

VME
VIETNAM MANUFACTURING
EXPO 2024

SUSTAINOVATION

THE PATH TO MANUFACTURING EFFICIENCY

7 >> 9

AUG 2024

09:00-17:00hrs

**I.C.E Hanoi
Vietnam**



POST-SHOW REPORT

Built by

RX Tradex

Co-located with:

**FASTENER
FAIR VIETNAM
PAVILION**



VIMAT



VIETNAM MANUFACTURING EXPO 2024 – 15th Edition:

Ignite Your Production Future

Dive into a world of groundbreaking machinery and sustainable solutions, where industry leaders ignite the future of production. Forge powerful connections in the dedicated Buyer Zone and unleash the potential within your production line.

Witness the future unfold. Explore revolutionary ViMAT technology and network with decision-makers shaping tomorrow's manufacturing landscape. Engage in captivating activities, insightful discussions, and discover sustainable practices for your eco-conscious factory.

ICE Hanoi

VME
VIETNAM MANUFACTURING
EXPO 2024

7 > 9
AUG 2024

09:00 AM - 05:00 PM
I.C.E Hanoi
Vietnam

TRIỂN LÃM QUỐC TẾ VỀ CÔNG NGHỆ CHẾ TẠO PHỤ TÙNG CÔNG NGHIỆP LẦN THỨ 15

SUSTAINOVATION
THE PATH TO MANUFACTURING EFFICIENCY

KIẾN TẠO BỀN VỮNG - CON ĐƯỜNG DẪN TỚI HIỆU SUẤT SẢN XUẤT TỐI ƯU

WATER
RX Tradex

SPONSOR
OF
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ViMAT



FACTS & FIGURES VME 24

Vietnam Manufacturing Expo 2024 concluded with resounding success, attracting over **8,000** manufacturing professionals from both Vietnam and abroad. Visitors eagerly explored the latest advancements in a wide range of industries, including robotics, automation, decarbonization, and industrial components. Over **150** leading brands showcased their cutting-edge technologies across **9** international pavilions. From precision machinery and tools to innovative software solutions, attendees had the opportunity to discover the best in class.



151
EXHIBITORS



12
INTERNATIONAL PAVILIONS

11
COUNTRIES



8,372
PARTICIPANTS
3 DAYS

1,665
GROUPS VISITED

33%
VISITORS
ARE MANUFACTURER

41
VISITORS BY COUNTRY

236
COMPANIES VISITED

62%
INTERESTED IN
Automation | Decarbonized Products | Factory Facilities & Equipment, Mechanical Parts | Tubes | Fasteners | Aircraft Parts | Aerospace Related Products
Robots | Machines (incl. Machine Tools) & Tools | Mold (Design Component) | Materials | Repair & Maintenance)



PRE-EVENT: THE FIRST & EXCLUSIVE CONFERENCE WITH EXHIBITION

VME Confex (June, 2024) is a groundbreaking event marking the expansion of VME into the vibrant province of Bac Ninh. As the first of its kind in the region, this conference aims to connect industry leaders, foster innovation, and explore new business opportunities. Over two days, nearly 50 distinguished exhibitors showcased their cutting-edge products and solutions, highlighting the latest advancements in technology. The conference will also feature a robust agenda of thought-provoking presentations delivered by renowned local and international speakers. VME Confex offers an unparalleled platform for networking, learning, and driving business growth in the dynamic Bac Ninh region.



VME CONFEX RE-CAP

[Watch our re-cap video here](#)

Total Registered 1,885 Pre-Registered 1,751 Walked-In Registered 134 Shown-Up 1,275 Conversion Rate 68%

200⁺⁺ ENTERPRISES

20⁺⁺ INTERNATIONAL
PROFESSIONAL |
SPEAKER | PANELIST

20⁺⁺ CONFERENCE | PANEL
DISCUSSION |
KEYNOTES | TECH-
SHARING DELIVERED

The **CONFERENCE** sessions addressed key industry topics, with a particular focus on:

- **Green Manufacturing:** Exploring sustainable and environmentally friendly practices in manufacturing.
- **Circular Manufacturing:** Discussing strategies to reduce waste and promote circular economy principles in the manufacturing process.
- **Financial Strategies:** Providing insights into whether manufacturers should invest or adopt a more conservative approach during challenging economic times.
- **New Technology Introduction:** Showcasing the latest technologies shaping the manufacturing and electronics landscape.
- **Government Policies:** Understanding the supportive policies in place and how they impact the industry.
- **International and Domestic Insights:** Hearing from experts and associations, both international and domestic, to provide a well-rounded perspective on industry trends.

1200⁺⁺ ATTENDEES IN 2 DAYS

63[%] SATISFIED WITH THE CONFEX

85[%] INFORMED TO ATTEND NEXT YEAR EVENT

45 NPS

SATISFACTION CONDUCTED

32% SATISFIED WITH NETWORKING OPPORTUNITY AT THE SITE

28% EXCELLENCE CONTENT DELIVERED

22% SATISFIED WITH THE PRESENTATION FROM TOP HIGH-PROFILE SPEAKER

18% REPUTATION OF ORGANIZER (RX TRADEX)

FACTORY EXCURSION – IBE FACTORY

A Behind-the-Scenes Look at Bac Ninh's Industrial Landscape

As part of the comprehensive VME Confex agenda, we organized a factory excursion to provide attendees with an exclusive glimpse into the dynamic industrial landscape of Bac Ninh province.

The excursion offered participants the opportunity to:

- **Visit** state-of-the-art manufacturing facilities and witness firsthand the latest technologies and production processes.
- **Learn** about industry best practices and gain valuable insights into the challenges and opportunities facing businesses in the region.
- **Network** with industry peers and build valuable relationships.





OPENING CEREMONY

- VME 24 kicked off with a vibrant mini opening ceremony designed to officially welcome media representatives and set the tone for the event. The mini opening ceremony was a successful event that generated significant media attention and created a positive atmosphere for the conference.



The 15th International Exhibition Vietnam Manufacturing Expo 2024 official opened.

- Centered around the theme of "Sustainable and Innovation - The Path to Manufacturing Efficiency," commenced on August 07, 2024.
- Commencing the series of proceedings, Mr. Vu Trong Tai, General Manager - RX Tradex Vietnam, delivered the inaugural address, emphasizing that this event presents a valuable opportunity for Vietnamese enterprises to embrace emerging trends, enhance their competitiveness, and solidify their standing within the global supply chain.
- Subsequently, the units, businesses, and customers proceeded to visit the booths of the VME 24 exhibition and commenced the activities as part of the event.



ON-SITE ACTIVITIES - A Vibrant Showcase of Innovation

VME 24 was a whirlwind of excitement, featuring a diverse range of activities that captivated attendees. From insightful **conferences** and engaging **challenges** to thrilling **robotic performances** and the unforgettable **Techie Bear Dance**, there was something for everyone. Discover the highlights of this unforgettable event!



IMMERSE IN A WORLD OF INNOVATION AT VME 24

Our meticulously curated agenda features thought-provoking keynotes, insightful panel discussions, and practical workshops delivered by industry experts.

Gain valuable insights, network with like-minded professionals, and stay ahead of the curve in the dynamic Vietnamese manufacturing landscape."



CONFERENCE AGENDA



DAY 1: 07/08/2024

Opening Ceremony - Lễ khai mạc
09:30 - 09:45 **Mr. Vu Trong Tai - General Manager**
Presented by/ Trình bày bởi: **RX Tradex Vietnam**

Technology Presentation - Giới thiệu công nghệ
10:00 - 11:00 **Automotive World China & NEPCON ASIA Introduction**
Giới thiệu triển lãm quốc tế Automotive World China & NEPCON ASIA

11:00 - 11:40 **Synchronized Stir Welding Solutions**
Giải pháp hàn khuấy đồng bộ
Presented by/ Trình bày bởi: **Keihin Ramtech**

Expert Story - Câu chuyện chuyên gia
13:30 - 14:30 **"Made in Vietnam" - A Success Story in Aviation Parts Manufacturing**
"Made in Vietnam" - Câu chuyện thành công trong sản xuất chế tạo cho ngành hàng không
Presented by/ Trình bày bởi: **Parker Meggitt Vietnam**

Expert Advisory - Chuyên gia tư vấn
14:30 - 15:30 **Ecological Industrial Park - An Essential Trend for Sustainable Development in the Manufacturing Industry**
Khu công nghiệp sinh thái - Xu hướng tất yếu để phát triển bền vững ngành sản xuất
Presented by/ Trình bày bởi: **Prodezi**

15:30 - 16:30 **Set up GREEN Manufacturer - Enhance the opportunities to join in Global Value Chain**
Xây dựng nhà máy Xanh - Nâng cao cơ hội tham gia chuỗi giá trị toàn cầu
Presented by/ Trình bày bởi: **Prodezi**

DAY 2: 08/08/2024

Technology Presentation - Giới thiệu công nghệ
10:00 - 11:00 **Fastener with Just In Time**
Viet Screw Fastener song hành với dịch vụ Just In Time
Presented by/ Trình bày bởi: **Viet Screw**

11:00 - 12:00 **Solutions for Electric Quality Testing and Electric Motor Condition Diagnosis**
Giải pháp kiểm tra chất lượng điện năng và chẩn đoán tình trạng động cơ điện
Presented by/ Trình bày bởi: **FLUKE Vietnam & RCM Academy Company**

13:30 - 14:30 **Achieve 100% Viable Production Planning**
Đạt được kế hoạch sản xuất khả thi 100%
Presented by/ Trình bày bởi: **32 Soft**

14:30 - 15:30 **Harness the Power of Networking to Secure Industrial Operations**
Khai thác sức mạnh của mạng để đảm bảo sức mạnh hoạt động sản xuất
Presented by/ Trình bày bởi: **CISCO (FPT SYNEX)**

13:30 - 14:30 **Konica Minolta's Robotics & AI Solutions for Enhanced Safety and Productivity**
Giải pháp Robot & AI để nâng cao an toàn và năng suất từ Konica Minolta
Presented by/ Trình bày bởi: **Konica Minolta**

DAY 3: 09/08/2024

10:00 - 11:00 **Corporation MOU Signing - SAMTA and VASI**
Lễ ký kết hợp tác - Hiệp hội SAMTA và VASI

11:00 - 17:00 **Exhibition Video Clip present**
Trình chiếu video clip triển lãm



15 INTERNATIONAL PROFESSIONAL |
SPEAKERS | TECH-EXPERT

10 CONFERENCE | PANEL DISCUSSION
| KEYNOTES | TECH-SHARING
DELIVERED

500 ATTENDEES DURING 3 CONFERENCE
DAYS

30% ATTENDEES ARE TOP-C LEVEL



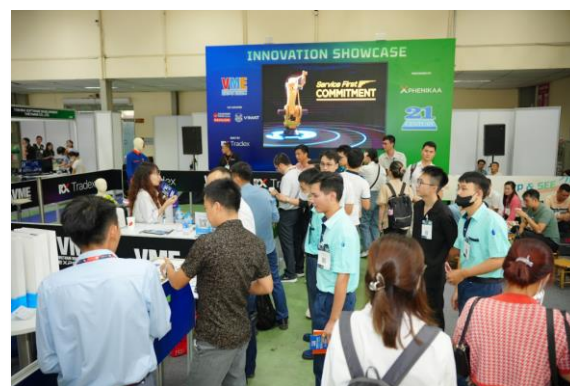
INNOVATION SHOWCASE

A GLIMPSE INTO THE FUTURE OF ROBOTICS

The Innovation Showcase at VME 24 was a captivating display of cutting-edge robotic applications. Attendees were treated to demonstrations of the latest advancements in robotics, including:

- **Industrial automation:** Witness the efficiency and precision of robotic systems in manufacturing and assembly lines.
- **Collaborative robots (cobots):** Experience how robots are working alongside humans to enhance productivity and safety.
- **Service robotics:** Explore the innovative ways robots are being used in industries such as healthcare, hospitality, and logistics.

This showcase provided a unique opportunity for visitors to see firsthand how robotics is transforming the future of work and industry.



3 ROBOT PERFORMANCES BY BRANDS

8 PERFORMANCE SLOTS IN 3 DAYS

THE **MOST ATTRACTED** AREA

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BUYER TOUR

A GUIDED JOURNEY THROUGH THE WORLD OF **FASTENERS AND FIXINGS**

The **Buyer Tour at VME 24** offered attendees a curated experience of the latest advancements in fasteners and fixings. Guided by industry experts, participants explored the exhibition floor, discovering innovative products and solutions from leading suppliers. This exclusive tour provided valuable insights into the latest trends, technologies, and applications in the field of fasteners and fixings.



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BUYER ZONE

ONE-STOP SHOP FOR SOURCING SOLUTIONS

The **Buyer Zone** at VME 24 was a dedicated area where buyers could connect with suppliers and find the perfect solutions for their specific needs. By sharing their requirements, buyers could easily identify potential suppliers and explore a wide range of products and services within the machinery manufacturing and supporting industry.

10

BUYERS

(AUTOMOTIVE |
ELECTRONICS |
SOURCING |
MACHINERY)

> 200

**CONTACT
LEADS
COLLECTED**
(Per Buyer)

4-6

**POTENTIAL
PROJECTS
UPCOMING**
(Per Buyer)

95%

**SATISFIED
WITH
QUANTITY
AND
QUALITY OF
VISITOR MET**



BUSINESS MATCHING

BOLTING TOGETHER BUSINESS SUCCESS



- The **Business Matching** Session at **VME 24** provided a dedicated platform for **EXHIBITORS** in the **Fastener & Fixing** industry and **Material Handling (ViMAT)** to connect with potential **BUYERS** in Vietnam. Through pre-scheduled meetings, Exhibitors could showcase their products and services, discuss specific requirements, and explore opportunities for collaboration. This session facilitated efficient networking and business development within the industry.

15

**SELLERS
(FASTENER &
FIXING |
ViMAT)**

3-5

**MATCHES
MADE PER
MEETING**

92%

**SATISFIED
WITH
QUANTITY AND
QUALITY OF
EACH MATCHED**

97%

**CONFIRMED
TO
CONTINUE
JOIN IN
NEXT
EDITION**





MOU SIGNING CEREMONY

STRENGTHENING TIES, BUILDING A BRIGHTER FUTURE

A significant highlight of VME 24 was the signing of a Memorandum of Understanding (MOU) between **SAMTA (Singapore Advanced Manufacturing Technology Association)** and **VASI (Vietnam Association of Supporting Industry)**. This strategic partnership aims to foster collaboration and support between Singapore and Vietnam, encouraging more Singapore enterprises to enter the Vietnamese market. The MOU signifies a commitment to promoting trade, investment, and knowledge exchange between the two countries.



EXCITEMENT ONSITE ACTIVITIES

MORE THAN JUST BUSINESS

Beyond the conference sessions and exhibitions, **VME 24** offered a variety of exciting onsite activities to keep attendees engaged and entertained. From the mind-bending **Puzzle Challenge** to the thrilling **UFO Catcher** and the interactive **Kahoot Game**, there was something for everyone to enjoy. These activities provided a fun and relaxed atmosphere for networking and socializing.



PUZZLE CHALLENGE

A Mind-Bending Adventure

The annual Puzzle Challenge at VME 24 has become a beloved tradition, attracting participants that join in VME. This engaging activity tests problem-solving skills, self-hand skill, and creativity. All contestants must work out to solve complex puzzles within a set time limit, vying for the title of VME 24 Puzzle Champion.

UFO Catcher

A Fun and Educational Experience

The UFO Catcher at VME 24 offered attendees a unique and interactive experience that simulated the precision and dexterity of robotic arms used in manufacturing. Participants controlled a mechanical claw to try and capture prizes, testing their hand-eye coordination and strategic thinking skills. This fun activity provided a hands-on demonstration of robotic technology and offered a light-hearted break from the sessions.



KAHOOT GAME

A Fun and Educational Quiz

The Kahoot Game at VME 24 was an interactive quiz that tested attendees' knowledge of the event and the machinery industry. Participants answered questions related to VME, exhibitors, industry terms, and more. This engaging activity provided a fun way for attendees to learn, compete, and win prizes.

ROBOTIC BARISTA

A Taste of the Future

One of the highlights of VME 24 was the innovative robotic barista that served up delicious coffee to attendees. This cutting-edge technology showcased the capabilities of robotics in the hospitality industry, demonstrating how automation can enhance efficiency and provide a unique customer experience.



VME 24 HIGHLIGHTS

A SHOWCASE OF INDUSTRY LEADERS

VME 24 featured a diverse range of exhibitors, showcasing the latest advancements in manufacturing, machinery, and supporting industries. Our key exhibitors stood out due to **their large booth sizes, long-standing participation, and strong brand recognition** within the Vietnamese market. These industry leaders demonstrated their commitment to the electronics industry and offered attendees valuable insights and innovative solutions.

KEY EXHIBITORS

LKM[®]

CKD
Creating Solutions Together

DYNACAST
A FORM TECHNOLOGIES COMPANY

HURCO[®]
mind over metal[®]

HEILIND

UNITXX

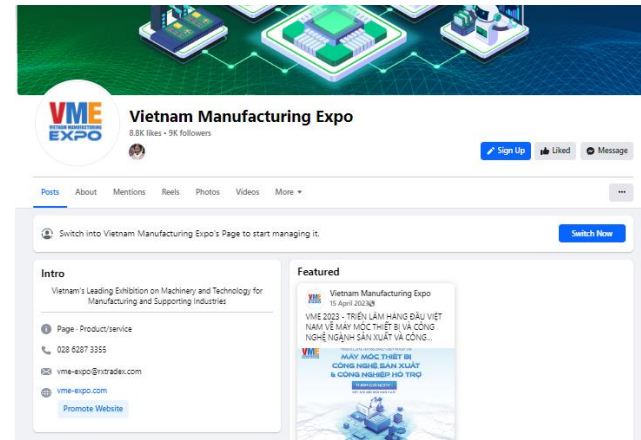
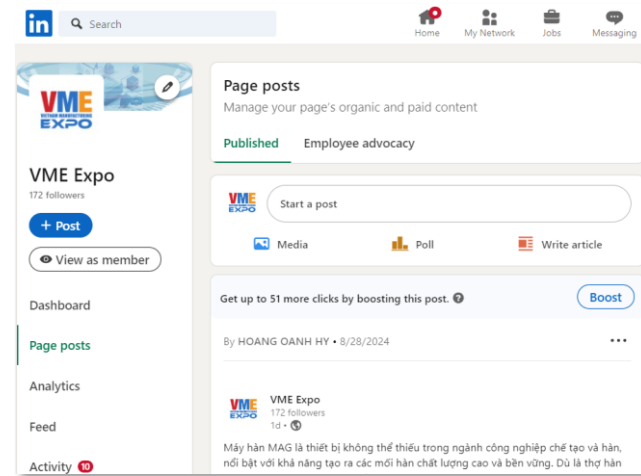
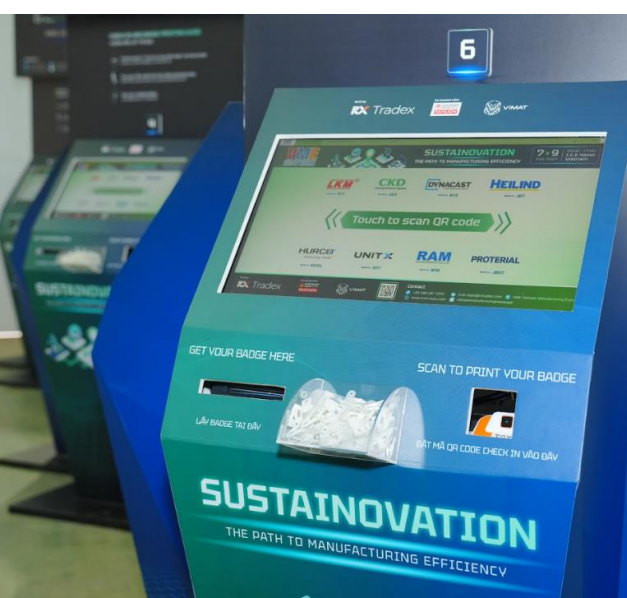
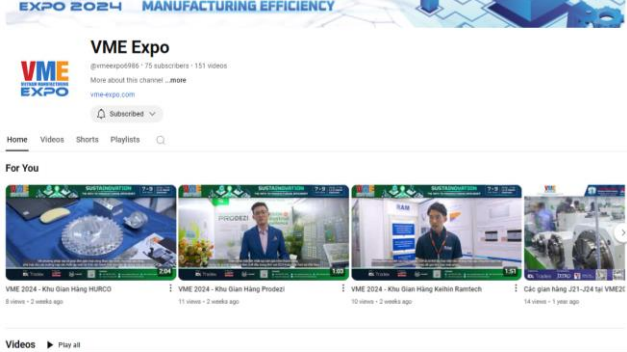
RAM
KEIHIN RAMTECH CO.,LTD.

PROTERIAL



EXHIBITOR HIGHLIGHTS





AMPLIFYING VOICES WITH VME 24 (MEDIA COVERAGE)

- To ensure maximum visibility for our exhibitors, VME 24 launched a robust communication campaign that included:
 - Targeted Media Outreach:** We engaged with key media outlets to generate targeted coverage of the exhibition, reaching a wide audience of industry professionals.
 - Social Media Engagement:** Our active social media presence allowed us to share updates, highlight exhibitors, and create engaging content that resonated with our audience.
 - Content Marketing:** We developed informative articles, blog posts, and case studies featuring our exhibitors and their products, showcasing their expertise and innovations.
 - Exhibitor Interviews:** We conducted interviews with select exhibitors to capture their unique stories and insights, providing valuable content for our audience.
 - By leveraging these channels, we successfully amplified the voices of our exhibitors, helping them to increase brand awareness, generate leads, and establish themselves as industry leaders.**

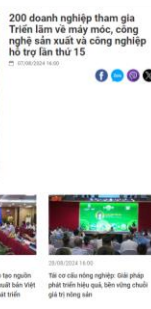
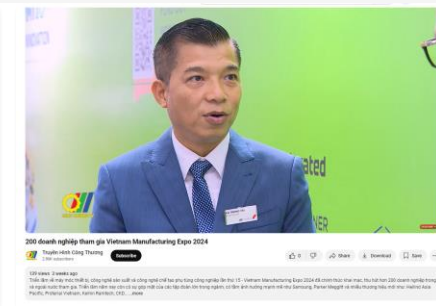
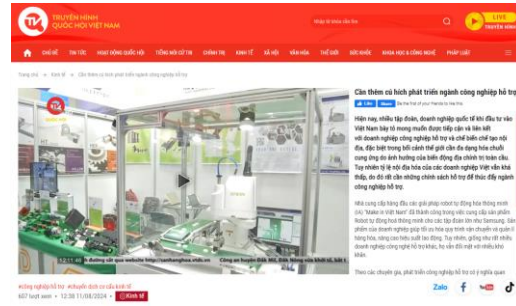
LOCAL MEDIA CHANNELS

BUILDING YOUR BRAND, BUILDING THE FUTURE

NEARLY **80** LOCAL MEDIA NEWS AND TV CHANNELS

BROADCASTED AND DELIVERED NEWS ABOUT VME 24

CLICK ON PHOTO TO ACCESS THE ARTICLE

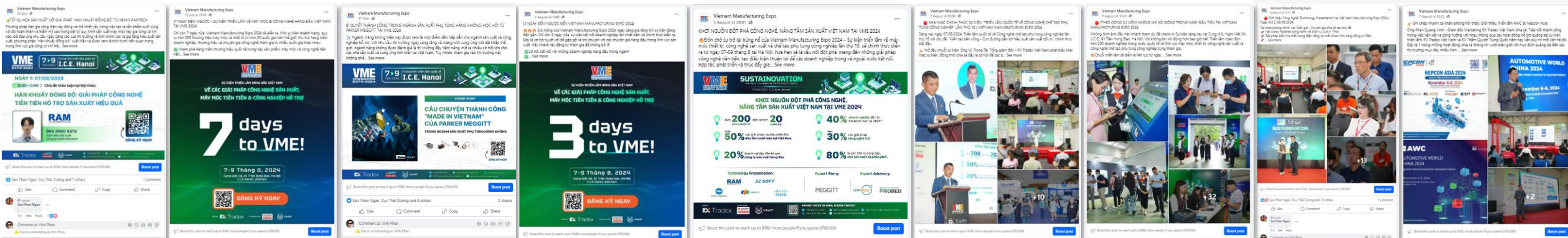


And many more...

SOCIAL MEDIA CHANNELS — YOUR SUCCESS, OUR LEGACY.

FACEBOOK | LINKED IN | YOUTUBE

>100 DAILY AND WEEKLY POSTS ON ALL SOCIAL CHANNELS (PRE-DURING-POST) WITH VIDEO PRODUCTION AND NEWS MATERIALS UPDATED ABOUT VME 24



VME 2024 - Lễ ký kết hợp tác : VME 2024 - Recap 3 days in the Exhibition : VME 2024 - Khu Gian Hàng Heilind Asia Pacific : VME 2024 - Khu Gian Hàng Prodezi : VME 2024 - Khu Gian Hàng HURCO

CRAFTING COMPELLING CONTENT FOR TARGET AUDIENCE

MAKING A DIFFERENCE, ONE STORY AT A TIME

Our dedicated marketing team carefully develops **more than 60** email marketing content tailored to engage specific audience (pre-during-post). We leverage from **nearly 45K** data-driven insights to identify their interests and preferences, ensuring that our messages are relevant and impactful.

Through a combination of creative writing, compelling visuals, and a strong call to action, our emails are designed to drive engagement, generate leads, and ultimately boost your brand visibility.



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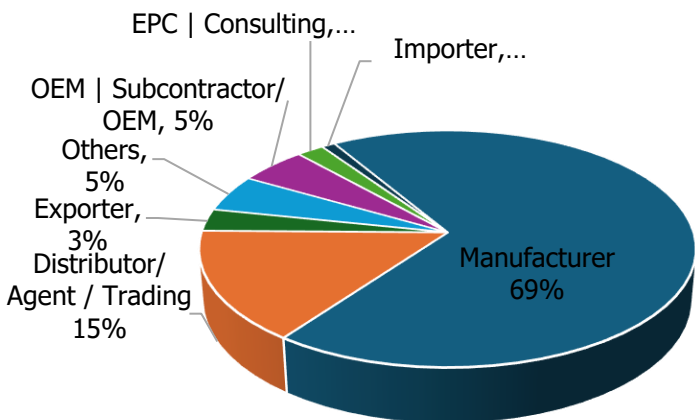
EXHIBITOR STATISTICS

Built by
RX Tradex

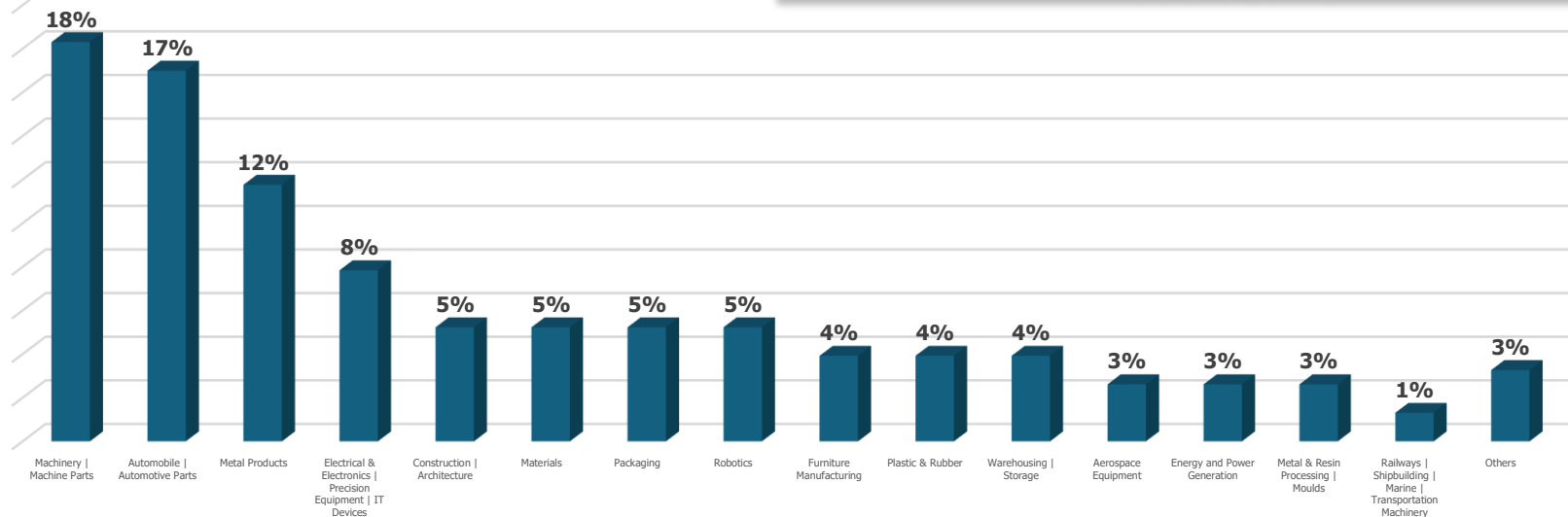
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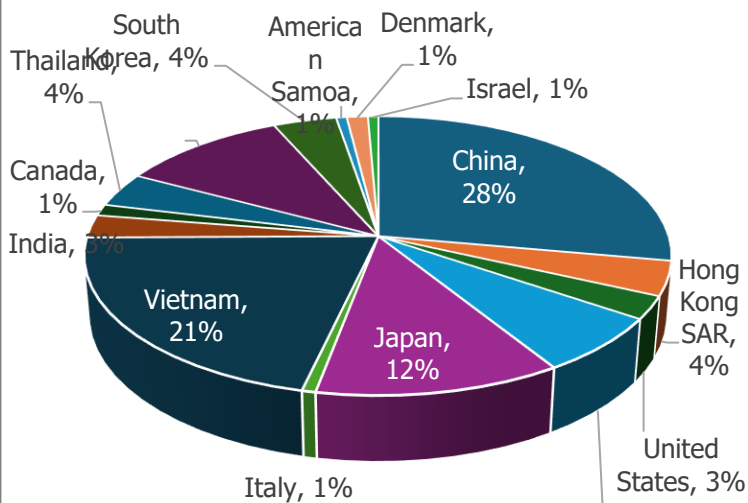
EXHIBITOR PROFILE



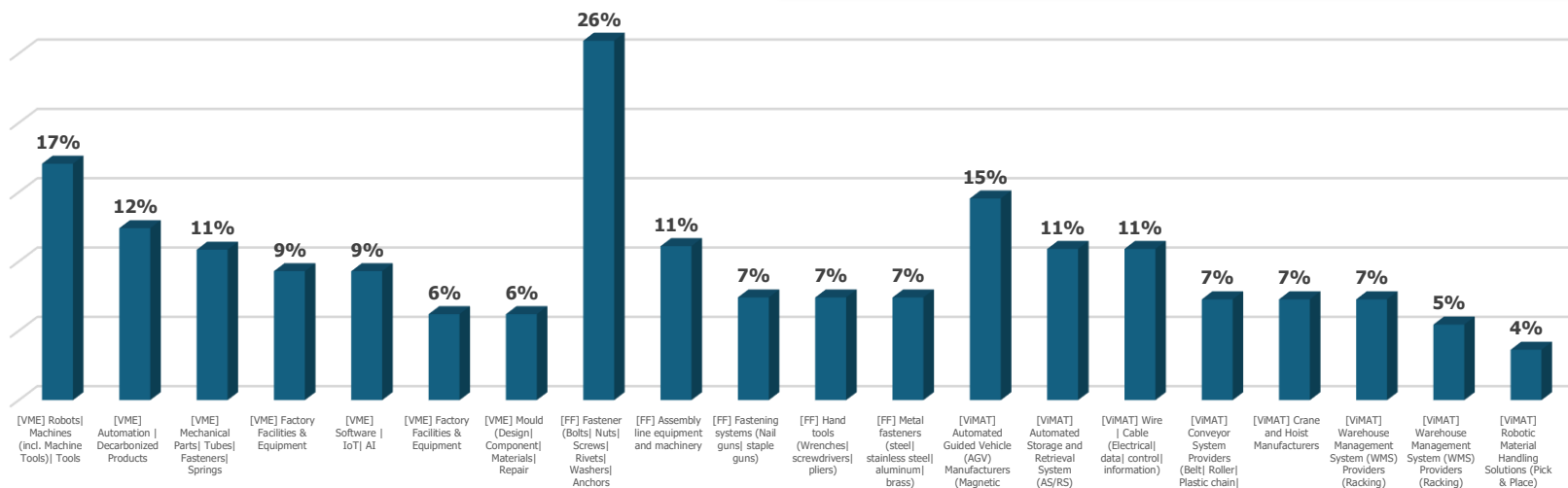
BUSINESS NATURE



MARKETS SERVE



NATIONALITY



TOP PRODUCTS | SOLUTIONS EXHIBITED BY PROFILE

42% Exhibitors consider themselves as Promoters of the show and led to high score of NPS. Based on the reason of Promoters, nearly 50% feedback that they've reached and connected with good industry participation and nearly 20% have made valuable contacts with 12.5% have taken good orders at the event.



LOYALTY: 79%

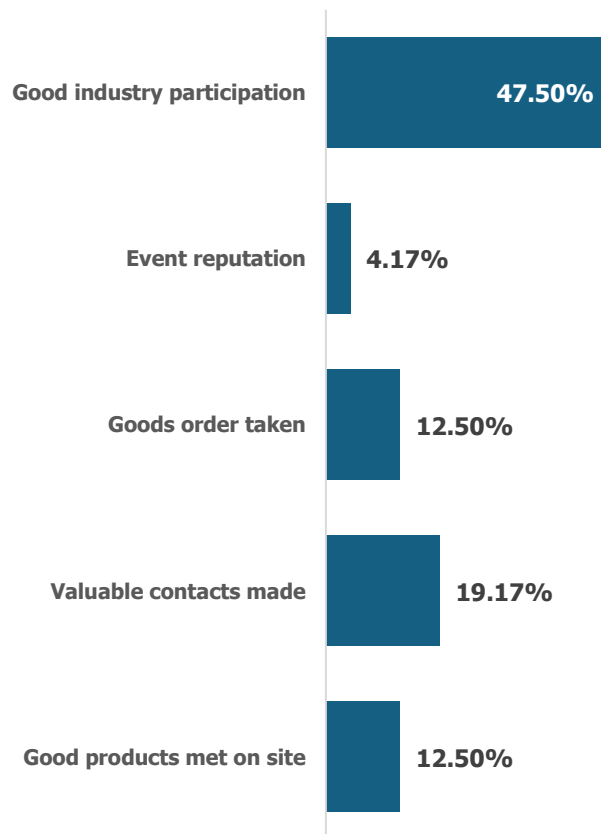


LIKELIHOOD: 83%

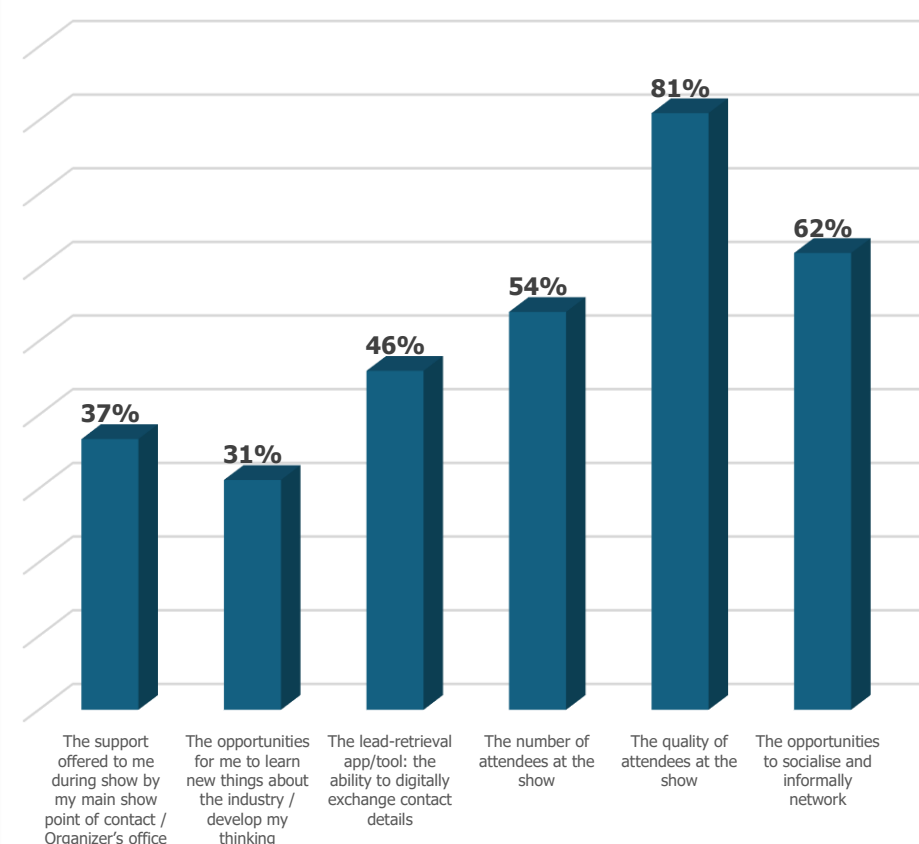
Score ranked note:

- Loyalty score conducted with 2 highest level of rating - Very and Extremely loyalty
- Likelihood score conducted with 2 highest level of rating. Very and Extremely likelihood

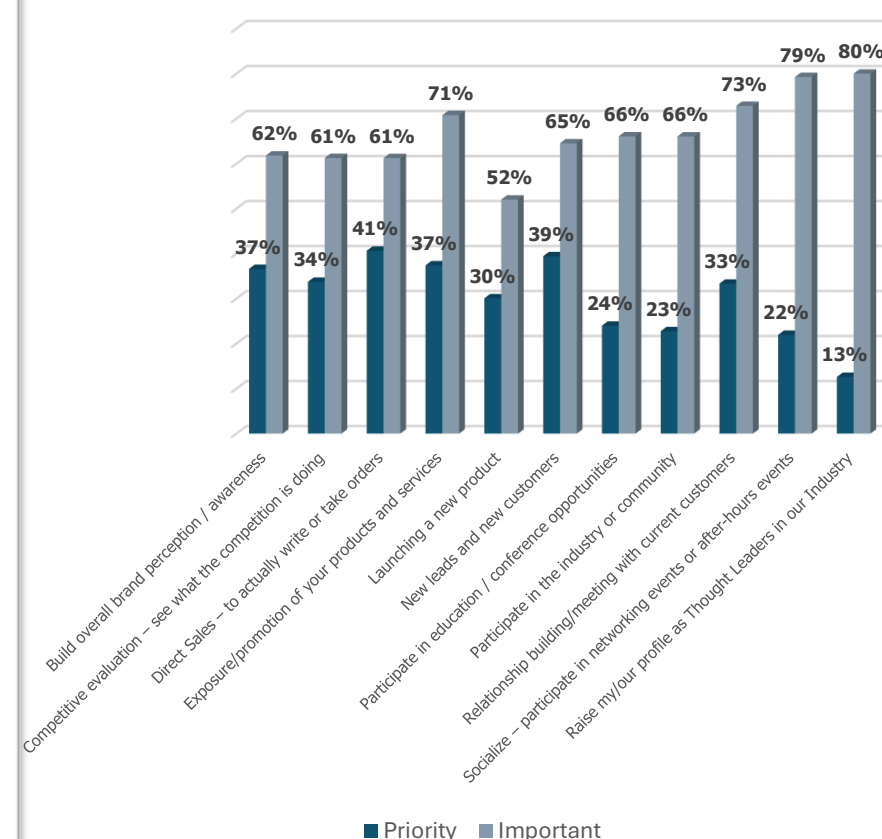
MOST IMPORTANT REASONS FOR GIVING NPS



OVERALL SATISFACTION (AT-SHOW)



OBJECTIVES TO EXHIBIT (PRIORITY X IMPORTANT)



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SUSTAINOVATION

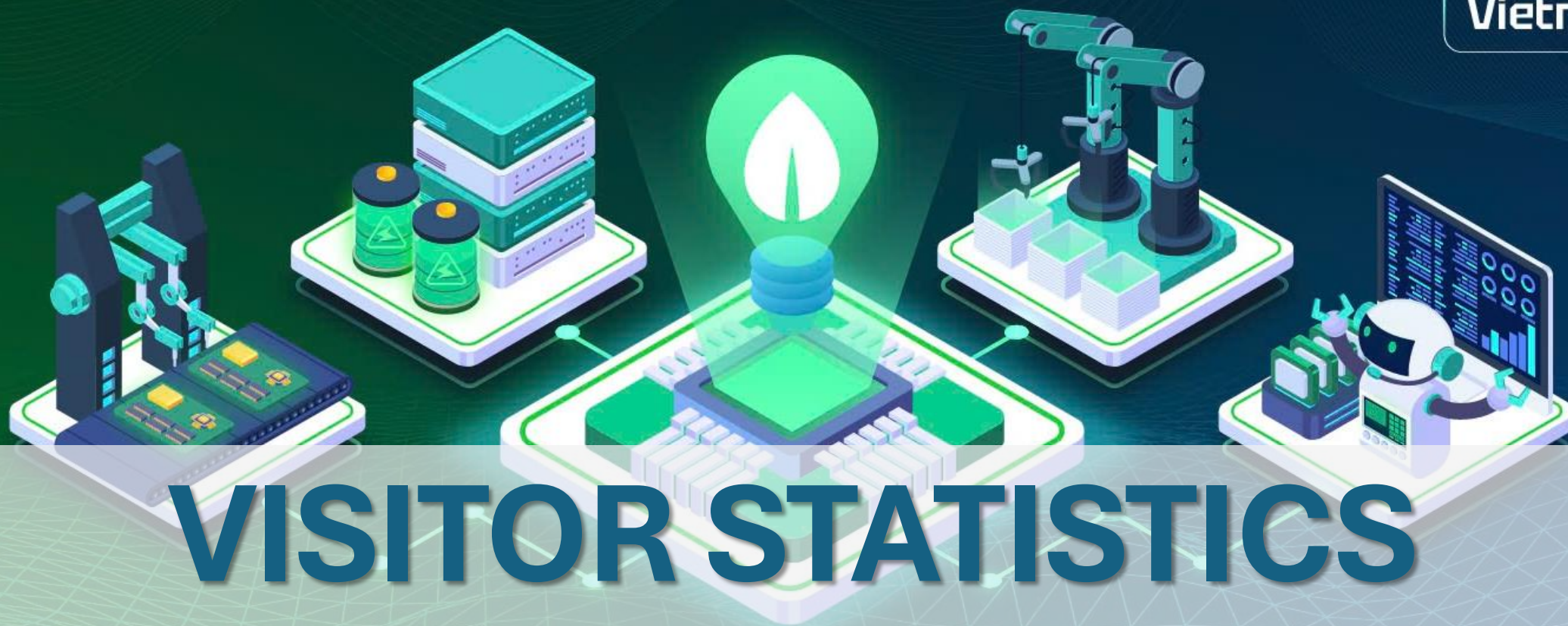
THE PATH TO MANUFACTURING EFFICIENCY

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Vietnam**



VISITOR STATISTICS

Built by

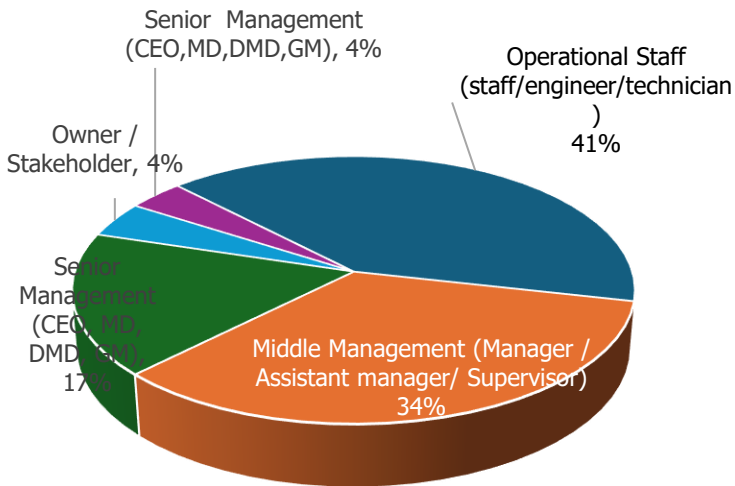
RX Tradex

Co-located with:

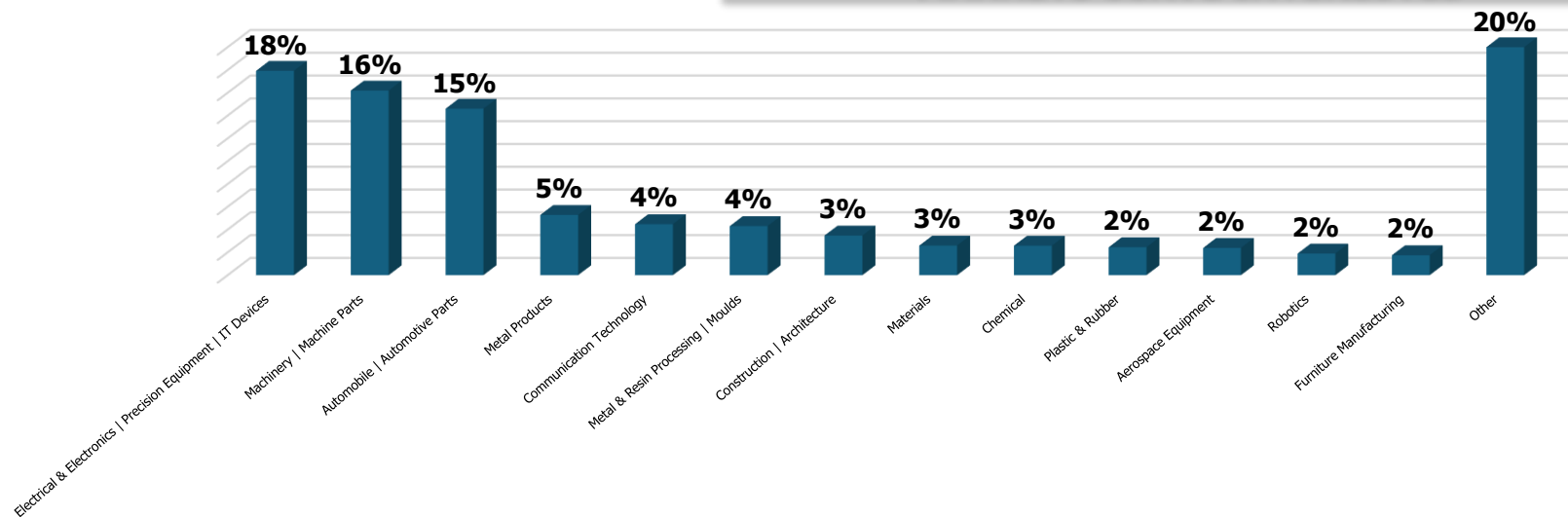
**FASTENER
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PAVILION**



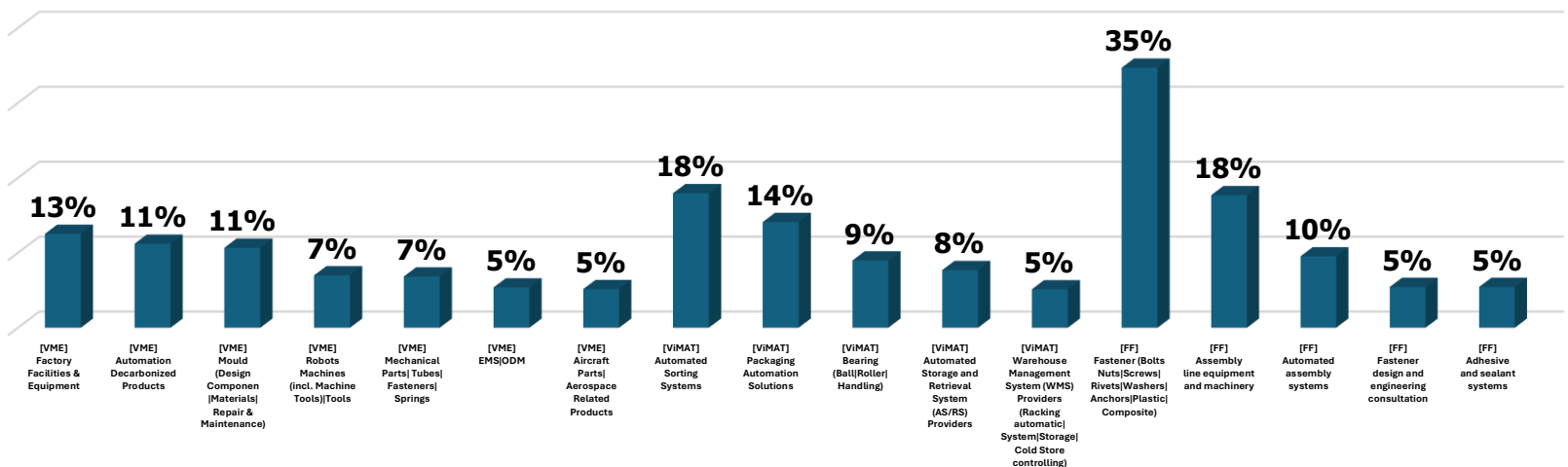
VIMAT



JOB LEVEL

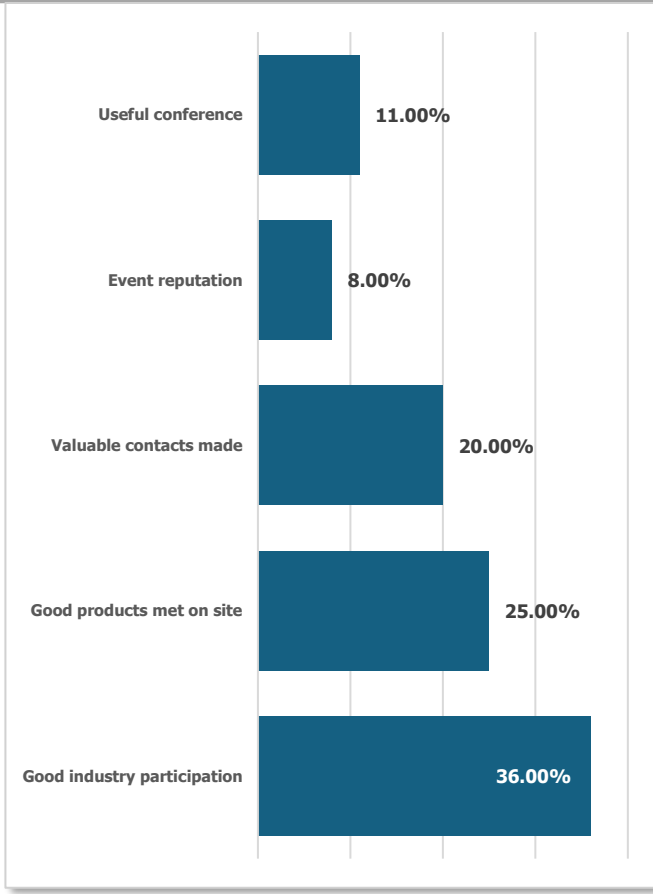


MARKETS SERVED INTERESTED

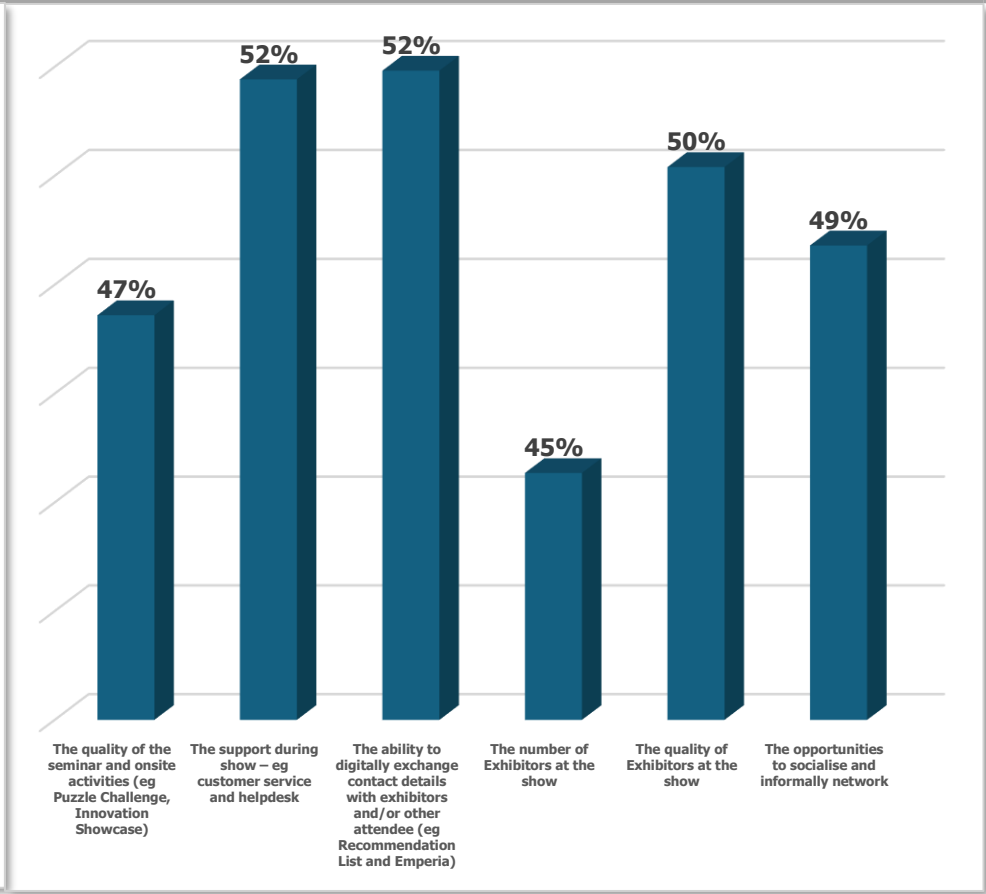


TOP PRODUCTS | SOLUTIONS INTERESTED

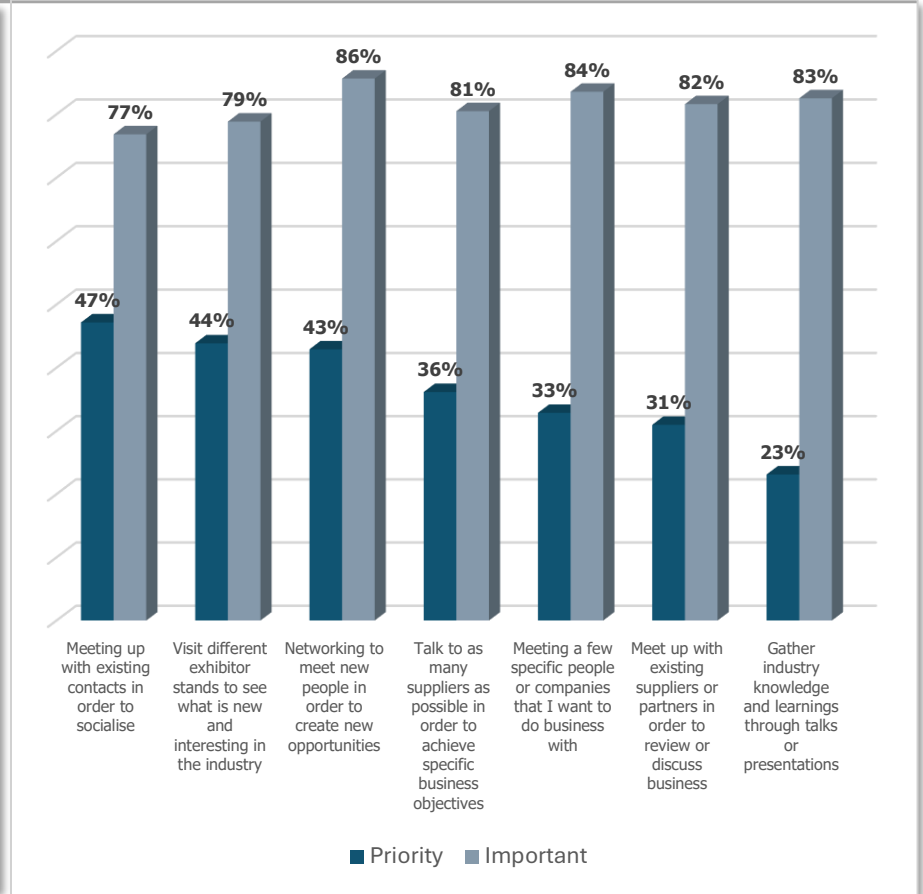
MOST IMPORTANT REASONS FOR GIVING NPS



OVERALL SATISFACTION (AT-SHOW)



OBJECTIVE TO VISIT (PRIORITY X IMPORTANT)



54% Visitors consider themselves as Promoters of the show and led to high score of NPS.

Based on the reason of Promoters, nearly 40% feedback that they’ve reached and connected with good industry participation, made valuable contacts at 20%, meanwhile 25% have found good product match with their interest. And the conference content was commented useful by 11%.



LOYALTY: 88% LIKELIHOOD: 86%

Score ranked note:

- Loyalty score conducted with 2 highest level of rating - Very and Extremely loyalty
- Likelihood score conducted with 2 highest level of rating. Very and Extremely likelihood

A group of students in school uniforms and a mascot bear wearing a red cap and blue overalls, standing in front of an exhibition booth at VME 24. The students are clapping and smiling. The mascot bear is also clapping. The background shows various exhibition booths with logos like Iwatani, KOBEKO, and DAIHEN.

Thank You to Our Valued Exhibitors and Visitors!

Your participation in VME 24 made it an unforgettable event. Together, we created a vibrant community of industry professionals. We look forward to welcoming you back to future editions of

Vietnam Manufacturing Expo

Thank you again for your continued support.

SEE YOU AGAIN

VIETNAM MANUFACTURING EXPO 2025

VME
VIETNAM MANUFACTURING
EXPO 2025

COGNITIVE AUTOMATION

POWERED BY DATA - DRIVEN BY INNOVATION

||| **6-8**
AUG 2025

09:00 - 17:00
I.C.E Hanoi
Vietnam



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Co-located with:
**FASTENER
FAIR**
PAVILION

VIMAT

FILM & TAPE