



Vietnam International Milk and Dairy products Exhibition

May 31st – June 03rd, 2017

Friendship Cultural Palace, 91 Tran Hung Dao, Hanoi

INFORMATION

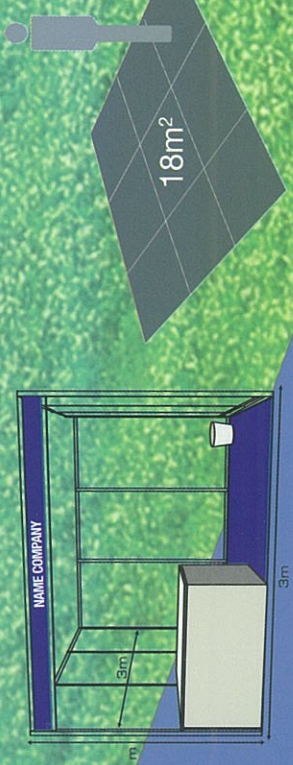
Time: May 31st – June 03rd, 2017
 Opening Hour: May 31st: 09:00 - 17:30
 June 01st – 02nd: 09:00 - 17:30
 June 03rd: 09:00 - 12:00
 Venue: Friendship Cultural Palace, 91 Tran Hung Dao St, Hanoi
 Scale of Exhibition: 350 booths/200 exhibitors from 15 countries and territories
 Visitors: 20.000

MAJOR EXHIBITS

- Milk and Dairy Products
- Food Additives in Dairy Industry
- Processing line, technology and packaging accessories in Dairy Industry
- Cattle feeds, Veterinary Drugs
- Dairy Cattle Breeds
- Environmental Treatment Technology
- Quality management system and food safety standards
- Financial – Banking, travelling – Services accompanying with Dairy Industry.
- Healthcare, nutrition consultancy; consumer and voting guide.

BOOTH INFORMATION

Standard booth: 320 USD/m² (minimum 9 sqm)
 Indoor raw space : 280 USD/m² (minimum 18 sqm)
 Outdoor raw space : 100 USD/m² (minimum 18 sqm)



STANDARD BOOTH

Partitions, company name plate, 01 information counter, 02 folding chair, 02 40W fluorescent tubes, 01 electric socket point 5A - 220V, 01 waste basket, floor carpet

PARTICIPATION PROCEDURE

Return the application form, sign contract, transfer 50% of the deposits for total space rental fee in cash or by T/T to the organizer no later than 7 days from the contract signing day. Your exhibition participation is then official. The remaining amount must be transferred 45 days before the exhibition opening day.

STANDING ORGANIZING BOARD

VIETNAM DAIRY ASSOCIATION - VDA
 Add: Room 808, Sacombank Building, 205 Giang Vo St, Ba Dinh Dist., Hanoi
 Tel/ Fax: 043.233 6079 | Email: info@vda.org.vn
 Hotline: Mrs Pham Ngoc 0915 247 896

VIETNAM ADVERTISEMENT & FAIR EXHIBITION JS.CO- VIETFAIR
 Add: Bien Phong Newspaper Bldg., 40A Hang Bai St., Hoan Kiem Dist., Hanoi
 Tel/ Fax: 043.936 5566 – 043. 936 5568
 Email: dangtrang@vietfair.vn | Hotline: Ms Dang Trang 0966 702 190



HOST

SUPPORTERS, SPONSORS

- Ministry of Industry and Trade (MOIT)
- Ministry of Agriculture and Rural Development (MARD)
- Ministry of Health (MOH)
- Ministry of Science and Technology
- Vietnam Chamber of Commerce and Industry (VCCI)
- Light Industry Department – Ministry of Industry and Trade
- Department of Livestock Production – Ministry of Agriculture & Rural Development
- Vietnam Food Administration – Ministry of Health
- National Institute of Nutrition – Ministry of Health
- Vietnam National CODEX Committee



ORGANIZER

MEDIA SUPPORT:

- Vietnam Television (VTV)
- Hanoi Radio Television, (Radio channel Joy FM)
- Center for Commercial & Industrial Information
- Health & Lifestyle Newspaper
- Family Health Magazine
- Vietnam Agriculture Newspaper
- Agriculture & Rural Development Magazine
- Vietnam Economic Times
- Investment Review

www.vda.org.vn | www.vietnamdairy.vn | www.vietfair.vn



MINISTRY OF INDUSTRY AND TRADE

SOCIALIST REPUBLIC OF VIETNAM
Independence – Freedom - Happiness

Hanoi, November 28th, 2016

WELCOME LETTER
International Exhibition on Milk and Dairy Products in Vietnam
VIETNAM DAIRY 2017

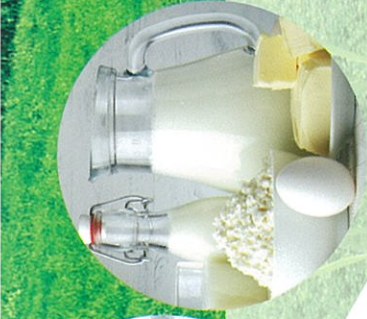
The Ministry of Industry and Trade of the Socialist Republic of Vietnam warmly welcomes the International Exhibition on Milk and Dairy Products in Vietnam – VIETNAM DAIRY 2017 jointly organized by Vietnam Dairy Association and Vietnam Advertisement and Fair Exhibition JSC – VIETFAIR. The event will be opened from May 31st to June 03rd, 2017 at the Friendship Cultural Palace, 91 Tran Hung Dao St., Hanoi, Vietnam.

VIETNAM DAIRY 2017 is the first large scale International Exhibition on Milk and Dairy Products in Vietnam with hundreds of booths of domestic and international exhibitors showcasing their products. The exhibition is an opportunity for enterprises and visitors to gain access to dairy products, ingredients, additives in dairy industry, milk production technology, production line and packaging, dairy cattle breeds, husbandry techniques, dairy cattle feeds, milk and dairy product standards, environmental treatment technology...

The Ministry believes that VIETNAM DAIRY 2017 will be an important trade promotion activity, a platform for international and local enterprises to come together, to find business partners, to expand market, to strengthen cooperation and investment, to increase competitiveness and to meet the demand for a sustainable development of Vietnam Dairy Industry.

On behalf of the Ministry of Industry and Trade, I wish all the participating enterprises positive outcomes of the exhibition. I wish the Exhibition a great success!


Cao Quoc Hung
DEPUTY MINISTER OF
MINISTRY OF INDUSTRY AND TRADE

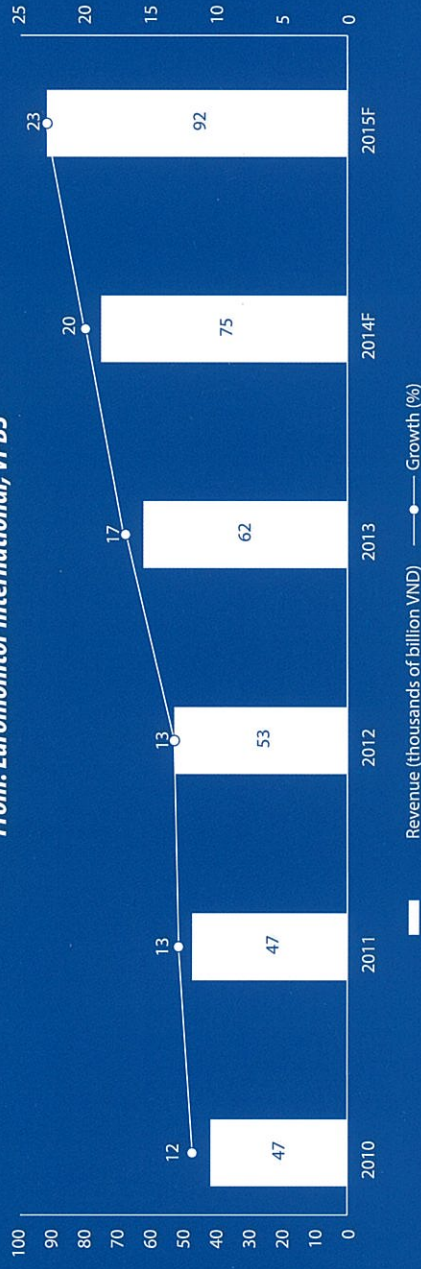


VIETNAM DAIRY is a very special event of Vietnamese dairy industry. It is organized for dairy enterprises and stakeholders of Vietnam to meet and exchange information and technology for a stable development of the industry.

This Exhibition provides an opportunity for enterprises to meet, to assess, and to orientate their businesses. It is also a chance to popularize knowledge about Milk and Dairy products to the Vietnamese public, helping consumers choose the best dairy product in this period of international integration.

VIETNAM DAIRY INDUSTRY GROWTH CHART

From: Euromonitor International, VPBS



EXHIBITION AREAS

- Sponsors, specially decorated booths
- Milk and Dairy Products: Milk and Dairy Products made in Vietnam Imported Milk and Dairy Products
- Cattle feed, Veterinary medicine
- Additives used in Dairy Industry
- Dairy cow businesses: Good breeds of dairy cattle Sustainable cattle breeding model Dairy cattle breeding knowledge, techniques

- Processing line, technology and packaging accessories in Dairy Industry
- Transferring Environmental Treatment Technology
- Quality Management Systems of food safety: ISO 22000; HACCP; GAP; GAPH;
- International booths
- Healthcare, nutrition consultancy, consumer and voting guide...
- Financial – banking – counseling services – traveling – transportation

SEMINARS INFORMATION

- Seminar 1:** The milk quality and food safety issues
Host: Ministry of Health, Ministry of Industry and Trade, Vietnam Dairy Association
Organizer: Vietnam Advertisement and Fair Exhibition JSC
- Seminar 2:** Pasteurization technology in milk manufacturing
Host: Vietnam Dairy Association
Organizer: Vietnam Advertisement and Fair Exhibition JSC
- Referral program between Vietnamese and International enterprises.

VISITOR PROFILES

- Related enterprises, businessperson, experts, associations from Vietnam and Overseas.
- International organizations, individuals looking for business opportunity.
- International distributors
- Delegations from Ministries, Departments...
- Domestic consumers

MEDIA

- Seminar & Workshop
- Invitation card
- Government & Association
- Television, radio
- Newspaper magazine
- Street banner
- Tele-marketing
- Marketing online
- Press conference