



VIETNAM INTERNATIONAL FRANCHISE SHOW

29 – 31.10.2026

SECC - HCMC



coex

CO-ORGANIZER



SUPPORTING ASSOCIATION PARTNER



Why Vietnam?



VIETNAM INTERNATIONAL FRANCHISE SHOW

VIFS is a specialized international exhibition in Vietnam, built on two core pillars Retail Technology and Franchise. The event serves as a comprehensive business platform connecting brand owners, franchisors, investors, retailers, and solution providers offering innovative technologies for chain and retail business models.

Beyond product and service showcases, VIFS facilitates business matching, knowledge sharing, and strategic partnerships, enabling participants to explore cutting-edge retail technologies, franchise opportunities, and emerging trends shaping the future of the retail and franchise industry in Vietnam and the region.

RETAIL TECHNOLOGY & FRANCHISE INDUSTRY



RETAIL TECH

- The market is entering a phase of restructuring and selective growth after the rapid post-Covid-19 expansion.
- Retailers prioritize operational efficiency, ROI, and data utilization over broad technology investments.
- Demand focuses on practical solutions: POS & Omnichannel, AI & Data Analytics, CRM & Loyalty, Inventory Management, and Cashless Payments.



FRANCHISE

- The market is recovering selectively, emphasizing quality over quantity, favoring lean, scalable models supported by strong technology infrastructure.
- Attractive sectors remain: F&B, Education & Training, Beauty & Health Care, and Services.



KEY INSIGHT

- Retail technology has become a mandatory foundation for scalable and transparent franchise models.
- Amid rising expansion costs and increasing market uncertainties, VietRF positions itself as a strategic meeting hub rather than a traditional exhibition, serving as a dedicated B2B platform that enables stakeholders to connect with the right partners, adopt the right business models, and collaborate at the right time.



1. TREND INSIGHT IN VIETNAM

Small and medium-sized enterprises (SMEs) in Vietnam are increasingly adopting retail technology solutions, with annual investments ranging from USD 5,000–50,000 for sales and data management systems. Spending on retail technologies (POS, CRM, AI, payment solutions, data analytics, etc.) is projected to reach USD 250–300 million by 2025, with an expected 15–20% annual growth through 2026.



Vietnam's franchise market is estimated at USD 4.5–5 billion in 2025, growing at 7–10% annually, driven mainly by F&B, Education, and Beauty sectors. Currently, over 500 foreign franchise brands operate in Vietnam. Investors are willing to invest USD 50,000–200,000 per franchise outlet in proven business models, particularly brands integrating operational management technologies.

2. VIFS & OPPORTUNITIES

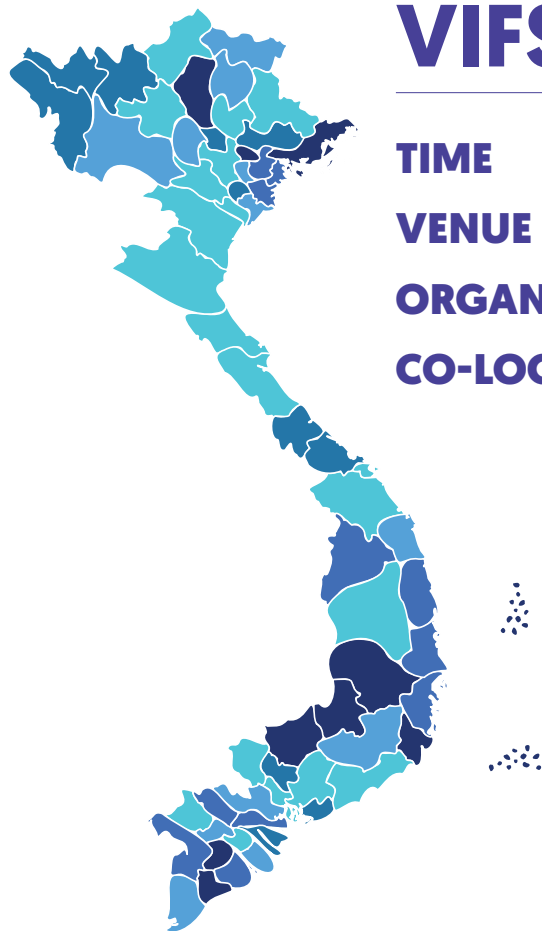
The largest and only store technology and franchise exhibition in Vietnam, VietRF brings together reputable franchise brands, retail technology providers, and international associations such as the International Franchise Association (IFA).

As the 16th edition of VIFS, the exhibition has established itself as a trusted business platform, offering diverse investment opportunities with flexible capital levels, while facilitating long-term business connections between domestic and international partners.





VIFS 2026 AT A GLANCE



TIME	29.10 - 31.10.2026
VENUE	SECC, Tan My Ward, HCMC
ORGANIZER	COEX
CO-LOCATED	COFFEE EXPO VIETNAM 2026



150
COMPANIES



250+
BRANDS



350
BOOTHS



20,000
VISITORS

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

KEY ACTIVITIES



KEY PROGRAMS



SEMINAR

A series of on-site seminars featuring industry experts and brand leaders, sharing insights on franchising strategies, retail trends, investment opportunities, and market entry experiences in Vietnam.



LUCKY DRAW

Visitors who complete on-site activities and networking sessions will have the chance to join the Lucky Draw and win attractive prizes from organizers and participating brands throughout the event days.



CHECK-IN AT VIETRF AND GET VOUCHER

Visitors who complete on-site activities and networking sessions will have the chance to join the Lucky Draw and win attractive prizes from organizers and participating brands throughout the event days.

BENEFITS FOR EXHIBITORS



HIGH-VALUE NETWORKING & STRATEGIC PARTNERSHIPS

Meet qualified investors, master franchisees and retail partners actively seeking expansion opportunities in Vietnam.

1



ENHANCED BRAND VISIBILITY & CREDIBILITY

Strengthen brand presence through on-site exposure, media coverage, and official communication channels of the exhibition, enhancing brand trust and credibility among investors and partners.

2



OPTIMIZED MARKET EXPANSION COSTS

Enter or expand in the Vietnam market efficiently by meeting potential franchisees, distributors, and partners in one place—reducing time, travel, and market entry costs.

3



MARKET RESEARCH & BUSINESS MODEL VALIDATION

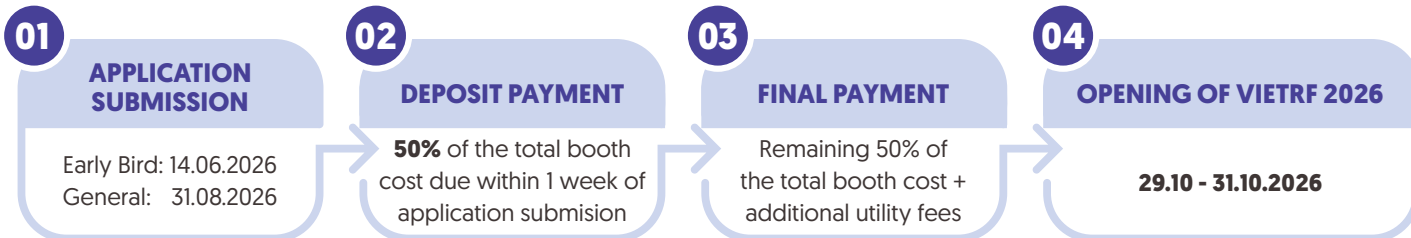
Collect direct feedback from investors and visitors, assess market demand, test pricing strategies, and validate your franchising or retail business model before large-scale expansion.

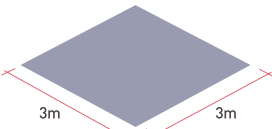
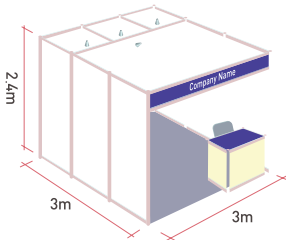
4





PROCEDURE



BOOTH TYPE		SPACE ONLY	STANDARD BOOTH	PREMIUM BOOTH
BOOTH TYPE				
SPECIFICATIONS		- 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	- Standard Shell Booth will be provided [Unit:3mx3m/Booth] - Specifications: - 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	- Applied for more than 4 booths - Specialized Premium Booth design will be provided [Unit:3mx3m/Booth] - Specifications: - 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 5A/220V (Max 600W) - Marketing support package. Please contact the Organizer for more details
PRICE	EARLY BIRD: 14.06.2026	2,800 USD	3,100 USD	4,300 USD
	GENERAL: 31.08.2026	3,100 USD	3,400 USD	4,600 USD

*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

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VIFS 2025 FACT SHEET



Countries

12



Brands

250



Booths

300



Investment Amount Generated

98.3%

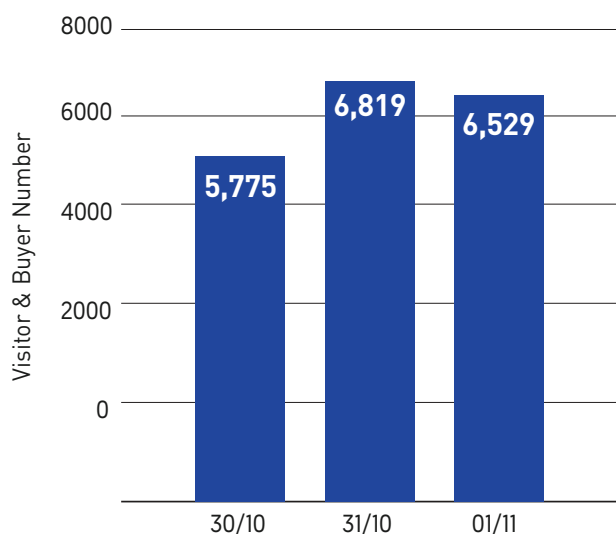
Total Contract Value

94.6%

Number of MOUs Signed On-site

97.1%

Visitor & Buyer Number in 3 days



Marketing Activities



877,127
Total Impression



226,201
Total Reach



34 Banners
Street Banner



3,551 Data
SMS Marketing

Visitor's Business Sector



Visitor's Purpose of Attending The Exhibition



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THANK YOU

CONTACT US

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