

ORGANIZER **coex**



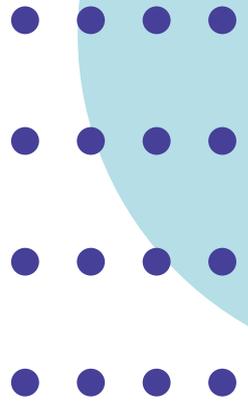
VIETNAM INTERNATIONAL RETAILTECH AND FRANCHISE SHOW 2025

SHOW REPORT

Address: SECC – 799 Nguyen Van Linh, Tan My Ward, HCMC
Time: 30th Oct – 1st Nov 2025



SHOW OVERVIEW



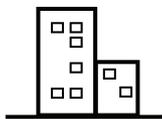
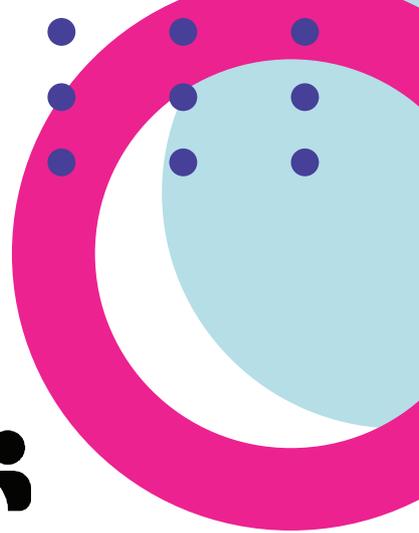
VietRF – Vietnam Retail & Franchise Exhibition is a specialized trade exhibition focusing on the retail sector, franchise businesses, and chain business solutions in Vietnam. The event is organized to create an effective networking platform connecting brand owners, investors, franchisors, distributors, and retail support service providers from both domestic and international markets.

In the context of Vietnam’s retail and franchise market undergoing gradual restructuring in the post-Covid-19 period, VietRF serves as a strategic meeting point that enables businesses

THE 16TH VIETNAM INT'L RETAIL TECH & FRANCHISE



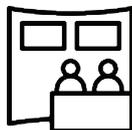
VISITOR SURVEY



150 COMPANIES



250 BRANDS



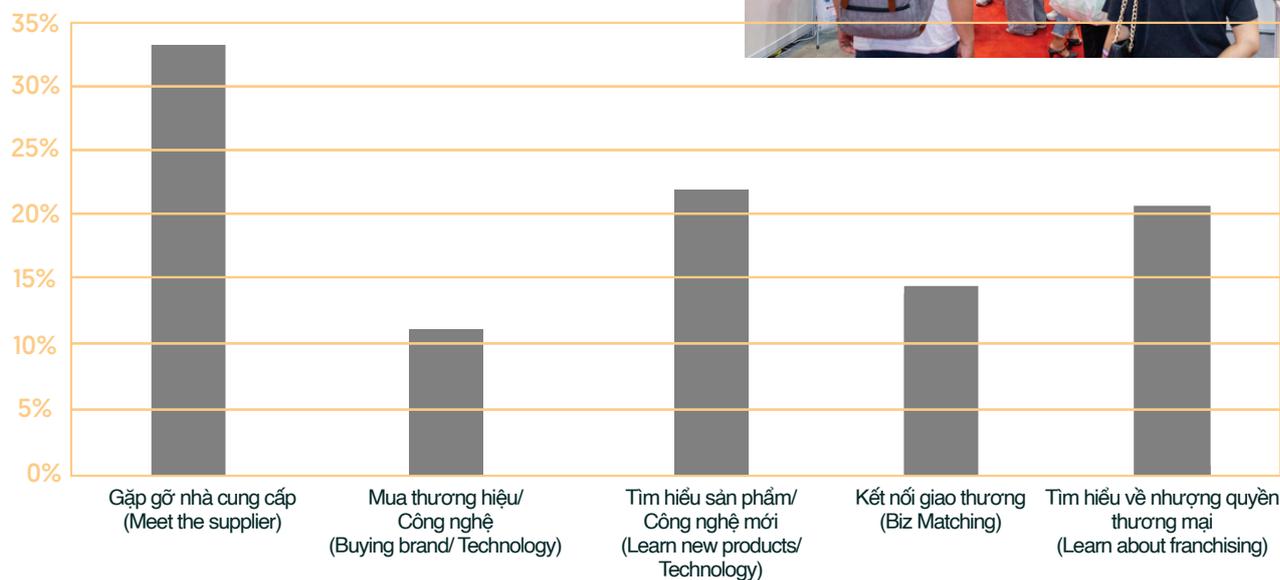
300 BOOTHS



19,120 VISITORS

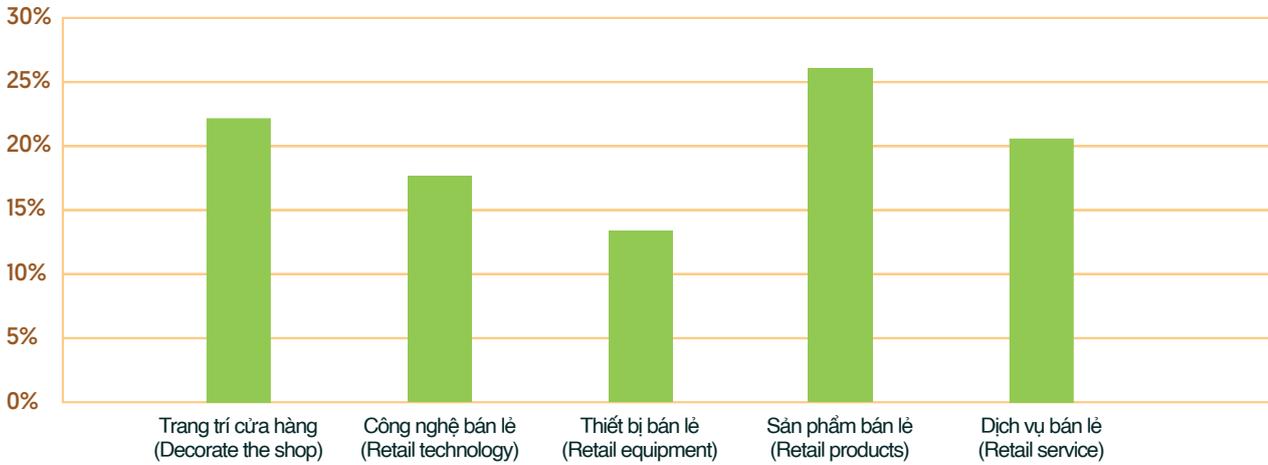


PURPOSE OF VISIT

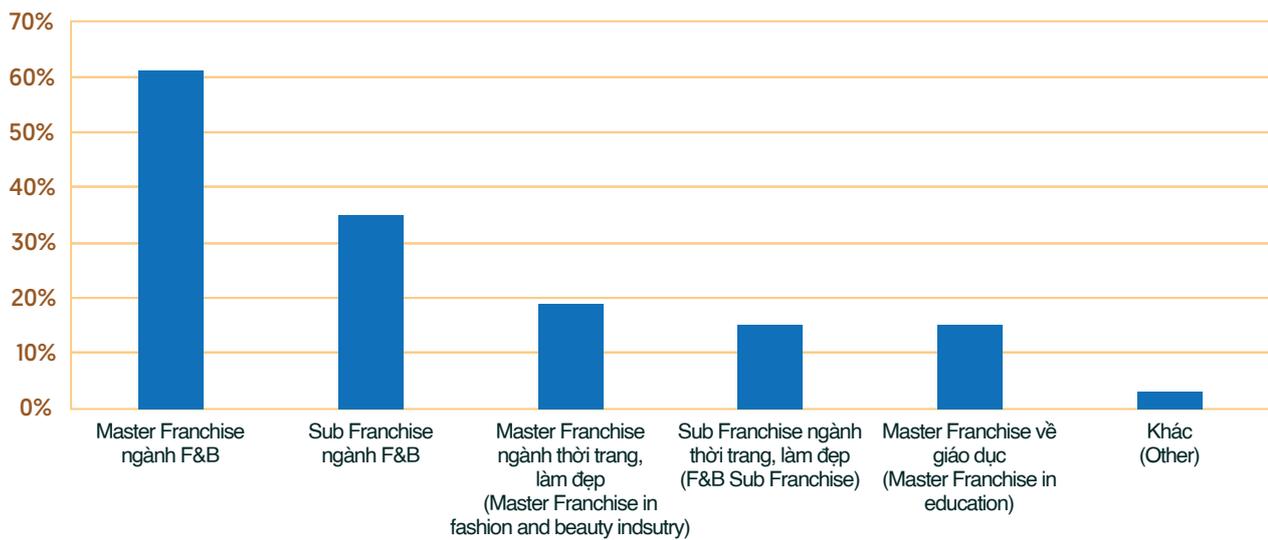


VISITOR SURVEY

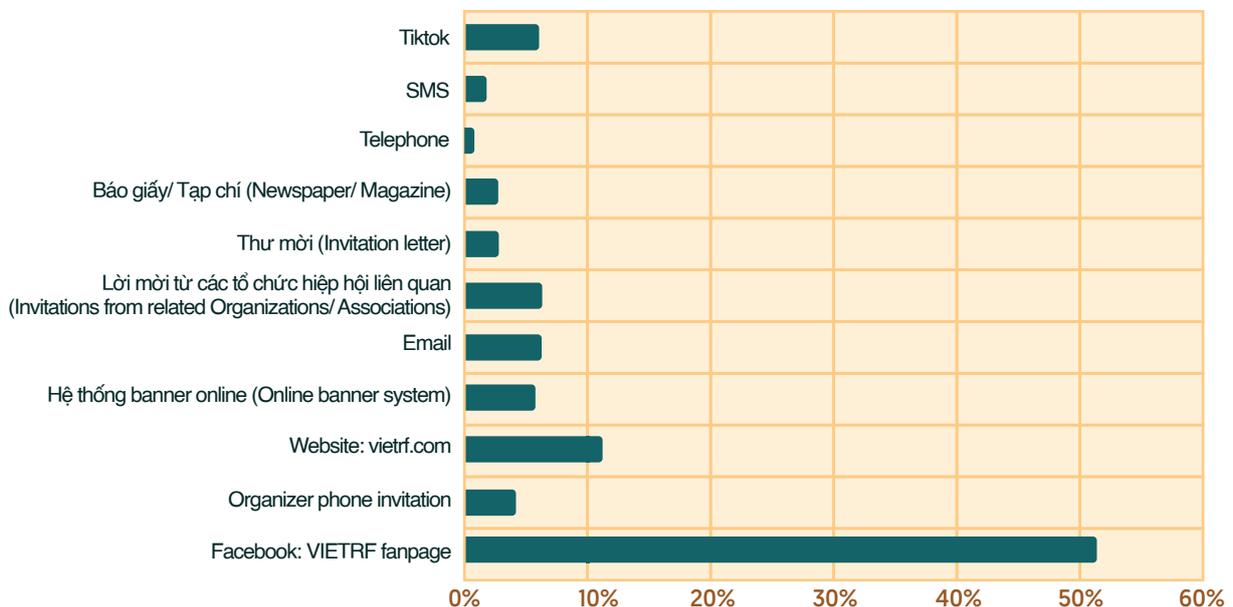
INTEREST ABOUT RETAIL



INTEREST ABOUT FRANCHISE



HOW DO YOU KNOW ABOUT VIETRF?



BUSINESS PROGRAM

VIETRF is the leading platform for businesses to connect, explore partnership opportunities, and expand their networks. Our events are designed to create meaningful interactions, helping exhibitors establish strong collaborations and uncover new growth prospects.



SEMINAR



DAY 1 - DAY 2 GO GLOBAL GO LOCAL: VIETNAM FRANCHISE SUMMIT

DAY 1, 30.10.2025

10:30

LỄ KHAI TRƯƠNG KHU GIAN HÀNG VFLN

11:00 - 12:00

FROM LOCAL TO GLOBAL: CƠ HỘI GO GLOBAL 2026 DÀNH CHO DOANH NGHIỆP VIỆT
— Nguyễn Phi Văn - Chủ tịch, Go Global Holdings & VFLN

13:00 - 16:00

CUỘC THI FRANCHISE NEXTGEN

16:00 - 17:00

LỄ CÔNG BỐ GIẢI THƯỜNG CUỘC THI

Giải khảo: — Ông Nguyễn Tuấn Quỳnh - Chủ tịch, Go Global Franchise Fund
— Bà Vũ Kim Hạnh - Chủ tịch, Hội hàng Việt Nam chất lượng cao
— Ông Tùng Leo - Giám đốc đào tạo, NÓI Academy

DAY 2, 31.10.2025

10:30 - 11:30

TĂNG TRƯỞNG CHUỖI & CHUỖI NHƯỢNG QUYỀN TRONG THỜI ĐOẠN KINH TẾ BẤT ĐỊNH

Host: Trần Thảo Vi - Co-founder, FranA
Panellists: — Bà Ngô Thị Phương Thảo - Corporate Affairs Director, Circle K
— Ông Siboyoti Chatterjee - General Director, KFC Vietnam

11:30 - 12:30

TỪ 0 ĐẾN 1 - Chuẩn bị nền tảng thế nào để bước ra thế giới (Livestream trên tiktok)

Host: — Trần Nhật Vũ - Co-founder, Phúc Tea
— Thuận Nguyễn - Founder, Three O'clock

13:30 - 15:30

60 PHÚT - KIẾN TẠO DOANH NGHIỆP

Giải pháp tái cấu trúc SMEs bứt phá, tăng trưởng trong bối cảnh toàn cầu hoá

15:30 - 16:30

NGHỆ THUẬT NÓI TRONG THUYẾT TRÌNH & ĐÀM PHÁN ĐỂ THUYẾT PHỤC NHÀ ĐẦU TƯ NHƯỢNG QUYỀN
— Ông Tùng Leo - Giám đốc đào tạo, NÓI Academy

DAY 3, 01.11.2025

10:30 - 11:00

SCALING SMART: MARKET ENTRY STRATEGIES FOR ASIA PACIFIC & MENA

— Mr. Sean T. Ngo, CEO/Co-Founder, VF Franchise Consulting

11:00 - 11:30

THE POWER OF HOME-BASED SERVICE FRANCHISES: SCALABLE, PROFITABLE & BUILT FOR VIETNAM
— Mr. Stuart White, CEO/Founder, Sanondaf UK

11:30 - 12:00

BREWING GROWTH: Casual Dining & Lifestyle F&B Opportunities in Vietnam

— Mr. Victor Pirmez, Belgo Vietnam, Business Development Director

13:00 - 13:30

FRANCHISE LAW DEMYSTIFIED: Navigating Vietnam's Legal Landscape for Success

— Ms. Tu Ngoc Trinh, Tilleke & Gibbins Vietnam

13:30 - 14:30

PANEL DISCUSSION "WINNING VIETNAM: THE PLAYBOOK FOR FRANCHISE SUCCESS" - SUGGESTS STRATEGY AND PROVEN STEPS FOR WINNING IN VIETNAM

Moderator: Mr. Sean T. Ngo, VF Franchise Consulting
Panellists: — Mr. Stuart White, CEO/Founder, Sanondaf UK
— Mr. Victor Pirmez, Regional Director, GapMaps Southeast Asia
— Ms. Tu Ngoc Trinh, Tilleke & Gibbins Vietnam



VIETRF

THANK YOU

Contact

Ms. Minh Khue

 **Email** minhkhue@coex.vn

 **Phone** (+84) 901 534 565 (Mobile)