

RETAILTECH FRANCHISE



VIETNAM INTERNATIONAL RETAILTECH & FRANCHISE SHOW 2025

30.10 - 01.11.2025

HOCHIMINH CITY

coex

RETAIL & FRANCHISE
ASIA

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Why Vietnam?



DIVERSITY OF THE FRANCHISE INDUSTRY

THE FRANCHISE INDUSTRY IS INCREASINGLY DIVERSE DUE TO MARKET CHANGE

Not only has the distribution of goods shifted from traditional markets to supermarkets and convenience stores, but franchise opportunities are also expanding into various sectors such as education, services, and manufacturing, instead of primarily focusing on the F&B

HIGH FRANCHISE POTENTIAL

A PROMISING MARKET FOR THE FRANCHISING INDUSTRY

Vietnam's franchise market is growing rapidly, attracting top franchises like KFC, Pizza Hut, and Starbucks. Vietnamese laws support franchising, leading to expanding business opportunities in the sector, with nearly 300 registered foreign brands according to MOIT.

*According to Statista, the F&B segment was expected to earn \$559 million in 2021. It was projected to grow by about 5% annually, reaching a market size of \$678 million by 2025.

LEADING THE DIGITAL REVOLUTION

FASTEST GROWING DIGITAL ECONOMY IN SEA

Vietnam remains the fastest growing digital economy in SEA for a second year in a row and is expected to hold this position until 2025

YOUNG CONSUMER COUNTRY

YOUNG DOMESTIC MARKET WITH A PROMISING FUTURE

Young population and increasing middle class in Vietnam contribute towards the rapid growth of the franchising and e-commerce industries



Why VIETRF?

1. VIETNAM'S BIGGEST AND ONLY FRANCHISE EXHIBITION

The exclusive opportunity for companies seeking to expand their market into Vietnam and its neighboring countries

2. ORGANIZING FRANCHISE EXHIBITIONS AND EVENTS IN VIETNAM FOR MORE THAN 10 YEARS

Hosting professional events and exhibitions in Vietnam to be able to bring perfection and benefits to exhibitors participating the show

3. ATTRACTING POTENTIAL BUYERS THROUGH HIGH-QUALITY DOMESTIC AND INTERNATIONAL NETWORKS

Successfully inviting Buyers from Vietnam and other countries to create a gateway for international franchise brands to enter Vietnam and SEA market.

4. ENGAGING WITH WELL-KNOWN FRANCHISE ORGANIZATIONS IN VIETNAM AND OVERSEA, TO PROMOTE EXHIBITORS' BRANDS GLOBALLY

Promoting participants' brands locally and internationally by collaborating with reputable organizations in franchise industry across Vietnam and around the world, such as International Franchise Association (IFA), World Franchise Associates (WFA), IFS Franchise Seoul, VF Franchise Consulting, Franchising & Licensing Association (FLA), RFA, AFC, etc.

RETAILTECH & FRANCHISE in VIETNAM



NUMBER OF
FOREIGN FRANCHISES
As of 2023
**310 COMPANIES
REGISTERED**

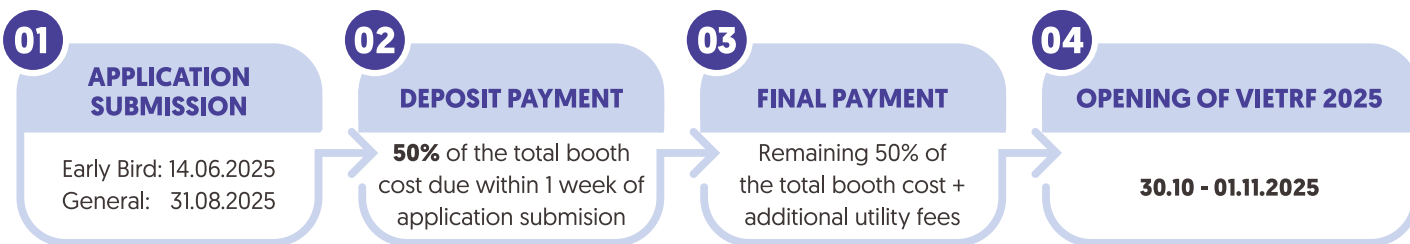



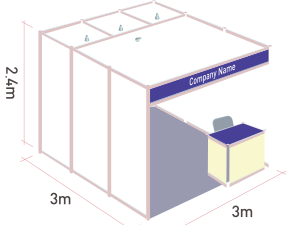

E-COMMERCE SALES
GROWTH SCALE
Annual rate 18-20% (As of 2024)
**ONLINE CONSUMER SCALE
- 3ND IN SOUTHEAST ASIA**



GROWTH RATE OF THE
RESTAURANT MARKET
As of 2023
10.87%
compared to 2022

PROCEDURE



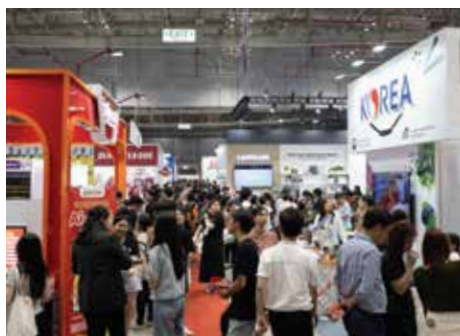
BOOTH TYPE	SPACE ONLY	STANDARD BOOTH	PREMIUM BOOTH
BOOTH TYPE			
SPECIFICATIONS	<ul style="list-style-type: none"> Applied for more than 2 booths Only Raw space will be provided (Unit:3mx3m/Booth) with nothing else Booth design, Booth construction and related costs are under exhibitor's account Booth design must be approved by the organizers before exhibitors start the constructions Additional facilities should be applied separately if necessary 	<ul style="list-style-type: none"> Standard Shell Booth will be provided (Unit:3mx3m/Booth) Specifications: <ul style="list-style-type: none"> - Company signboard - Carpet flooring and trash bin - 1 Information desk with 2 chairs - 2 Fluorescent light - 1 Power outlet 5A/220V (Max 600W) Additional facilities should be applied separately if necessary 	<ul style="list-style-type: none"> Applied for more than 4 booths Specialized Premium Booth design will be provided (Unit:3mx3m/Booth) Specifications: <ul style="list-style-type: none"> - Upgraded Fascia board - Carpet flooring and trash bin - 1 Information desk with 2 chairs - 1 Consultation round table with 2 chairs - 2 Fluorescent lights with electricity up to 1Kw - 1 Power outlet 5am/220V (Max 600W) Marketing support package. Please contact the Organizer for more details

*Contact for more details

*VAT is not included

*Additional order of Electricity, Furniture and Services, kindly contact the organizers for price details.

* The premium booth's design can be changed



VIETNAM INTERNATIONAL RETAILTECH & FRANCHISE SHOW 2025

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Exhibition Overview

VIETRF

EXHIBITION
INFORMATION

VIETNAM INTERNATIONAL RETAILTECH & FRANCHISE SHOW 2025

TIME 30.10 - 01.11.2025, for 3 days

VENUE SECC, D. 7, HCMC

SCALE 150 Companies, 200 Booths (4,400m2)

ORGANIZER COEX, RETAIL & FRANCHISE ASIA

CO-LOCATED COFFEE EXPO VIETNAM 2025

RETAILTECH



RETAIL TECH-EQUIP

POS/barcodesystem, RED, smart card, utop software application kiosk, electronic payment system, cash management system, security system digital signage



RETAIL INTERIOR - EQUIPMENT

Display shelves, showcase cold/warm carts, packaging machines, mannequins, lighting, billboards



RETAIL SERVICE

New store design/remodeling service, distribution online customer management service, real estate legal and tax consulting, distribution logistics management service



INTERNET RETAILING

Online shopping platform and solution, online payment system chain and management digital marketing niche site CRM solution DM solution



FOOD & BEVERAGE



BEAUTY - HEALTHCARE



CLOTHING - FASHION



RETAIL & WHOLESALE



START-UP CONCEPT



EDU-TRAINING-CONSULTATION



OTHER SPECIALIZED RETAIL

TESTIMONIALS



MS. NGUYỄN PHI VÂN

Chairwoman, Retail & Franchise Asia

"I can feel the energy here in VIETRF 2024, from exhibitors to investors who are looking for opportunities to invest in this sector."



MR. KRISHNA

Franchising Business Development Manager

"The show is amazing, it was just only the first day yet the atmosphere is very vibrant. We found 5 potential investors within the first day."

Results from VIETRF 2024



11 COUNTRIES
240 BRANDS

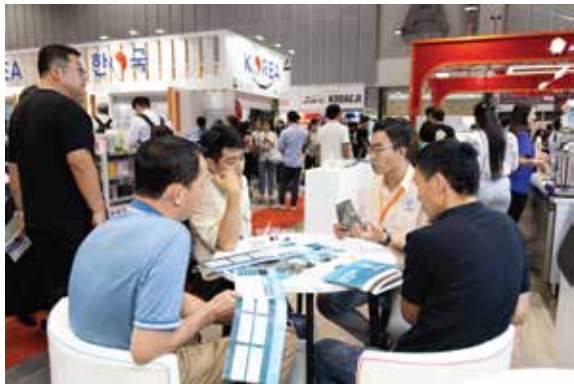


400 BOOTHS



19,210 VISITORS

BIZ-MATCHING



SEMINAR SERIES





VIETRF

TAKE YOUR BRAND TO THE NEXT LEVEL

coex
VINA

8th Floor, PDD Building, 162 Pasteur, District 1, HCMC

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