# global%sources

Trade shows • Online • Magazine

### **EXPLORING THE VIETNAM MARKET,**

### NEW BUSINESS OPPORTUNITIES IN THE FOOTWEAR INDUSTRY

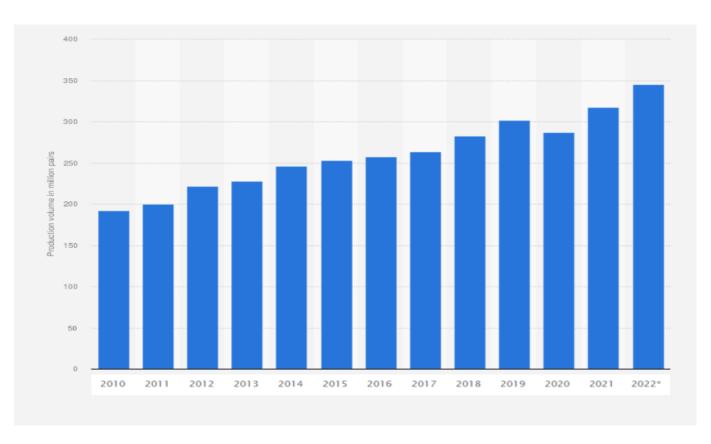


The figures of finished footwear EXPORTS with amount from Vietnam to worldwide markets

## **Production Volume of Footwear in Vietnam**

global

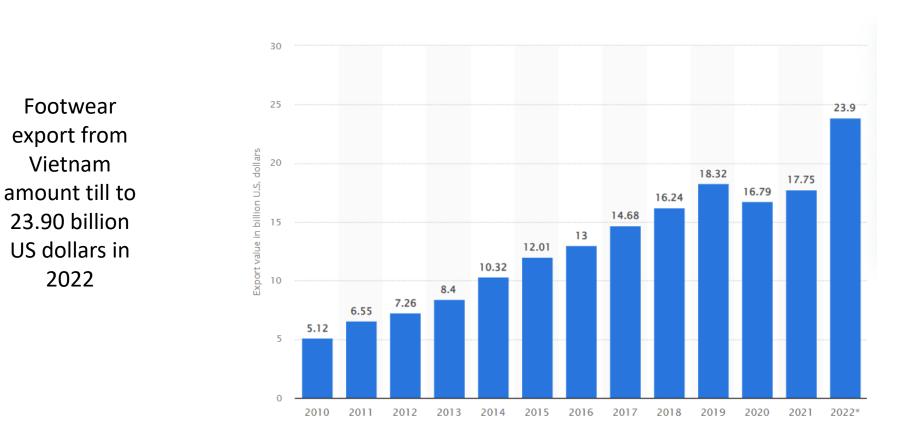
Footwear exported from Vietnam near to 350 million pairs in 2022



**Production Volume of footwear in Vietnam from 2010 to 2022** *(in million pairs) – Statista.com* 

## **Vietnam Footwear Export**

global



# **Export value of footwear in Vietnam from 2010 to 2022 in** *(in billion U.S. dollars) – Statista.com*

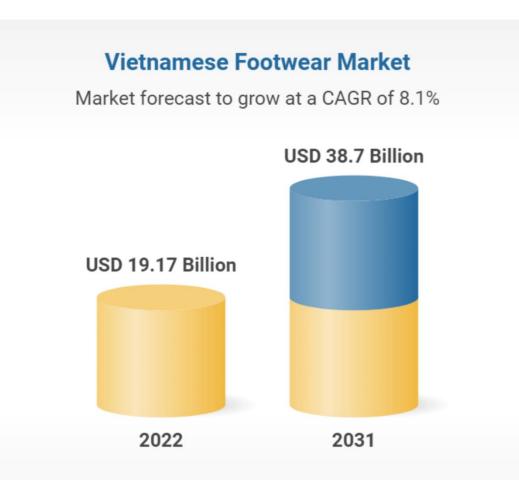
	Export (US\$ Thousand) 2011	Export (US\$ Thousand) 2021	Comparision (%)
Vietnam	6,936,659.544	18,866,779.22	272%↑
China	52,464,481.84	73,270,131.04	140%↑
Hong Kong	6,510,832.90	2,671,952.73	-244%

https://wits.worldbank.org/CountryProfile/en/Country/HKG/Year/2021/Trad eFlow/Export/Partner/all/Product/64-67\_Footwear As one of the world's leading footwear manufacturers, Vietnam ranks second in the world in terms of leather and footwear exports after China.

Two giant brands in the global footwear industry, Nike and Adidas, have chosen Vietnam as their main production base. Nike has more than 100 suppliers in Vietnam, with 96 factories concentrated in the southern region.

Vietnam has signed trade agreements helpful for exports with Europe and the United States. The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) has helped Vietnam's footwear exports to Canada and Mexico soar.

Vietnam has signed many agreements with developed countries that are conducive to promoting exports. According to the analysis, Vietnam's footwear production and exports are expected to continue to grow in 2022-2031.





## The figures of footwear manufactures and trading 02 company in Vietnam

As of the end of 2021, there are about 2,200 footwear manufacturing enterprises in Vietnam, concentrated mainly in the area around Ho Chi Minh City and neighboring provinces such as Dong Nai, Binh Duong, Long An, Tien Giang, which account for nearly 70% of the industry's output and export turnover.

Company Name	Output (pairs/year)		
TBS Group (Binh Duong)	21.000.000		
Kingmaker Group (Binh Duong)	10.000.000		
Alena Footwear Company (Thanh Hoa):	24.000.000		
Properwell Group (Quang Ngai)	35.000.000		
Horng Shin Footwear	2.000.000		
Alearon Vietnam Footwear (Thanh Hoa)	18.000.000		
An Lac Footwear Joint Stock Company (Ho Chi Minh)	12.000.000		
Hanoi Rubber Joint Stock Company (Hanoi)	1.000.000		
Dong Hung Group (Binh Duong)	10.000.000		
Innolux Group (Binh Thuan)	500.000		

#### Top leather and shoe manufacturers in Vietnam



The figures and amount of footwear materials IMPORT to Vietnam

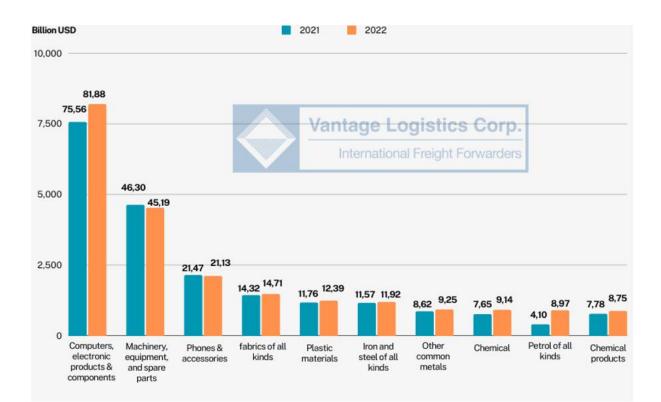
# **2022 – Import materials**

The import turnover of materials for textiles and garments, and footwear products in 2022, totaled \$6.7 billion.

For the footwear industry, Vietnam needs to import 40-45 percent of materials. The figure is 75-80 percent for plastics manufacturing.

In Vietnam, about 300 million USD is imported every year as a raw material for the footwear industry.

Although raw materials are quite high in the cost structure of footwear products, the localization rate of Vietnamese leather and footwear products is still low (about 40%). Vietnam currently has about 129 enterprises investing in the production of raw materials and accessories, but only about 20 domestic enterprises are able to supply premium raw materials, making it difficult for leather and footwear manufacturers to take initiative in orders and raw materials.

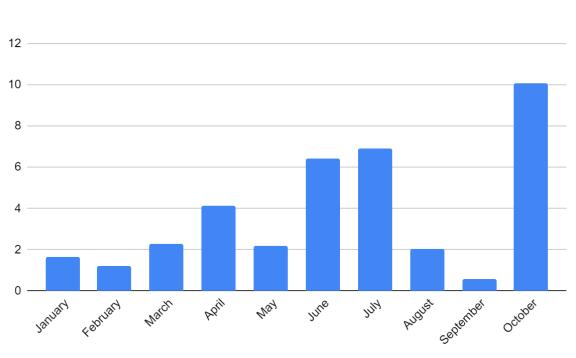


10 commodity groups with the highest import value in 2022 - Source:

General Department of Customs

Vietnam imports most of its Footwear raw material from <u>China</u>, <u>Vietnam</u> and <u>South Korea</u> and is the 3rd largest importer of Footwear raw material in the World.

- The trend of footwear industry in Viet Nam
- By 2028, the volume in the Footwear market is expected to reach 157.70m pairs.
- Additionally, the market is projected to show a volume growth of 2.9% in 2024.
- Việt Nam also targets to reach a total export turnover of footwear and handbags of US\$38-40 billion by 2030. The industry by 2035 will have sustainable development according to the green economy model, complete the domestic production value chain, and effectively participate in the global value chain. It will develop a number of regional and world brands.



The value of imported footwear materials to Vietnam (Billion USD)



## Some of Local Footwear brands in Vietnam

global<br/>
sources



## Some of International Footwear brands in Vietnam global sources



# Global Sourcing Fair Vietnam 2024 We were the output of th

24-26 April 2024 | SECC, HCMC

## global *sources*

# SHOW PROPOSAL

Global Sourcing Fair VIETNAM Home | Gift | Fashion

Vietnam 2024 Apr 24-26, SECC



# TABLE OF CONTENTS



# I. About Global Sources

II. About Global Sourcing Fair Vietnam 2024

III. Why to join Global Sourcing Fair Vietnam 2024?

IV. Booth Rate & Exhibitor's benefits samples

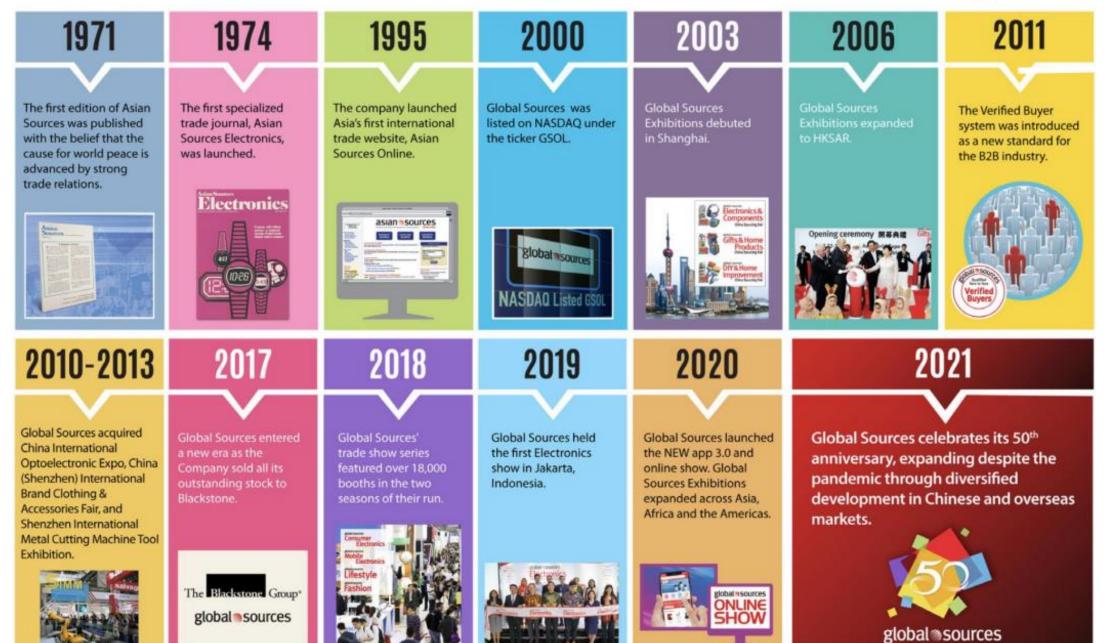
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## **Global Sources Milestones**

### global

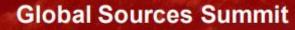


## **B2B Platform - Online to Offline**



#### **Trade Shows**







#### GlobalSources.com



#### **Smart Sourcing**





#### **Trade Magazines**

## **Over 16 years of global trade promotion in Vietnam**

2020

Vietnam National Online Pavilion on Global Sources Online

**2016** Biggest Vietnam Pavilion in Asia

2014

>1,000 Vietnam suppliers use

our 020 solution







Vietnam's first dedicated int'l sourcing trade show

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2008

50 Vietnam suppliers joined Hong Kong Fair

# **Global Sources Trade Show**



global >> sources





Global Sourcing Fair VIETNAM Home | Gift | Fashion

24-26 April 2024 SECC, Ho Chi Minh City

# Vietnam's Must-Attend O2O Expo Dedicated To International Sourcing



## **Show Overview**

### global >> sources

Show Name	Global Sourcing Fair Vietnam 2024			
Show Date	April 24, 25, 26 / 2024 (3 days)			
Venue	Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City			
Organizer	Global Sources			
	The Viet Nam Trade Promotion Agency (VIETRADE) in Ho Chi Minh Ci			
	<ul> <li>Ho Chi Minh City's Department of Industry and Trade</li> </ul>			
	<ul> <li>Investment &amp; Trade Promotion Centre of Ho Chi Minh City (ITPC)</li> </ul>			
	Ho Chi Minh City Tourism Promotion Center			
	<ul> <li>Hong Kong Business Association Vietnam (HKBAV)</li> </ul>			
Supporting	Taiwanese Chambers of Commerce in Vietnam (CTCVN)			
Organizations	Taiwan Furniture Manufacturer's Association Vietnam Branch (TFMA)			
	The Council of Taiwanese Chambers of Commerce - Xinshun Branch			

- Vietnam Textile and Apparel Association (VITAS)
- Binh Duong Furniture Association (BIFA)
- Shoes & Leather Association Ho Chi Minh City (SLA)



Global Sourcing | Vietnam 2024

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## **Show Overview**

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Meet







500+ Competent Suppliers, Manufacturers from Vietnam & Asia 8,000+ onsite buyers & 8,000+ online buyers from 150+ countries & regions

 13,000 sqm/ 650
 booths displaying highquality export-ready
 products in 5 pavilions features:
 Home & Furniture, Gift & Handicraft, Fashion & Accessories, Textiles &
 Fashion Supplies, ASEAN Pavilion. Numerous business opportunities and exclusive deals all year round through 020 flatform and strong buyer community

Create

Experience

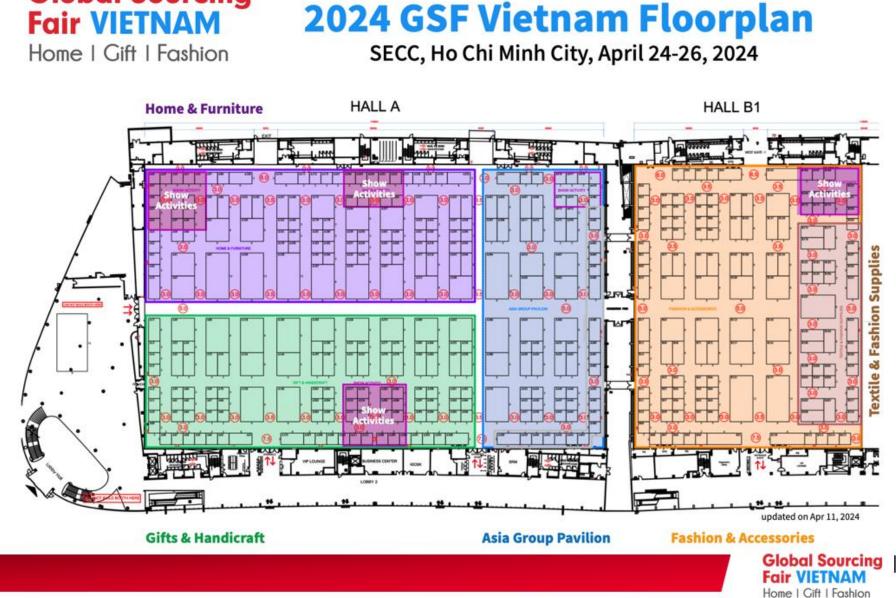


Exclusive B2B-driven services with **8** show activities enhancing buyers' sourcing experience during **3**-day exhibition

## **GSFVN24** Layout

**Global Sourcing** 

### global *sources*



*Vietnam 2024* Apr 24-26, SECC

## **Exhibits Profile**

### global *sources*

**Textile & Fashion supplies** 

#### **Home & Furniture**

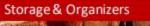


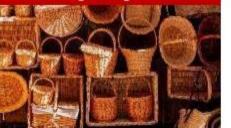






Electronics & Home Appliances





### Gifts & Handicraft







### Fashion & Accessories







Bags & Cases







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## **Show Activities**

### global *sources*





Product Showcase



Fashion Parade

global Sources Global Sources Fair Vietnam 2023 Virtual Show



Construction Const

Virtual Show



**Business Matching** 



Industrial Seminars



Product Trend Forum



Factory Tour

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## **Buyer Profile**

### Buyers who want to diversify their sourcing destinations to Vietnam and Asia

# USA & Europe

#### Importers & Traders

- Manufacturers and Brands
- Retailers

## Asia

- Sourcing offices
- Traders
- Importers/Wholesalers

/Distributors

- Retailers
- eCommerce Sellers

## Vietnam

- · Sourcing offices and agent
- Traders and exporters
- Manufacturers
- Cross border eCommerce

Sellers

SNS influencers

## **Rest of World**

- Sourcing offices
- Traders
- Importers/Wholesalers/

Distributors

- Retailers
- eCommerce Sellers
- Global Sourcing Fair VIETNAM Home | Gift | Fashion | Vietnam 2024 Apr 24-26, SECC

## **Global Sourcing Fair Vietnam 2023 in numbers**

### global >> sources



#### VIRTUAL SHOW

Onsite Live Tour allowed buyers who could not attend the show in person to participate virtually. A total of 6,306 online buyers from nearly 146 countries and regions joined.



#### Online exhibitors received an average of





26-28 April, 2023 SECC, HCMC, Vietnam

### **SHOW REPORT**

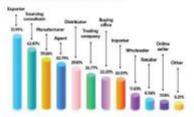


#### **ONSITE VISITORS**

A total of 6,215 buyers from nearly 52 countries and regions came to the 3-days Global Sourcing Fair Vietnam 2023 Trade Show.

Top 6 countries & regions: USA, Europe, India, Australia, Mainland China, and ASEAN.

#### **Business Type of Attendees**



#### GSOL & SHOW WEBSITE

A total of 89,961 page views from show website. A total of 76,784 supplier & product page views from GSOL.



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#### *(ER TESTIMONIALS*



come here with an opened mind to find suppliers in Vietnam and it's definitely the Product Reference: Toys, Stationery



#### We are new to Vietnam, we usually source from China. So, I am finding factories from Vietnam and other countries surround Asia. So instead of running around the country to see different monufacturers, I can meet all of them at once which is very convenient.

Product Reference: Home Décor, Furniture



**Global Sourcing** 

80%

42%

40%

26%

25%

16%

12%

12%

10%

7%

Percentos

33%

30%

30%

26%

21%

20%

10%

12%

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#### Hone | Gift | Fashion

#### SUPPLIER FACTS

#### **EXHIBITORS**

A total of 357 booths from 204 exhibitors from 9 countries & regions exhibited products: Vietnam, Mainland China, Taiwan, Hong Kong, Thailand, India, Cambodia, Dubai, Australia.

#### SHOW PARTNERS

Ho Chi Minh City's Department of Industry and Trade The Viet Nam Trade Promotion Agency (VIETRADE) in Ho Chi Minh City Investment & Trade Promotion Centre of Ho Chi Minh City (ITPC) Ho Chi Minh City Tourism Promotion Center Hong Kong Business Association Vietnam (HKBAV) Talwanese Chambers of Commerce in Vietnam (CTCVN) Taiwan Furniture Manufacturer's Association Vietnam Branch (TFMA) The Council of Talwanese Chambers of Commerce - Xinshun Branch Vietnam Textile and Apparel Association (VITAS) Binh Duong Furniture Association (BIFA) Shoes & Leather Association Ho Chi Minh City (SLA)

### Exhibitors break down by segment Fashion & Textiles 43%

Home & Furniture Gifts & Handlerafts Other

#### SPONSORS THIENLONG

fle office

MEDIA PARTNERS VIETNAM MANUFACTURERS VIEL DADANG GATETT

#### PAVILIONS



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# for me the trade is worthwhile.

## **Global Sourcing Fair Vietnam 2023 in numbers**

### global >> sources



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#### **EXHIBITORS & BRANDS**

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#### SUPPLIER TESTIMONIALS



One thing I like most about the exhibition is the support from the organizer. We have meetings between the buyers and sellers before and during the exhibition. This is the good chance for us to meet the right partner to understand their need so we can sell our products to them. You can also see our products on our website.



This is the first time the Global Sourcing Fair was organized in Vietnam and we find that this is a huge opportunity to promote our company and prove that we can produce high-quality products following international standards.









## **Supplier Testimonials**



This is the first time the Global Sourcing Fair was organized in Vietnam and we find that this is a huge opportunity to promote our company and prove that we can produce high-quality products following international standards.

#### THIEN LONG GROUP



The GS show is much more crowded than I expected. Yesterday, we met many potential buyers from all over the world and we learnt a lots about their requirements which helps us to prepare a better plan for the future.

#### HA TUAN TS CO., LTD

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Wietnam 2023 Apr 26-28, SECC

### **Buyer Testimonials**



I came here with an opened mind to find suppliers in Vietnam and it's definitely the best place to come to have a look. I did not only come to the show but also visited a couple of factories when I was here. So for me the trade is worthwhile. Product Reference: Toys, Stationery

Thierry Bourret – Director Konomocha Distoy

We are new to Vietnam, we usually source from China. So, I am finding factories from Vietnam and other countries surround Asia. So instead of running around the country to see different manufacturers, I can meet all of them at once which is very convenient.

Product Reference: Home, Décor, Furniture



Robin Provost – Purchasing Executive Uniek UNC

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## **Global Sourcing Fair Vietnam 2023 in numbers**

#### Watch

- 2023 Show Recap Video
- <u>Supplier Interview Thien Long</u>
- <u>Supplier Interview Inochi</u>
- Buyer Interview 1
- Buyer Interview 2
- Buyer Interview 3



Global Sourcing Fair Vietnam 2023 Highlights









global

global \*\* sources



## Why should join Global Sourcing Fair Vietnam 2024?



# Why to join Global Sourcing Fair Vietnam 2024? global sources

### 3.1. The only event dedicated to international sourcing

100% focus on buyers with the demand to source from Vietnam and Asia, including international

buyers and sourcing offices and agents in Vietnam, more targeted and high quality!





## Why to join Global Sourcing Fair Vietnam 2024? global sources

#### 3.2. The most comprehensive buyer community coverage

With an exclusive active buyer database of 1.5M Global Sources Online, including over 30,000 buyers

in Vietnam; and 200,000 verified buyers attended Global Sources Hong Kong show. Our buyer community

covered VIP buyers, brands, importers, traders and eTailers all over the world.



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## Why to join Global Sourcing Fair Vietnam 2024? global sources

#### 3.3 Proven O2O solutions for exhibitors promoting all year around

- Pre-show
  - 9 months online marketing package on Global Sources
     Online marketplace and GSF show website
  - Professional exhibition training
  - Co-promotion in social media & digital marketing
  - Buyer summit & Pre-show matching

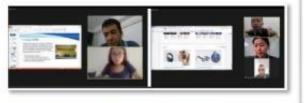
#### Onsite

- Exhibitor & factory listing on Buyer App and Onsite floor plan
- Business matching
- Virtual show (Paid service)
- Standard & Premium booth options

#### Post-show

Supplier Center to manage RFI and Chat





## Why to join Global Sourcing Fair Vietnam 2024? global sources

#### 3.3 Proven O2O solutions for exhibitors promoting all year around

Online & Offline, a multichannel platform for trade all year round



International Sourcing Event in Vietnam HCM City, Online Souring Platform accessible anyway in the world

Global Sources Online, APP, Online Show, Summit and Matching for Vietnam, starting now

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#### **Visitor promotion – High Touch**

**High Touch** 

VIP Buyer marketing

#### global<br/> sources

Home		Gifts		Fashion	
•	AUCHAN INTERNATIONAL		EL CORTE INGLÉS	•	FASHION GARMENT
•	TARGET		CENTRAL RETAIL		DECATHLON
•	CITTA		LOTTE MART		NIKE
•	BIG MARKET		AEON	•	AVERY DENNISON
•	SAM'S CLUB	•	TOKMANNI		VICTORIA'S SECRET
•	WALMART	•	COPPEL	•	WILLIAM LAMB GROUP
	WILLIAMS SONOMA		CJ	٠	HADDAD BRANDS
•	NITORI		CUZTOMO GIFT		SHIMADA SHOJI
•	TRADE POINT		SOURCEWORLD		TJX
•	METRO SOURCING		TRANSPAC IMPORTS		H&M
•	TEST RITE	•	EXCLUSIVAS CAMACHO	•	LI & FUNG
•	KOHNAN		MAGIC TIME INTERNATIONAL		DELTA GALIL
•	CLAS OHLSON		PEREGRINE CORPORATION	•	V-BAZAAR
•	KINGFISHER		ZAIXING ELECTRONIC		MARKS&SPENCER
•	THE HOME DEPOT		J&M TRADING		GLORIA JEANS
•	PHILBEE INTERIORS		DEVON CERAMICS		TRADEMUTT
•	FURRION		PORTICO DESIGNS		BESTSELLER A/S
•	SELA PRODUCTS		TOPMOST WORL	•	JMINTL
•	GEMMY INDUSTRIES	•	KOOZIE GROUP	•	STAR GLOBAL TRADING
•	HORWOOD	•	THE CLEVER FACTORY		IMPENCO
•	NINGBO GENERAL UNION		GORDON SINCLAIR	٠	FOSSIL GROUP
	ELITE APPLIANCES		GLOCO ACCENTS		THE BRADFORD EXCHANGE



#### PRE-REGISTERED BUYERS WITH HIGH VOLUME EXPORTS

global<br/>
<br/>
sources

Some pre-registered visitors have export volume from \$10 million to \$50 million



Target to invite Big Buyers that have sourcing Office in Vietnam => Invite them to visit



global > sources





#### global > sources

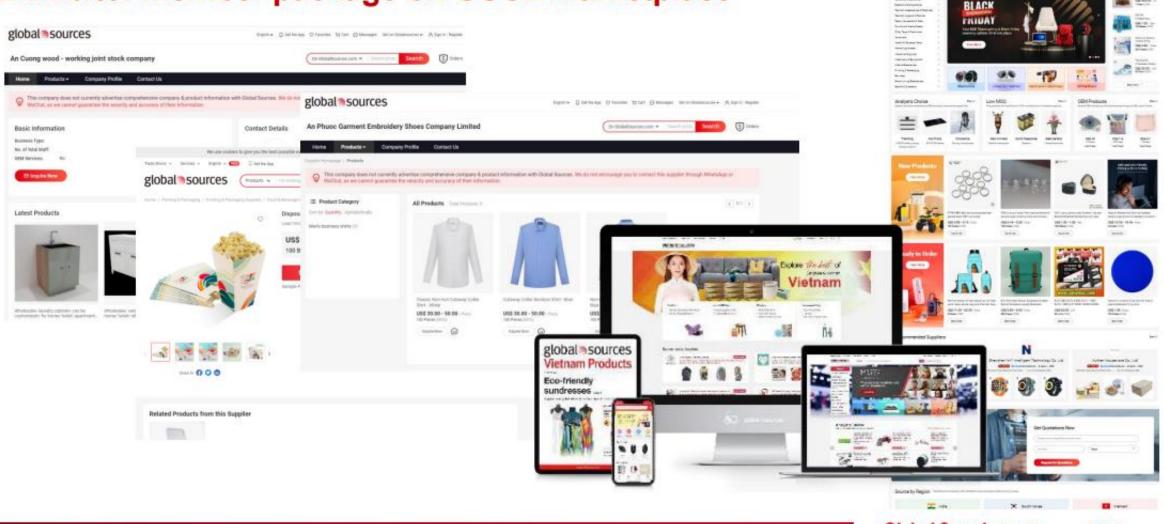
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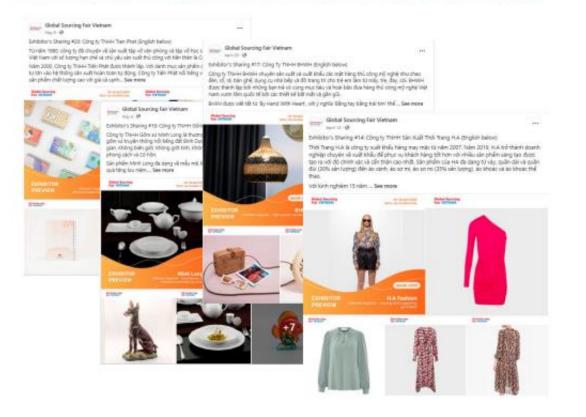
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#### Exhibitor Member package on GSOL Marketplace

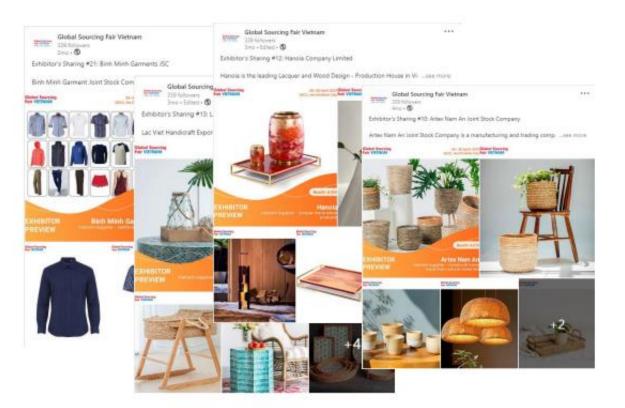


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#### **Exhibitor Preview on Social Media**



#### Facebook



#### LinkedIn

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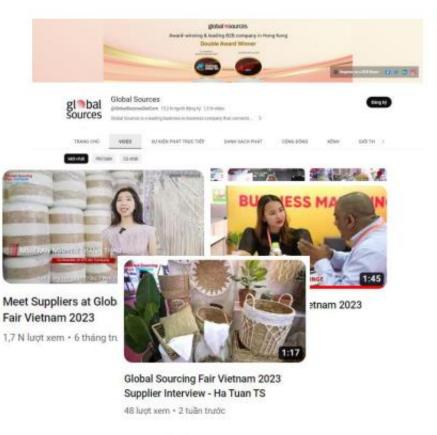
#### global > sources

#### **Exhibitor Preview on Social Media**



**GS** Facebook





#### **GS** Youtube

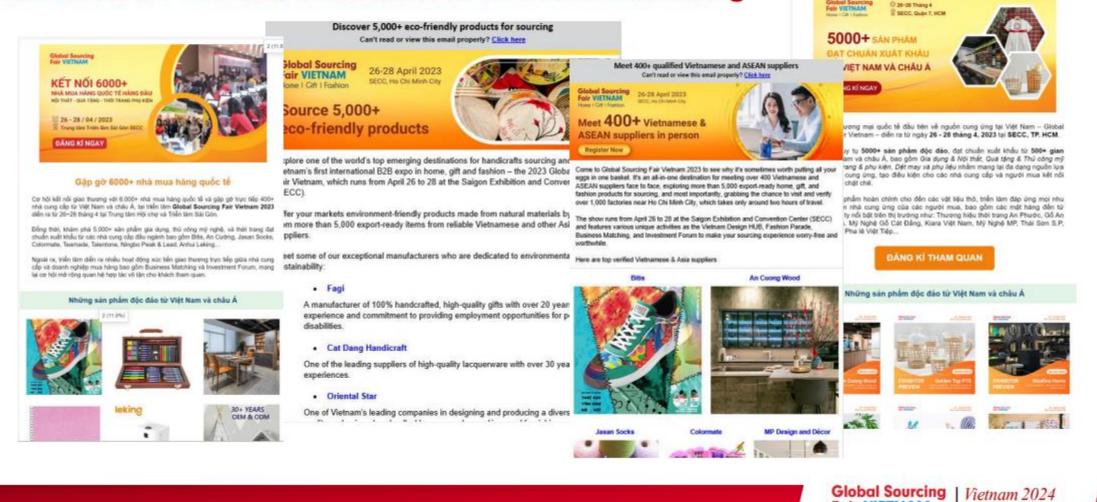


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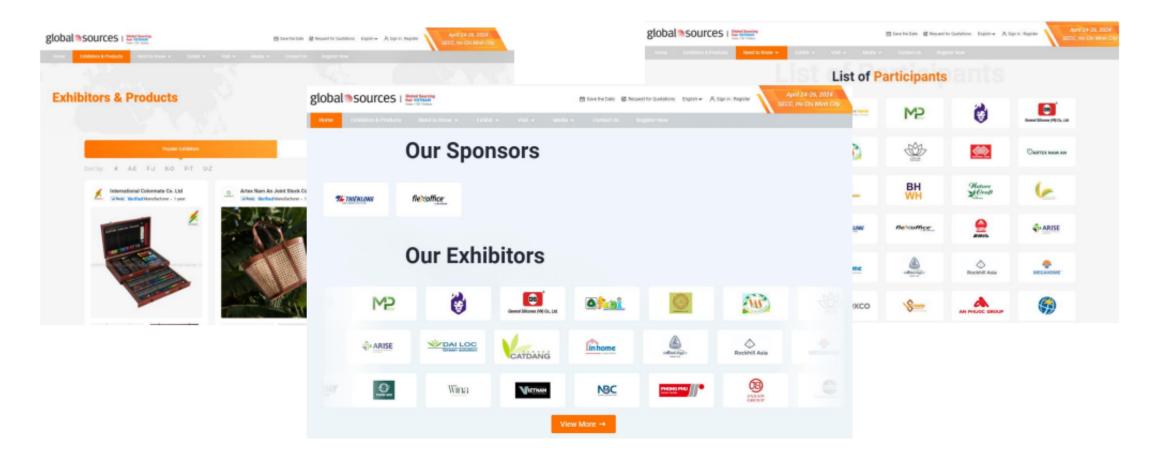
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#### **Exhibitor's Products Introduction on Email Marketing**

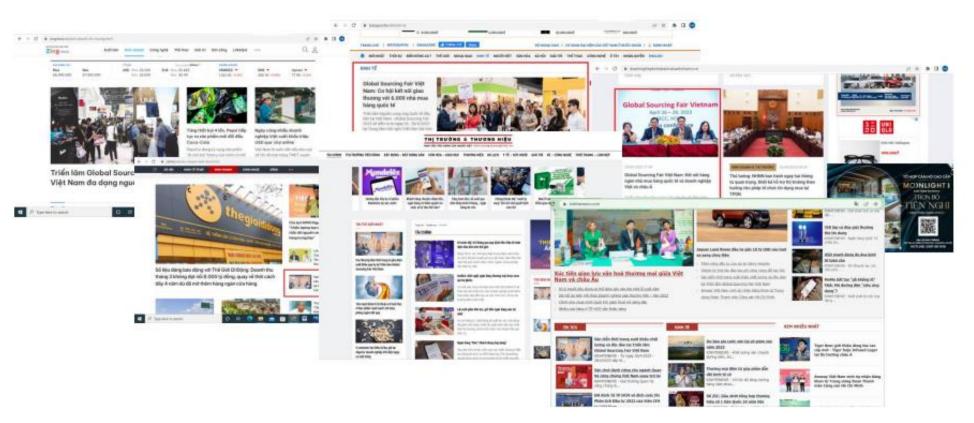


#### Exhibitors Logo & Information on show website



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#### Feature exhibitor's name on PR articles and show news of press-con or exhibition



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#### Virtual Show – Onsite Live Tour





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#### **Customized Biz Matching**







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#### **Fashion Parade**













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## Exhibitor's benefits



## Exhibitor's benefits

#### global >sources



- Fashion Parade
- Social Media promotion
- Exhibitors Logo & information on show website
- Virtual show onsite live tour

- GSOL Marketplace
- Products introduction on email marketing
- Exhibitors name on PR articles and show news of press –con or exhibition
- Customized business matching



## **Exhibitor Package**

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We have 3 options for booth features for supplier selection. It depends what key products they want display.

#### (Applicable to Hong Kong clients only) HK\$ / Effective Apr 2023

Raw Space	Standard Price	Standard Booth	Standard Price
		Single Booth (9 sqm)	\$32,800
Raw Space	\$3,280 / sqm (min. 18 sqm)	Double Booth (18 sqm)	\$65,600
		Four Booths or above	\$32,800 / booth

\* There will be 10% surcharge for Main-aisle booths (2-side or 3-side open booth surcharge is not applicable).

\* There will be 5% surcharge for 3-side opened booths (for single and double booths).

\* There will be 3% surcharge for 2-side opened booths (for single and double booths).

\* All rates specified above are inclusive of VAT (if any).

#### \* Special rate offer for members of The Federation of Hong Kong Footwear Limited



#### **Seminars Arrangement for Association**

- Topic define by Association
- Presenter with presentation prepare by Association



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# **THANK YOU!**

## Hope to see you at

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24 - 26 Apr 2024