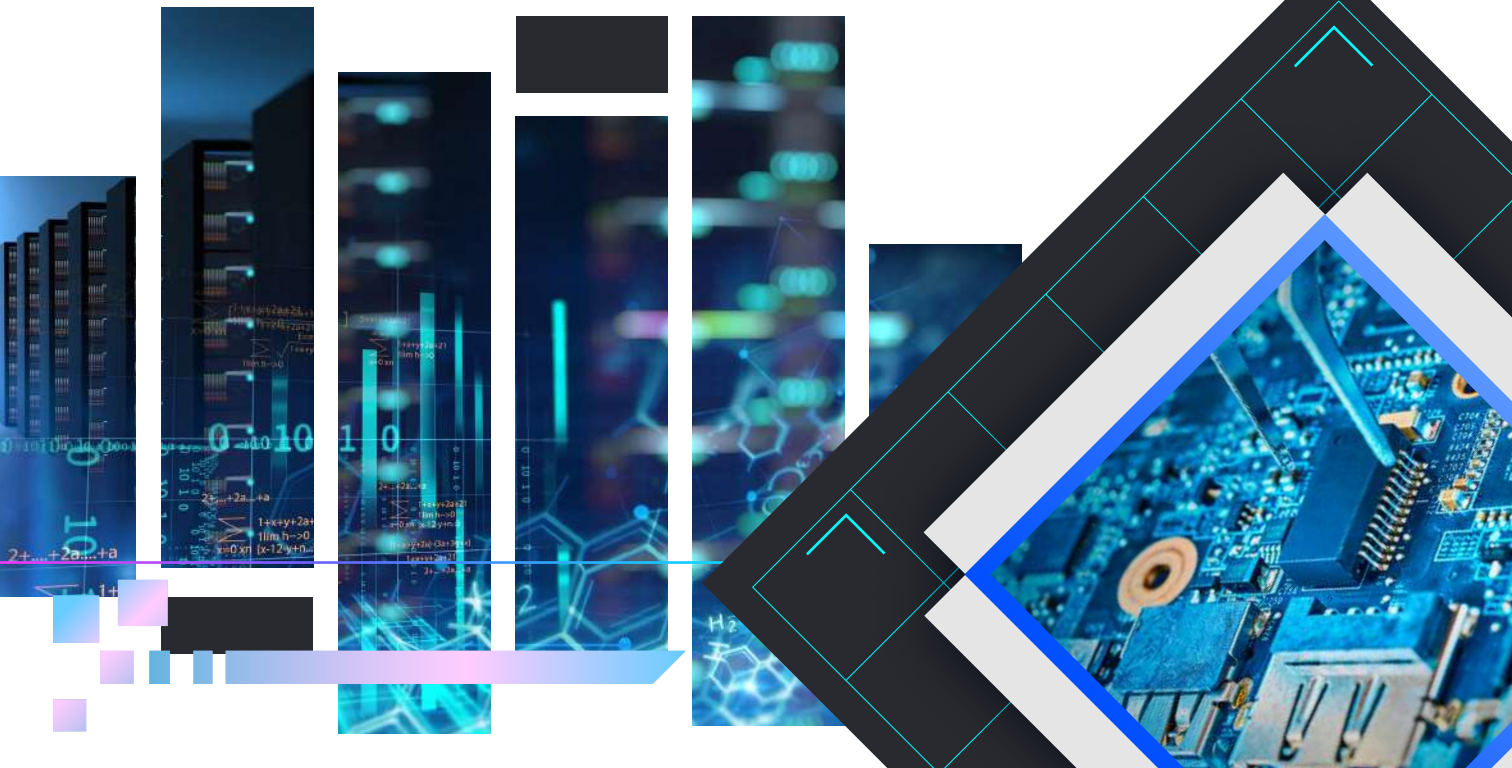
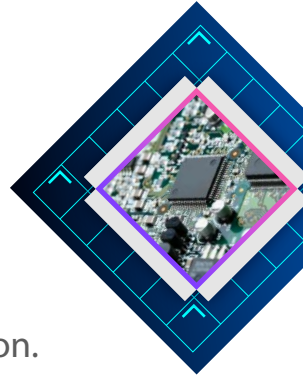
• Infrastructure development.

• 9 industrial zones & 2 high-tech zones.

• 9.5% (Gross Regional Domestic Product: GRDP) / Population 1.195 million.

• Da Nang International Airport is one of the three largest international airports in Vietnam.

• Da Nang port is a national general seaport, a regional hub of Vietnam.



MARKETING CAMPAIGNS



TELE-
MARKETING



SMS
BRANDING



EMAIL
MARKETING



SOCIAL
MEDIA



MEDIA
PARTNERS



ONLINE
ADVERTISING



DIRECTLY
FACTORY VISIT



POST
OFFICE



MARKETING
MATERIALS



OUTDOOR
ADVERTISING



SHUTTLE
BUS



Customized services are provided to achieve the business goals of the exhibition.

CUSTOMIZED SERVICE



BUSINESS
MATCHING



CLIENT
CREATION



FACTORY
TOUR



SEMINAR



CLIENT
VISIT



INDUSTRIAL
CONSULTING



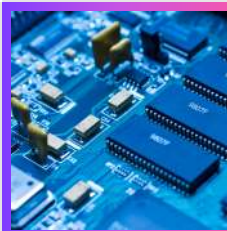
LIVE
DEMO



ROBOT
PERFORMANCE



BUYER
ZONE

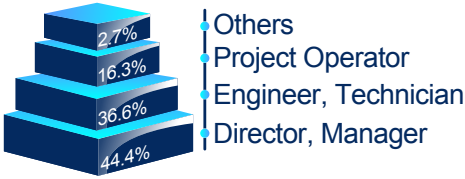


PROJECTED FOR DANANG 2024



Booths: 250⁺

• Visitors By Position

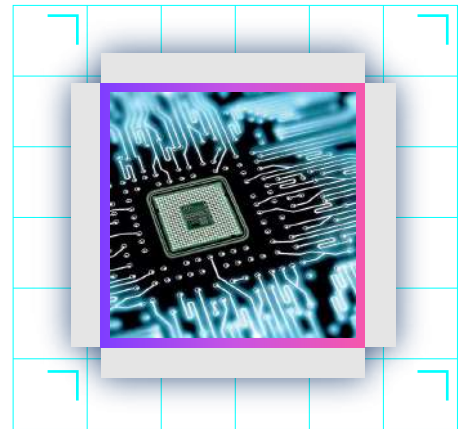
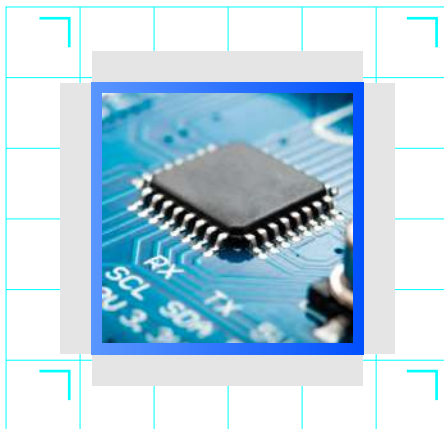
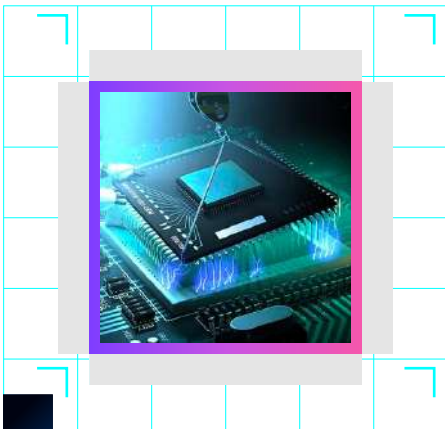
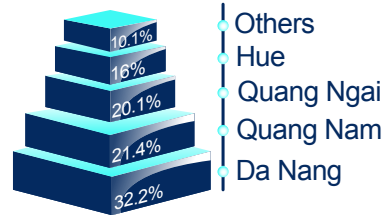


Space: 8000m²



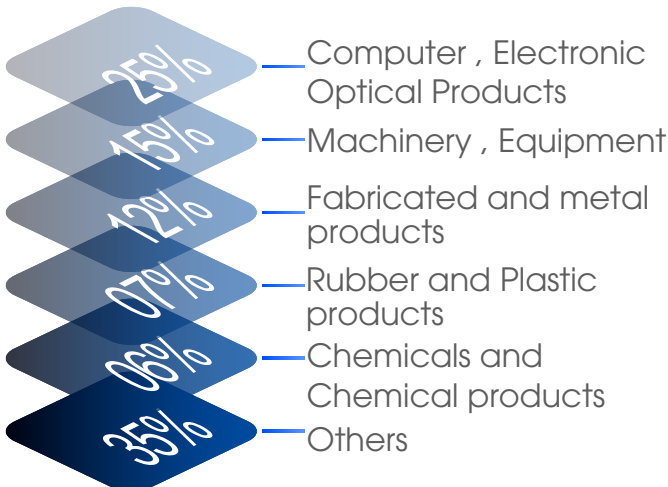
Visitors : 15.000

• Visitors By Province



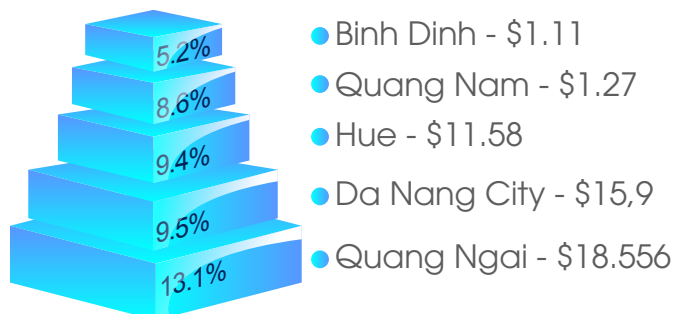
KEY ECONOMIC ZONE

Middle Key Economic Zone (CKEZ) Hue, Da Nang, Quang Nam, Quang Ngai, Binh Dinh.



FDI amount & ratio by major city
* 20,15~2023

Unit: Billion

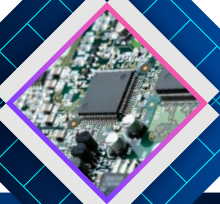
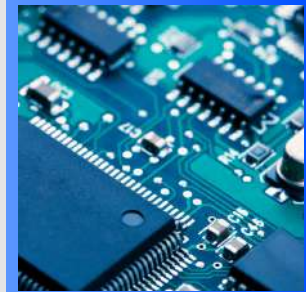


VISITORS PROFILE

- ❑ Electronics & Parts manufacturers in Vietnam and the surrounding regions
- ❑ Traders
- ❑ Assembly business for Mobile phones, Home & office electronics appliances
- ❑ Electronics applications/solutions providers for B2B
- ❑ Infrastructure electronics vendors (Maintenance & Electrical)
- ❑ Industry 4.0 off-set electronics ❑ Box build / SET assembly business
- ❑ Internet of Things applications electronics vendors ❑ Manual Insertion
- ❑ Automotive Electronics vendors

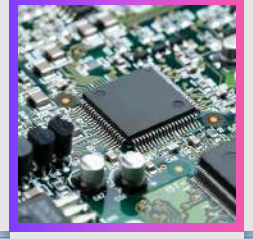
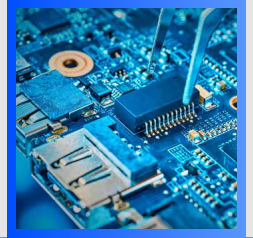
JOB SCOPE

- ❑ Electrical & Electronics Manufacturing Industry Management
- ❑ Service and Maintenance Manager
- ❑ Operations Personnel
- ❑ Production Manager, Technical Manager
- ❑ Production Engineer
- ❑ Procurement Manager
- ❑ R&D, QC, QA Manager
- ❑ Service and Maintenance Manager
- ❑ Factory Operations Manager
- ❑ Processes improvement Division
- ❑ Maintenance/ Service Manager
- ❑ Testing and standards Division
- ❑ Solutions sourcing Manager
- ❑ Processes improvement Division
- ❑ Operations Engineer
- ❑ Innovations and design Manager



EXHIBITORS PROFILE

- Manufacturers and Distributors of Surface Mount Equipment for Electronics Manufacturing
- Contract Manufacturers and OEMs in the Electronics and Related Supporting Industries
- 3D Printing; Components/Parts; Screens & peripherals
- Equipment, Tools, Accessories; Wave Solder Machine
- LCD; Connectors & Fasteners; Dispensers; Industrial Timers
- Surface Mount Technology and Equipment; ICT
- Screen Printing Machine; Auto Insertion Machine
- RFID and Identification solutions; Mounting and Chip Mounters
- Surface Mount Machine Reow Oven; Wave Solder
- System Integrators with representative brands; Optoelectronics
- Real time monitoring and data analytics solutions providers
- Metrology & Auto Optical Inspection Machine
- Machine Learning; Precision and Autonomous Robotics
- Contract Manufacturing Services
- Test and Measurement Equipment and Services
- End to End and turnkey solutions
- Electronics Manufacturing Services
- Printed Circuit Board, Layering& Soldering
- CCTV Cameras and integrated circuits
- Wafer manufacturing and raw materials



OFFER PACKAGES

Package A:

Space & Standard Shell Scheme Package includes:

White Panel Partition, One Fascia Board with Company Name

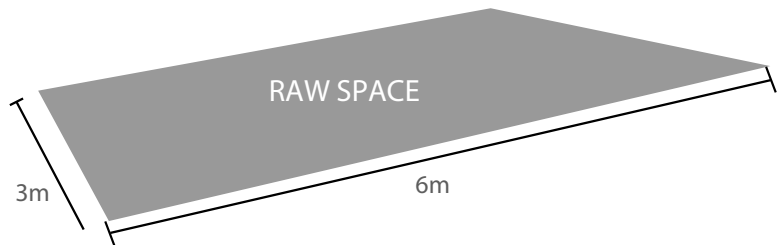
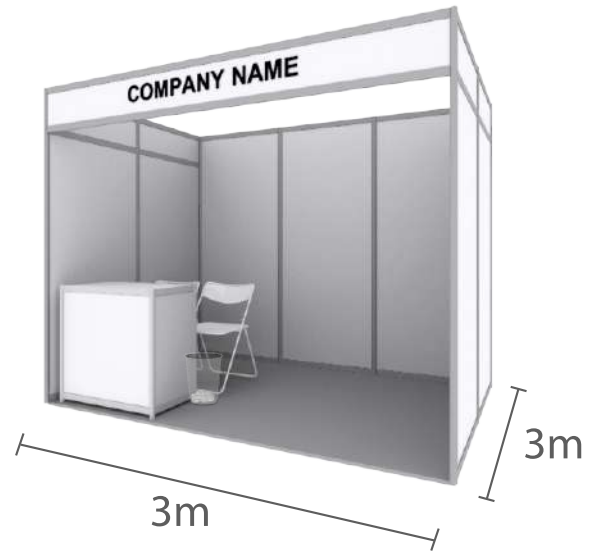
- One Reception Table (1mL x 0.5mW x 0.75 mH), Two Sitting Chairs
- One Power Socket 5 Amp Single Phase, One LED Lights
- One Waste Basket, Needle Punch Carpet in Booth.

*Note: Minimum 9m²

Package B:

Space only

*Note: Minimum 18m²



STEP 01

SUBMIT APPLICATION:
Before 20 Aug 2024

STEP 02

1ST PAYMENT 50%:
Within 7 days from
Step 1

STEP 03

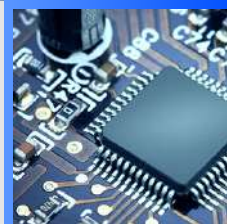
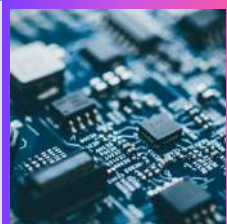
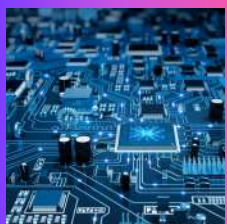
2ND PAYMENT 50%:
2 months before the
first day of exhibition

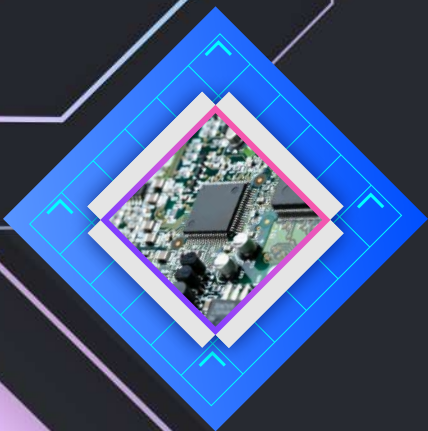
STEP 04

BOOTH INSTALLATION:
09 Sept 2024

STEP 05

EVENTS START:
11 Sept 2024





MIDDLE CHAPTER
DANANG

**THANK YOU AND
SEE YOU AT VIEF 2024**