



Food & Hotel Vietnam 2019

Vietnam's economy grew impressively in 2017, in which the country's real GDP grew an estimated 6.7%. Several factors have spurred a tremendous increase in Vietnam's food imports over the last five years; these include steady population growth, strong economic growth, greater disposable income, and expansion in the retail, food service, and food processing sectors. Vietnam's large population of around 93 million, half of which are under 30, is a key reason behind this strong surge in food and beverage products consumption. Furthermore, an average population growth of 1% per year means nearly 1 million new potential customers are born every year, making the country extremely attractive to food retailers.



U.S. exports of consumer-oriented agricultural products to Vietnam have grown at an astonishing rate in recent years. From 2004 to 2010 alone, the year-end figure increased over 1,000 percent. Exports of high value and consumer-oriented U.S. agricultural and food products to Vietnam have seen rapid growth in recent years. After hovering around the \$20 million mark for several years in the early 2000s, these exports grew to an astonishing \$535 million in 2010, then \$879 million in 2014. In the coming years, these exports should continue to increase.

Activity Managers

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Ho Chi Minh City Vietnam April 24-26, 2019

Participation Fee

Corner Booth: \$1,793
Early Bird: \$1,593 if you register and pay before November 24, 2018

Fee Includes

- 9m² booth and standard furniture package
- Interpreter services
- \$500 shipping allowance from a consolidation point in the U.S. to the trade show through SUSTA's official freight forwarder. Shipping to the consolidation point is not covered by SUSTA.

Registration Deadline

January 24, 2019
 (No refunds for cancellation after this date)

50% CostShare

[Apply now](#) for **SUSTA's 50% CostShare** to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus

Food Service Products, Ingredient, Natural/Health, Produce, Pet Food and Products, Retail Products

Product Description

(Suitable products include, but are not limited to): Canned Food, Health & Organic Food, Produce, Snack Foods, Juices