

VIETNAM  
**furnitec22**  
Live, in-person + Online **Hybrid**

*Vietnam Int'l Furniture Accessories,  
Hardware & Tools Exhibition*

**18 - 21 October 2022**

Saigon Exhibition and Convention Center (SECC)  
Ho Chi Minh City, Vietnam

Online Showcase starts from  
18 - 24 October

Concurrent with:

**VietnamWood**



[www.chanchao.com.tw/VietnamFurnitec](http://www.chanchao.com.tw/VietnamFurnitec)

**2022**

# Furnitec 2022

## Live, in-person + Online

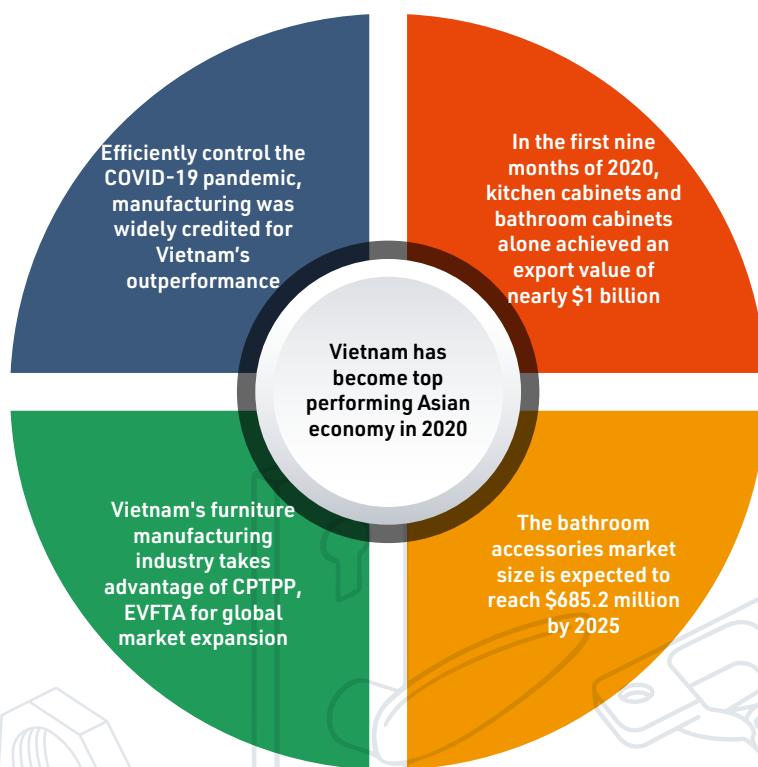
### Take place from 18 – 21 October 2022 with a host of new business model

The post-COVID 19 era is now dawning upon the world. "Hybrid Trade Shows" will be much needed to kick-start the post-pandemic economy and play a vital role in boosting trade and innovations during the economic recovery process.

Vietnam's furniture manufacturing industry has become one of the leading sectors for FDI attraction and in order to meet the high-end quality of Vietnam's furniture finished products, collaborating with experienced related hardware and accessories manufacturers will definitely result in mutual benefits for both foreign and domestic markets.

The Vietnam International Furniture Accessories, Hardware & Tools Fair (Furnitec) aims at convening those world-well-known brands like Häfele and Blum together with many local rising and notable brands to build up one of the indispensable trade show for Vietnam's local market. Furnitec Hybrid 2022 will run both in physical and online for reaching out with not only local but worldwide visitors all-in-one. The online platform will start from 18 to 24 October 2022 in support of the physical trade fair, which returns to the Saigon Exhibition & Convention Center (SECC) from 18 to 21 October 2022.

### A Platform to Meet All Your Needs for Broadening Your Business Ambition



# Why the future of events is hybrid?

Hybrid trade show becomes the new normal in the post-pandemic era, Furnitec Hybrid will bring new experiences for all who are involved. Exhibitors can meet visitors in-person and demonstrate products on-site, but the online platform could more efficiently lead exhibitors to build a connection with local and worldwide buyers as in support of the physical trade show.

## Furnitec will run various hybrid events to welcome all visitors, including:

Seminar topics will draw on the discussion for the industry trend, automation manufacturing, and general economic overview, inviting associations and selected exhibitors to present the seminars with the following topics.



### Seminars

- How Vietnam furniture industry expands business opportunities in post COVID-19 era
- Trends transforming the furniture industry
- The Implementation of the Vietnam Timber Legality Assurance System
- Circumstances from the post-implementation of EVFTA and CPTPP

To drive a different way to experience and increase interaction, industry experts will be invited and focus on the listed issues to advise or suggest solutions with the raised questions from visitors.



### Get Rolling with Experts

- Current industry situation
- Automation manufacturing
- Challenges in product processing

Furnitec Hybrid offers a unique platform for product exposure from online to the physical trade show.



### Online and Offline Product Launch

- Video Exposure through Online platform and on-site display
- Networking new leads online, meet in-person onsite.

Improving productivity - quality for Vietnamese wood industry in digital era



### Transformation Advisory Service

- Co-related consulting professions will be invited
- One-on-one online chat room
- Possible advice or solutions for individual business concerns

# Furnitec at a glance

With a strong return in 2022, the trade show expects to welcome at least 500 exhibitors to take part in the business platform and community.



**500+**  
Global brands  
exhibitors



**35+**  
Countries &  
regions represented



**11,000+**  
Visitors

\* The concurrent exhibition is also included in the statistics

## Exhibition Profile

- Furniture Hardware
- Fasteners
- Locks
- Tools & Accessories
- Bathroom Fittings
- Hardware Machinery & Equipment

## Visitor Profile

- Architects
- Building & Construction
- Department Store and Multiple buyers
- Furniture Manufacturers
- Hotel and Hospitality Buyers
- Independent Retailers
- Interior Designers and more
- Internet Retailers
- Property Developers
- Trade Associations
- Government Agencies

*A Platform to Meet All Your Needs  
for Broadening Your Business Ambition*



# Fair facts

## (Physical trade fair)

Venue	Saigon Exhibition & Convention Center (SECC)
Address	799 Nguyen Van Linh Parkway, Tan Phu Ward, Dist.7, Ho Chi Minh City, Vietnam
Date	18 - 21 October, 2022 (Time: 09:00 - 17:00)
Admission	Trade visitors only. Free of Charge (Children under 16 are not admitted entry)

### Participation Fee

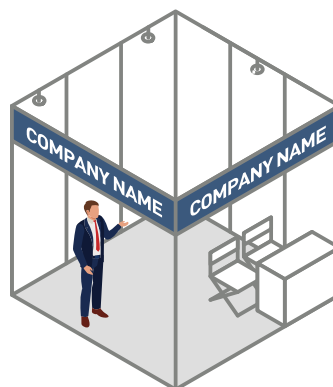
#### Indoor Space (Hall A-B)

##### Shell Scheme

**Rental Rate: USD 275/sqm (Minimum 9 sqm)**

Including:

- 3 Sides System Panels
- 1 Set Fascia Name
- 1 Unit Reception Desk
- 2 Units Folding Chairs
- 3 Units Spotlight 100W
- 1 Unit Waste Basket
- 1 Unit of 5AMP/220V Single Phase Socket



#### Indoor Space (Hall A-B)

##### Raw Space (Space only)

**Rental Rate: USD 245/sqm**

Build your own stand on bare space  
(Please refer to the exhibitor's manual)

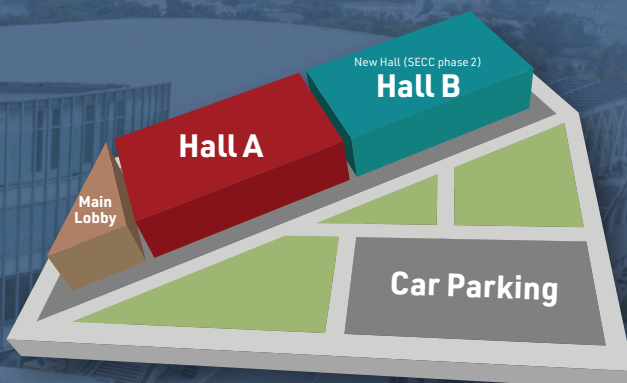


Furnitec is launching an online platform to accommodate the needs for both local and overseas exhibitors, to network and conduct business meetings online and in person. The platform will go online from 18 - 24 October 2022. \* all physical exhibitors are entitled to free online standard version.

**\* The above prices are exclusive of VAT (value added tax) which will be shown on invoices.**

### A New Exhibition Hall

HCMC - Saigon Exhibition and Convention Joint Venture Co., Ltd, on June 6th, 2019 started building a new exhibition hall (Phase 2 Hall B) at the Saigon Exhibition and Convention Center (SECC), expected to be taken into operation in July of 2021.



# Fair facts

## (Online trade fair)

Venue	24/7 online
Date	18 - 24 October, 2022
Admission	Trade visitors only. Free of Charge (Pre-Registration online)

\* all physical exhibitors are entitled to free online standard version (Valued of USD 900)

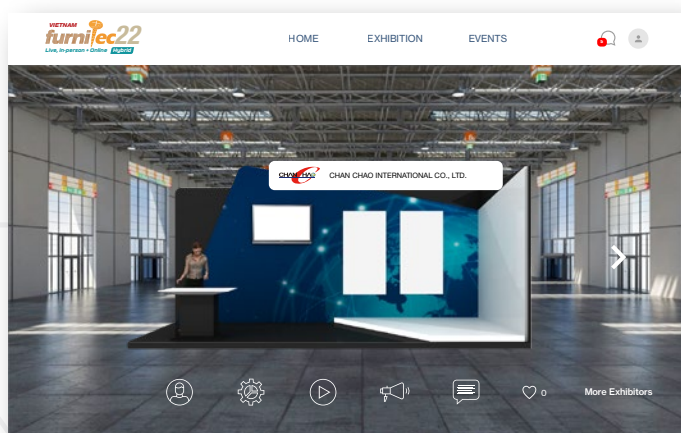
### Participation Fee

OPTION	STANDARD PACKAGE	LUXURY PACKAGE
PRICE	USD 900	USD 1,800
COMPANY PROFILE	●	●
WEBSITE LINK	●	●
TEXT CHAT	●	●
VIDEO CALL (MAX. 20 MIN/PER CALL)	●	●
MESSAGE BOARD	●	●
E-INVITATION TO CLIENTS	●	●
RECEIVE INQUIRY LETTER	●	●
ONLINE BOOTH TYPE	6 TYPES	4 TYPES
PRODUCT SHOWCASE	5	50
EXHIBITOR'S PRESS RELEASE	1	3
UPLOAD VIDEOS	1	3
BOOTH POSTER	2	4
DIGITAL BUSINESS CARD	1	2
SITE SEARCH ORDER	-	PRIORITY
OFFICIAL FACEBOOK FAN PAGE POST	-	1
LOGO IN E-NEWSLETTER	-	1 TIME

# Sponsorship & Advertisement

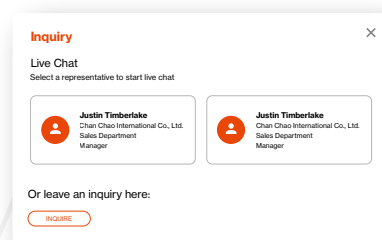
ITEM	LOCATION	PRICE
<b>VIDEO IN PRODUCT LAUNCH SECTION</b>	5	USD 500 / video
<b>BANNER IN LOBBY</b> Max. 4 banners (260 x 455px, Max. 3mb, JPG or PNG)	1 2 3 4	USD 600 / banner
<b>E-NEWSLETTER BANNER</b>	Marketing to Buyers in Database	USD 300 / banner
<b>OFFICIAL FACEBOOK FAN PAGE POST</b>	Official Facebook	USD 300 / article

\* The above prices are exclusive of VAT (value added tax) which will be shown on invoices.



Customize your display booth showcasing company multimedia elements including e-brochures, posters, videos and more...

Attendees can request live chat and video calls with the exhibitor.



Update your company / product profiles / e-business card online.

[Online Exhibition Manual](#)



Scan to download

# Participate Live and Online with Furnitec Hybrid 2022



**Live, in- person: 18 - 21 October 2022**  
Saigon Exhibition Convention Center  
**Online: 18 - 24 October 2022**

## Exclusive marketing enhances your brand awareness

A fruitful marketing plan not only can promote the trade show, also strengthen your brand recognition on a domestic and global scale. To give you a great exposure, we provide:



### Tele-marketing

**18,000+**  
contacts



### SMS msg

**40,000+**  
sent



### E-Newsletter

**38,000**  
emails delivered



### Direct Mail

**18,000+**  
Invitations sent



### Media Partner Coverage

Advertisements place in websites, magazines, newsletters, industrial directories and various printed promotional items.



### Newspaper, journal and outdoor advertising

Mass media coverage, outdoor billboards in downtown and industrial zones.

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