

VIAE
2022

Vietnam International
Agriculture Expo



VIETNAM INTERNATIONAL AGRICULTURE EXPO - VIAE

Organized by:



Strategic partners:



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VIETNAM'S AGRICULTURE CONTEXT



Vietnam's Agriculture GDP growth rate in 2021 grew by 2.58%. In which, agriculture, forestry and fishing sector grew by 2.9% , accounted for 13.97% of growth rate of total value added of the whole economy



Post-pandemic context make the Agriculture to have new methods for solid development



However, The Agriculture still has to deal with the devaluation, low price, raw export, depending on traders,...

VIETNAM AGRICULTURE DIGITAL TRANSFORMATION FORUM 2021

Vietnam Agriculture digital transformation forum 2021 and Vietnam Agriculture virtual reality Exhibition took place on September 2021 with International scale.

263.978

Access to exhibiton

100.000

Views per show on average

59

Local representative (1300 delegates) attend the forum

174.538

Views on Social Media and VnExpress

100

Journalism report about event

94

Foreign representatives take part in the forum



AUDIENCE

VN  XPRESS

50 million
Visitors

Over 466 million
Pageviews

184 million
Session

80%
Mobile & Tablet

00:04:35
Avg, Session Duration

82%
Users over 24

49.1%

Come from Hanoi, Ho Chi Minh City, 50.9% remaining come from the rest of the country: Binh Duong, Dong Nai, Da Nang, Bac Ninh, Hai Phong, Khanh Hoa, Lam Dong, Dak Lak, Nghe An,...

**Nguồn: Google Analytics tháng 12/2021*

AUDIENCE INTERESTED IN AGRICULTURE

VNEXPRESS

4.9 million

Visitors per month

52.8%

male

9.4 million

Pageviews

55.2%

Audience from Ho Chi Minh city and Hanoi, 44.8%
remaining from domestically and abroad

- Ho Chi Minh City
- Hanoi
- Binh Duong
- Dong Nai
- Da Nang
- Khanh Hoa Province
- Haiphong
- Lam Dong
- Bac Ninh Province
- Djak Lak Province
- Nghe An

*Nguồn: Google Analytics tháng 02/2022



**VIETNAM
INTERNATIONAL
AGRICULTURE EXPO
(VIAE)**

I. GENERAL INTRODUCTION

Vietnam International Agriculture Exhibition (VIAE) is the next development step of Vietnam Agriculture digital transformation Forum 2021, go with large - scale event series, more diverse content that aimed at accompanying regular goals and long-term development for agriculture, corporations and farmers in post - pandemic period.



TARGET

Promote the growth of whole sectors by hosting the international - level event, concentrate to exchange and supplement transactions establish a long-term international operating mechanism, Promote diverse communication and transactions with the international community

GLOBAL EXHIBITION



The Global Exhibition about agriculture

VIETNAM INTERNATIONAL

1

Online connection

- ❖ Establishing a suitable online trade connection model for import and export to improve quality and follow up later.
- ❖ Provide policy explanations, connections with service agents and logistics units.

2

Forum

- ❖ Provide policy information and prevailing trends
- ❖ Publish a white book and statistical summaries
- ❖ Exchange and share on topics affecting the development of the agricultural industry.

3

Commercial exhibition

- ❖ The offline exhibition aims to strengthen the connection between buyers, sellers, and agents.
- ❖ Provide a platform for service companies to display products.



Competition for top agricultural products

Selecting the best products, technologies and business models on a quarterly basis, gradually building buyer confidence in a high-quality product system, in the form of issuing market-oriented guidelines.

Accompanying with VIAE, businesses will dare to think, dare to do, dare to innovate. Then, through VIAE periods, the image of Vietnam's Agriculture brand will be at the top in the region after 2-3 years.

II. MAIN ACTIVITIES



VIRTUAL REALITY EXHIBITION

Attending the **Virtual Reality Exhibition**, businesses will be able to display products in the form of booth simulations based on vivid virtual reality, have the opportunity to participate in direct business connections to buyers and sellers at the forum, and experience many other attractive features.

Date: 07/2022 – 10/2022

Format: Online in VnExpress, Fanpage VnExpress, Event's landing page, and other channels

(Please check: <https://fair.vnexpress.net/agri-tech-expo>)



VIRTUAL REALITY EXHIBITION



[Click to see demo](#)

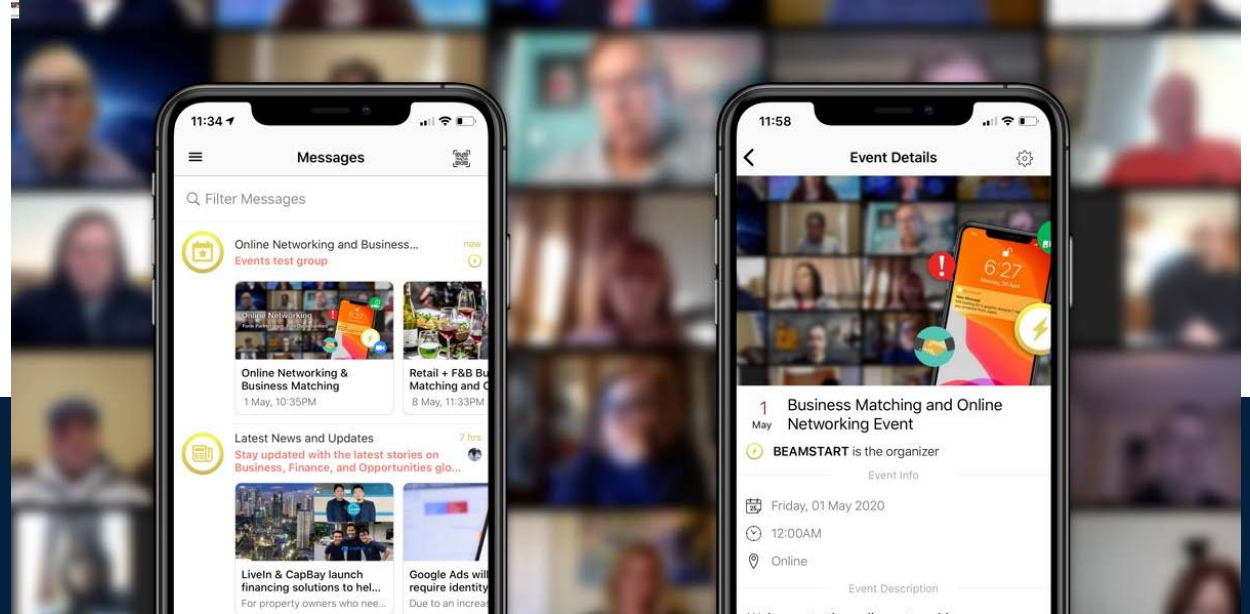


[Click to see demo](#)

Virtual reality agricultural pavilion is one of the most effective solutions to help change the approach of businesses to the target public, accommodating exhibitions, connecting trade, and reiterating the voice of businesses, industry, and locality.

**Term of goods: 01 month from the date the store officially went on sale
(After 01 month, if you want to maintain the booth, you have to pay 500,000 VND/month).*

BUSINESS MATCHING



- An opportunity for suppliers to connect with potential buyers, introduce products, exchange experiences and expand customer files.
- Organize meetings and trade sessions at the Plenary and Online Forum every month from October 2022

Method:

- + Virtual reality exhibitors resign to participate in the program
- + Communication introducing the business, its products as well as business connection opportunities at the program.
- + Booking and connecting online

Date: 09,12/2022



AGRICULTURAL PAVILION

TALKSHOW

- **Talkshow** helps businesses/production facilities tell the story of formation and development, export potential of agricultural products, and future development orientation.
- Introduces the unique agricultural products of the enterprise/production facility.
- **Date:** 07, 09, 11/2022





BUSINESS MATCHING

BUSINESS MATCHING

- The Business Matching Program helps businesses/manufacturers connect directly with international buyers and local and international business owners to expand business relationships, promote and sign contracts, and contract combinations.
- **Event details:**
https://docs.google.com/document/d/116ADMiucx_0aYeN4OLYfuZXF54UvCp24/mobilebasic
- **Time:** 09, 12/2022

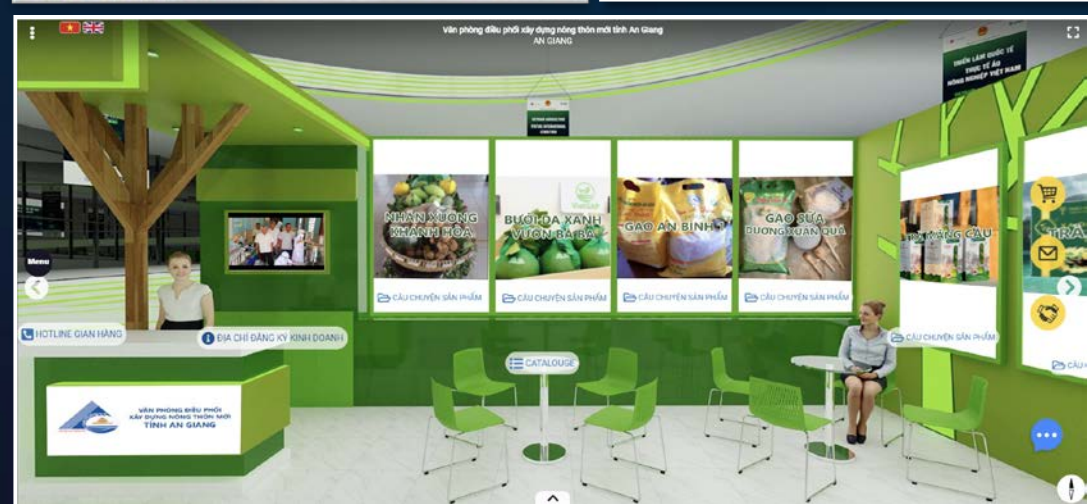
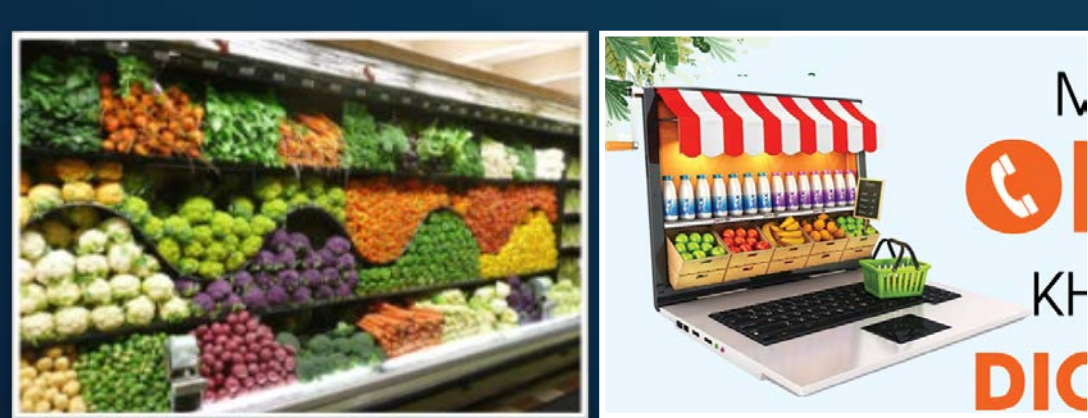
VIETNAM AGRICULTURE FEST

Vietnam Agriculture festival is a trade promotion fair for local seasonal agricultural products. Gathering stalls displaying and selling seasonal agricultural products, the stalls participating in the festival have the opportunity to connect with international buyers and participate in the Agri Awards honoring Vietnamese agricultural products.

Main activities:

- Displaying and selling agriculture products in virtual reality
- Livestream sells agriculture products
- Offline exhibition combine Local connecting conference.

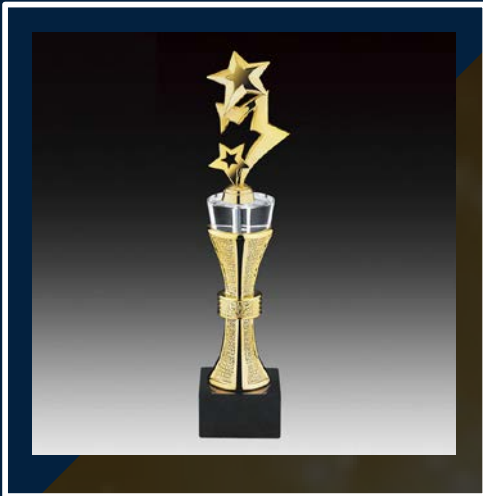
Date: According to the season of agricultural products and fruits of the year (5 events in the main crop of agricultural products of the year from 07 - 12/2022)



AGRI
TECH EXPO
2022

AGRI AWARDS 2022

Agriculture products Award: The Essence of Vietnamese Agriculture



- The award honors Vietnamese agricultural products that are loved by many people
- Prestigious Award for Agricultural Products selected by experts and millions of VnExpress readers at home and abroad

Object:

Agricultural product/service nominated, selected, and attended by host, localities, and Enterprises.

Date: From September to December 2022

Expected categories:

- Most well-loved agriculture product (domestic market)
- Most interested in export agriculture product branding (for all markets)
- Top 10 widely applied agriculture technology
- Trusted agriculture device

...



BIG EVENT OFFLINE

The 22nd Vietnam International Agriculture Trade Fair – AgroViet 2022



Cơ quan chủ trì:
Bộ Nông nghiệp và Phát triển nông thôn

15-18

9

2022

Đơn vị tổ chức:



TRUNG TÂM XÚC TIẾN THƯƠNG MẠI NÔNG NGHIỆP

HỘI CHỢ TRIỂN LÃM NÔNG NGHIỆP QUỐC TẾ LẦN THỨ 22

AGROVIET 2022

KHU HỘI CHỢ TRIỂN LÃM, GIAO DỊCH KINH TẾ VÀ THƯƠNG MẠI - 489 HOÀNG QUỐC VIỆT, CẦU GIẤY, HÀ NỘI

www.agroviêt.com.vn

INTRODUCTION

AgroViet 2022
HỘI CHỢ TRIỂN LÃM NÔNG NGHIỆP QUỐC TẾ



Cơ quan chủ trì:
Bộ Nông nghiệp và Phát triển nông thôn

15-18

9



AgroViet 2022 - A place to honor the achievements of Vietnam's agriculture.

AgroViet is the most prestigious International Expo of Agriculture. After 21 years of organization, AgroViet 2022 is expected to have 150 booths and gather more than 100 domestic and foreign business units.

AgroViet 2022 booths are divided into 05 separate areas convenient for visitors, transactions, and shopping: General exhibition booth; Domestic stalls associated with agricultural value chains; International pavilion area; Local and association pavilions, and exhibition areas of startups in the agricultural sector.



Time



Places

Date: September, 09 to 12 (2022)

Places: Hanoi



GUEST

(expected)

S

1. Government
2. Ministry of Foreign Affairs, Ministry of Agriculture and Rural Development, Ministry of Industry and Trade, Ministry of Planning and Investment, Ministry of Natural Resources and Environment, Ministry of Science and Technology, Ministry of Finance, State Bank of Vietnam
3. Association, business
4. International organizations
5. National and international experts, media agencies



SPEAKERS *(expected)*



Mr. Nguyen Quoc Toan
Director of the Department of Processing
& Market Expansion



Mr. Tran Dinh Luan
Director General of the General
Department of Fisheries



Mrs. Thai Huong
Founder of TH group



Mr. Huynh Van Thon
CEO Loc Troi group



Mr. Le Van Quang
Chairman of Minh Phu Seafood
Corporation



Mrs. Ninh Thi Ty
Chairman and General Director of Chien Thang
Garment Joint Stock Company, Chairman of Ho
Guom Garment Company.

There was also the appearance of ministry leaders:

- Ministry of Information and Communications
- Ministry of Science and Technology
- The environmental and resources
- Central Economic Committee

Embassies of different countries :

- Australia
- America
- Korean
- EU

MAIN ACTIVITIES

AGRICULTURE TRADE
PROMOTION EXHIBITION
&
INTRODUCTION OF
AGRICULTURE PRODUCTS
SHOW

PLENARY SESSION &
LAUNCH AGRIAWARD:
Government and Ministries,
international and businesses
discussed macro and policy issues



BUSINESS MATCHING &
MARKET MATCHING

INTENSIVE FORUM:
Businesses discuss micro issues

EVENT SCHEDULE: BIG EVENT OFFLINE VIAE 2022



COMMERCIAL EXHIBITION

Gathering 200 stalls in the field of Agriculture with international scale. Here, digital agriculture achievements and quality agricultural products will be demonstrated, displayed and introduced with a variety of related products and industries.



INTRODUCE PRODUCTS SHOW

Introduces agricultural products/services show at the event stage area. Rotation takes place for units accompanying the event.



V i a e 2 0 2 2

Vietnam international agriculture
expo

s p o n s o r

F o r

E x c l u s i v e



Sponsor for
exclusive

Chances to reach 4.9 million unique monthly visitors
And the attractive communication benefits of package support
[INHERE](#)



Demonstrating/introducing products directly at Big Event
and being honored on the day of own brand throughout the
series of events



Join the series of VIP tours in the event: Talks between
delegation leaders, bilateral contact with Government,
cooperation signing ceremony, cross-visit program of booths,
trade program "Meeting brands"



Continue to participate in the Agri Award and Online Trade
Connection voting program after the big event



Join Talks and activities throughout before, during and after the event



Appearing on multi-channels (Digital, Billboard, Television news bulletins VTV, Social...)



Business matching and Market matching



Touting product brands on media channels



THANK YOU !

