



TRIỂN LÃM QUỐC TẾ VỀ
CÔNG NGHỆ CHẾ TẠO
PHỤ TÙNG CÔNG NGHIỆP
TẠI VIỆT NAM 2023



VIETNAM - JAPAN
SUPPORTING INDUSTRIES EXHIBITION

TRIỂN LÃM CÔNG NGHIỆP HỖ TRỢ VIỆT NAM
- NHẬT BẢN LẦN THỨ 10 TẠI HÀ NỘI



EMBRACING
**HYPER
CONNECTIVITY**
OF MANUFACTURING INNOVATION

(Wed-Fri)

09 - 11
AUG 2023

09:00 - 17:00

I.C.E Hanoi
VIETNAM



Organized by:



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Vietnam Trade
Promotion Agency



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VME 23

VIETNAM MANUFACTURING EXPO – 14th Edition is Vietnam's Leading Exhibition on Machinery and Technology for Manufacturing and Supporting Industries.

In the year 2023, VME had provided strong digitized experiences and numerous of exciting activities. Created successful International Exhibition edition for Vietnam Manufacturing and Supporting Industry beyond what they expect.

SIE 23

SUPPORTING INDUSTRY EXHIBITION VIETNAM-JAPAN – 10th Edition by Japan External Trade Organization (JETRO) as co-organized with the participant of 30 Vietnamese enterprises and 20 Japan enterprises, the product displayed and introduced including: Components, spare parts for automobile motorbike, machinery, equipment for production, mechanical products, plastic, compression, stamping, casting, plating packaging...

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FACTS & FIGURES VME-SIE 2023

The Exhibition closed with success and were warmly welcomed more than **9,000** manufacturing industrialists from across Vietnam and oversea, all of whom came to discover leading-edge technologies they desired, (assembly) automation, metrology, metalworking solutions and other industrial components/subcontracting for the supporting industries of up to **200** brands of technologies from **9** countries and **12** international pavilions were also there demonstrating the best of their technologies.



213
EXHIBITORS



12
INTERNATIONAL
PAVILLIONS

9
COUNTRIES



9,373
PATICIPANTS
3 DAYS

2,094
GROUP VISITED

33%
VISITORS
ARE MANUFACTURER

47
VISITOR BY COUNTRY

195
COMPANIES VISITED

60%
INTERESTED IN
AUTOMATION | MACHINE TOOLS
SAFETY EQUIPMENT | TOOLS &
TOOLING | RAW MATERIAL |
MATERIAL HANDLING

Pre-Show Activities

THE FIRST & EXCLUSIVE SNEAK SHOW OF BIZ PROJECT – HCMC EDITION

Topic: **"Driving change management in VUCA for leaders of Electronics firms in Industrial Zone and Hightech Parks"**

Venue: AMATA Industrial Park, Dong Nai & LONGOOD Factory, Binh Duong

Time: 9:30 – 16:30, Tuesday, 22 August 2023



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Pre-Show Activities

PRESS CONFERENCE AND FORUM

Key theme: **VIETNAM MANUFACTURING AND SUPPORTING INDUSTRIES FORUM 2023 - "The trend of optimizing production with Automation and Artificial intelligence (AI)"**

Panel Discussion: **"Understanding the Due Diligence Act – the responsibility of enterprises participating in the global supply chain"**

Venue: Pullman Hotel, Van Mieu Room, 40 Cat Linh, Dong Da, Hanoi, Vietnam

Time: Tuesday, June 20, 2023, 09:30 AM - 11:30 AM



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OPENING CEREMONY

THE 10TH VIETNAM - JAPAN SUPPORTING INDUSTRIES EXHIBITION (SIE)
THE 14TH VIETNAM MANUFACTURING EXPO (VME) IN HANOI



MEDIA REPORT

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CÔNG NGHIỆP TẠI VIỆT NAM 2023



VIETNAM - JAPAN
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TRIỂN LÃM CÔNG NGHIỆP HỖ TRỢ VIỆT NAM
- NHẬT BẢN LẦN THỨ 10 TẠI HÀ NỘI



(Wed-Fri)

09 - 11
AUG 2023

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

Opening Ceremony

Title and event information:

- Title: Opening Ceremony "The 10th Vietnam - Japan Supporting Industries Exhibition (SIE)" And "The 14th Vietnam Manufacturing Expo (VME) In Hanoi"
- Venue: I.C.E, Hanoi, Vietnam
- Time: Wednesday, 09 August 2023, 09:00 AM - 10:30 AM

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CÔNG NGHIỆP TẠI VIỆT NAM 2023



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(Wed-Fri)

09 - 11
AUG 2023

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I.C.E Hanoi
VIETNAM

About Opening Ceremony

Representatives for the Opening Ceremony:

- **Mr. Do Thang Hai** - Vice Minister of Ministry of Industry and Trade (MOIT)
- **Mr. Shige WATANABE** – Minister of the Embassy of Japan in Vietnam (EOJ)
- **Mr. Hoang Minh Chien** - Deputy Director General of Vietnam Trade Promotion Agency (VIETRADE) under the Ministry of Industry and Trade (MOIT)
- **Mr. Takeo Nakajima** – Chief Representative, The Japan External Trade Organization (JETRO) - Hanoi Representative Office
- **Mr. Pham Tuan Anh** - Deputy Director General, Vietnam Industry Agency, MOIT
- **Mr. Lin Yi Min** - Duty Representative - Taipei Economic & Cultural Office in Viet Nam
- **Mr. Tseng Hsien - Chao** - Director of Economic Division - Taipei Economic and Cultural Office in Hanoi
- **Mrs. Truong Thi Chi Binh** - Vice President cum General Secretary of Vietnam Association of Supporting Industry (VASI)
- **Mr. Stuart Livesey** - Board Member - European Chamber Of Commerce In Vietnam
- **Mr. Yip Je Choong** - Senior Vice President, Commercial - Asia Pacific, Corporate Management of RELX (Singapore), Representative of RX Tradex Vietnam
- **Mr. Vu Trong Tai** - General Manager - RX Tradex Vietnam

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- NHẬT BẢN LẦN THỨ 10 TẠI HÀ NỘI



Japan - Vietnam
1973 - 2023

(Wed-Fri)

09 - 11
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VIP & Guest Welcome



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SPEECHES MAKING FROM ORGANIZERS & PARTNERS



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Japan - Vietnam
1973 - 2023

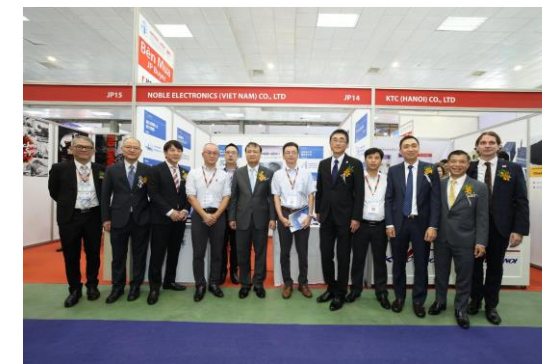
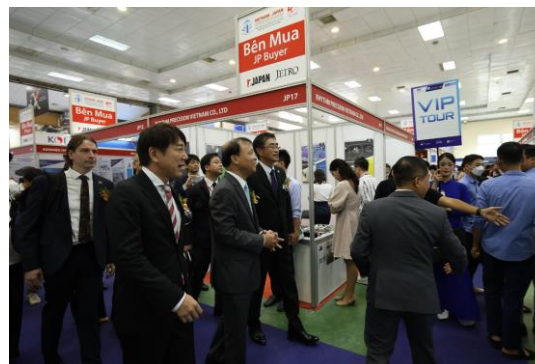
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RIBBON CUTTING



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ON-SITE ACTIVITIES – Automotive World China Exhibition Introduction



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ON-SITE ACTIVITIES — JETRO - VASI (Vietnam Association For Supporting Industries) Business Matching



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1973 - 2023

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ON-SITE ACTIVITIES – Innovation Showcase



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ON-SITE ACTIVITIES – Puzzle Challenge



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MEDIA COVERAGE (Tivi & Radio)

No.	Media	Title
1	VTC10	Vietnamese and Japanese enterprises exhibiting at the exhibition on supporting industries
2	Industry and Trade Television (VTV1)	Practical opportunities for businesses in Vietnam's supporting industry
3	VTC-Hanoi (Ministry of Information and Communications)	SIE&VME2023 Exhibition Opening Ceremony
4	Vietnam News Agency (VNA)	Economic diary of August 10, 2023
5	ViTV	Promoting the trade relationship between enterprises in the supporting industry in Vietnam - Japan
6	Electronic TV Center of the Communist Party of Vietnam - Hanoi Television	Opening of Vietnam - Japan Supporting Industry Exhibition: Practical opportunities for businesses
7	HANOI radio and television station	Program News 15h00 09/08/2023
8	People's Television Economy (People's Newspaper)	Promoting investment and trade cooperation between Vietnam and Japan
9	VTV1	VTV1-TS19h: OPENING OF SIE-VME23 EXHIBITION - August 9, 2023
10	HTV9	HTV9 11:30 - SIE&VME EXHIBITION OPENING - 09/08/2023
11	Voice of Vietnam - Foreign Affairs Department	Opening ceremony of Vietnam - Japan Industry Exhibition
12	News Department- Voice of Vietnam Radio	Vietnam-Japan supporting industry exhibition towards green production, artificial intelligence, sustainable industrial development
13	Voice of Vietnam VOV	News 12:00 PM 09/08/2023

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MEDIA COVERAGE (News & Magazines)

N o.	Media	Title
1	Capital Security newspaper	Vietnamese and Japanese enterprises exhibiting at the exhibition on supporting industries
2	Industry and Trade Newspaper	More than 200 enterprises attended the "dual exhibition" on supporting industries between Vietnam and Japan
3	Online newspaper Communist Party of Vietnam	Promoting relations between enterprises in supporting industries Vietnam - Japan
4	Construction Electronic Newspaper	Opening ceremony of the "10th Vietnam - Japan Supporting Industry Exhibition" in Hanoi
5	New Energy Newspaper	VME 2023: Connecting Vietnamese and Japanese auto parts manufacturers
6	Law and Society Newspaper	Opening ceremony of the "10th Vietnam - Japan Supporting Industry Exhibition" in Hanoi
7	The World and Vietnam Newspapers	VME-SIE Dual Exhibition: Trade opportunities for Vietnamese-Japanese enterprises in supporting industries
8	Capital Youth Newspaper	Vietnam - Japan Supporting Industry Exhibition officially opened in Hanoi
9	Capital Education Newspaper	Opening the 'dual exhibition' on supporting industries between Vietnam and Japan
10	Knowledge and Life Newspaper (Science & Life)	Vietnam - Japan supporting technology exhibition: Connecting more than 200 manufacturers and businesses
11	Vietnam Economic Newspaper	Japanese enterprises want to find more Vietnamese component suppliers
12	Bank Newspaper	Tightening Vietnam - Japan trade in supporting industries

N o.	Media	Title
13	Environmental industry newspaper	Opening of "Vietnam-Japan Supporting Industry Exhibition" and "Technology Exhibition for manufacturing industrial parts in Vietnam"
14	Vietnam Economic News	Increase supply chain connection opportunities from two supporting industry exhibitions
15	VietnamPlus Electronic Newspaper	Deputy Ambassador of Japan: Vietnam needs to firmly strengthen supporting industries
16	Autovina	Opening ceremony of "THE 10TH VIETNAM - JAPAN SUPPORTING INDUSTRIES EXHIBITION (SIE)" "THE 14TH VIETNAM MANUFACTURING EXPO (VME)" IN HANOI
17	Vietnam News Agency - Economic Department	22 Japanese enterprises want to find supply partners in Vietnam
18	Vietnam News	Supporting industries play a significant role in economic restructuring
19	Public Brand Newspaper	Opening ceremony of the "10th Vietnam - Japan Supporting Industry Exhibition" in Hanoi
20	Hanoi People Newspaper	Opening of the 10th Vietnam - Japan Supporting Technology Exhibition
21	Customs Newspaper	Japanese enterprises want to find supply partners in Vietnam
22	Population	Opening of Vietnam - Japan Supporting Industry Exhibition
23	Economic & Urban Newspaper	Japanese enterprises looking for supply partners in Vietnam
24	Vietnam News Agency	Vietnam - Japan Supporting Industry Exhibition 2023

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MEDIA COVERAGE (News & Magazines)

No.	Media	Title
25	People's Public Security Newspaper, Economic and Legal Department	More than 200 Vietnamese - Japanese enterprises attended the "dual" exhibition on supporting industries
26	Intellectual Property Magazine	VME-SIE Dual Exhibition: Opportunity to meet and provide practical support for businesses
27	Humanitarian Magazine	Opening of the 10th Vietnam - Japan Supporting Industry Exhibition
28	Business & Integration Magazine	Hanoi: "the 10th Vietnam - Japan Supporting Industries Exhibition (SIE)" and "the 14th Vietnam Manufacturing Expo (VME)"
29	Hanoi People Magazine	Opening of the 10th Vietnam - Japan Supporting Technology Exhibition
30	Business and Brand Magazine	More than 200 exhibitors on industrial production and supporting industries in Hanoi
31	Technology magazine	Opening ceremony of Vietnam - Japan Industry Exhibition
32	Labor and Social Magazine	SIE 2023 and VME 2023 Exhibition: Opportunities for business connection and technology transfer between supporting industry enterprises
33	Vietnamese Youth Magazine	Officially opening Vietnam - Japan Supporting Industry Exhibition and International Exhibition on manufacturing technology of industrial parts in Hanoi
34	Automation Today Magazine	Opening 2 exhibitions towards green production and sustainable industrial development
35	Development Culture Magazine	SIE 10 VME Exhibition 14 Promoting Supporting Industry Cooperation between Vietnam and Japan
36	Vietnam Business Magazine	Many Japanese industrial firms consider Vietnamese partners as "links" in the supply chain

N o.	Media	Title
37	Business and Investment Magazine	More than 200 enterprises participated in the dual exhibition on supporting industry manufacturing industry
38	New Day Magazine online	Opening of the 14th Vietnam Industrial Spare Parts Manufacturing Technology Exhibition
39	TheLeader Magazine	Increase supply chain connectivity opportunities from two supporting industry exhibitions
40	Emulation and Reward Magazine	Tightening trade relations between Vietnam - Japan supporting industry enterprises
41	Industry and Trade Magazine	Exploring the potential of cooperation between Vietnamese and Japanese enterprises in the field of supporting industries
42	Business & Integration Magazine	Deputy Ambassador of Japan: Expectations to improve technology at Vietnamese partner enterprises
43	Vietnam Business Magazine	Opening of Vietnam - Japan Industry Exhibition: A practical opportunity for businesses
44	Business and Commerce Magazine	Opening "dual exhibition" connecting Vietnam - Japan supporting industry trade
45	Business and Development Magazine	Opening the dual exhibition on Vietnam - Japan industry towards green and sustainable development
46	Vietnam Urban and Environment Magazine	Opening of the Vietnam - Japan Dual Exhibition on Supporting Industry
47	Applied Electronics Magazine	More than 200 booths participate in the 'dual exhibition' on supporting industries between Vietnam and Japan

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MEDIA CLIPPING



VTV1 - News 19h00 09August2023
Opening Ceremony
SIE&VME23 Opening Ceremony in
Hanoi



VTC10 - News 10August2023
Opening Ceremony
Vietnamese and Japanese
enterprises exhibiting at the
exhibition
on supporting industries



CPV - News 18h30 09August2023
Opening Ceremony
NEWSLETTER DAILY August 9, 2023



VTC1 - News 09August2023
Opening Ceremony
SIE&VME23 Opening Ceremony in
Hanoi



CPV - News 19h00 09August2023
Opening Ceremony
Opening of Vietnam - Japan Supporting Industry
Exhibition: Practical opportunities for businesses



HRV1 - News 15h00 09August2023
Opening Ceremony
News Program 15h00 | 09/08/2023



NhandanTV - News 09August2023
Opening Ceremony
Promote Vietnam-Japan Trade
And Investment Cooperation



VTV - SCTV8 - 20H00 09August2023
Opening Ceremony
Promote Trade Relations Between
Enterprises
In Vietnam-Japan Supporting Industries



VNA - 19h30 News 10August2023
Economic diary of August 10, 2023
Promote Vietnam-Japan Trade And
Investment Cooperation



Industry and Trade Television - 11Aug2023
Opening Ceremony
Practical opportunities for businesses in Vietnam's
supporting industry

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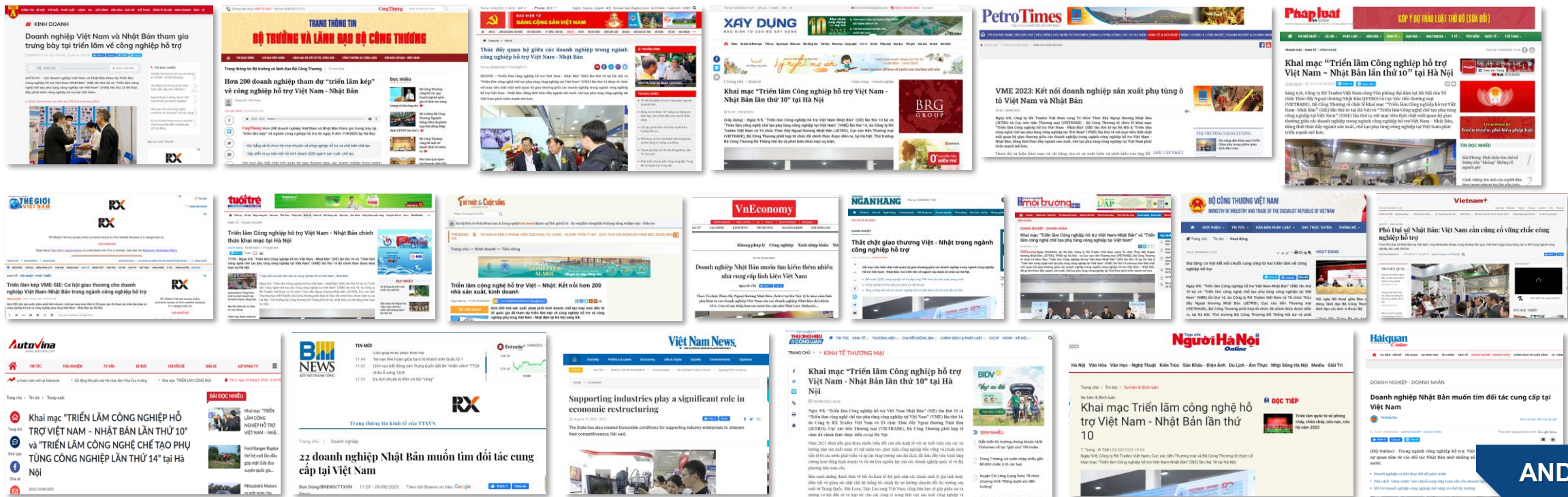


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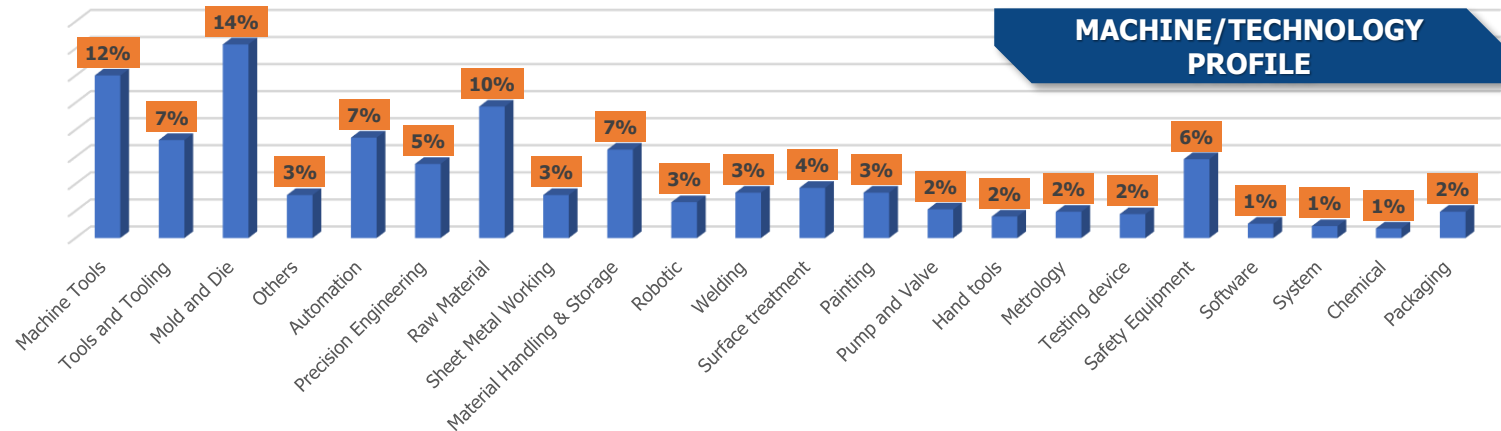
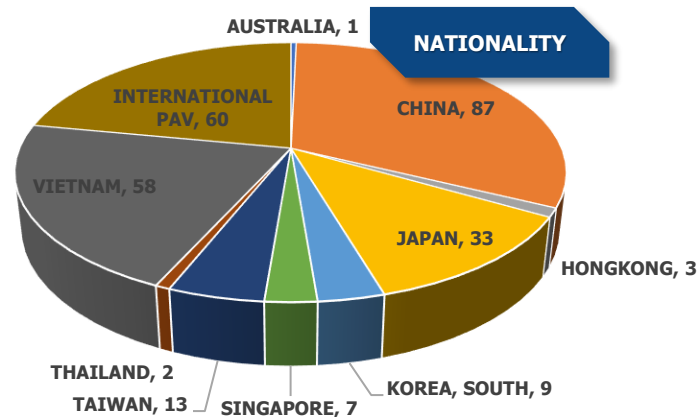
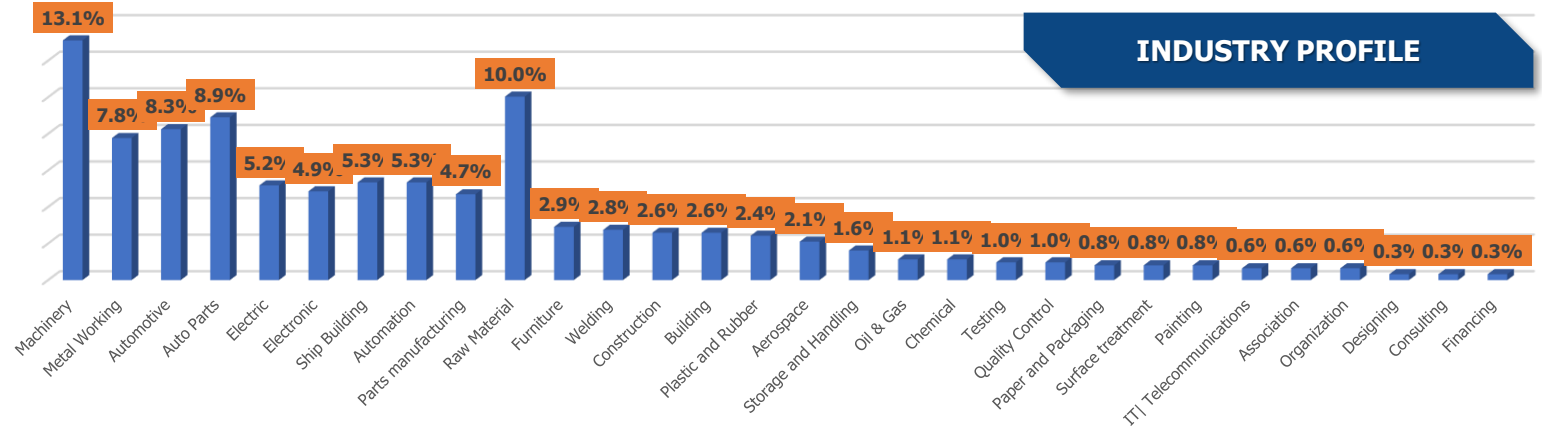
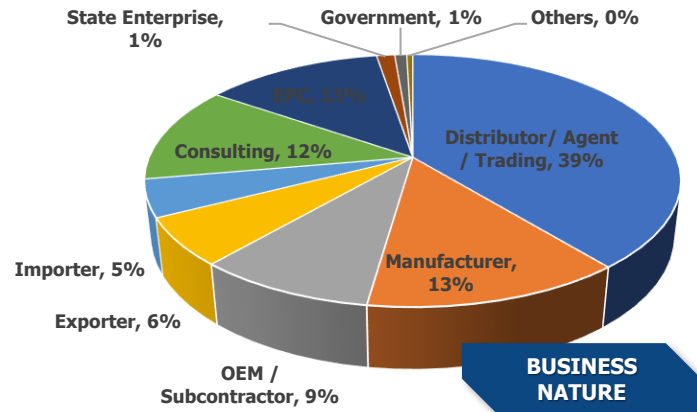


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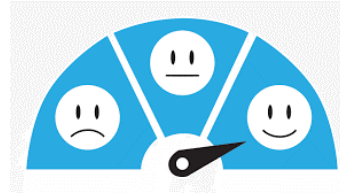
EXHIBITOR PROFILE



EXHIBITOR SCORE

45% Exhibitors consider themselves as Promoters of the show and led to high satisfaction in 2023

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% have taken good orders at the event.

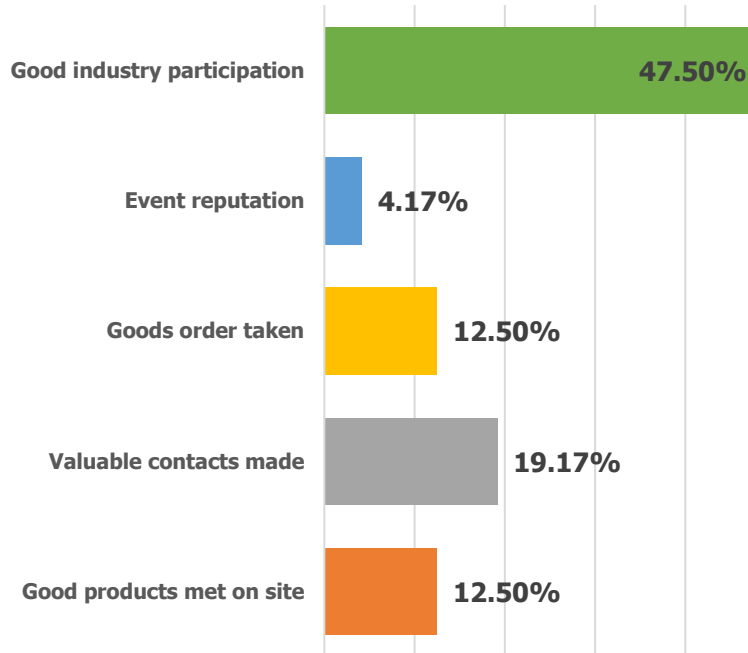


LOYALTY: 92%



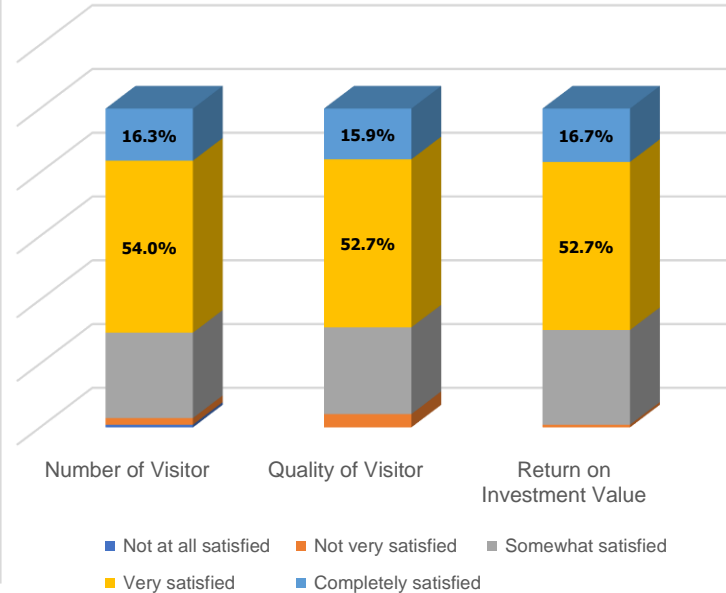
LIKELIHOOD: 61%

Most important reasons

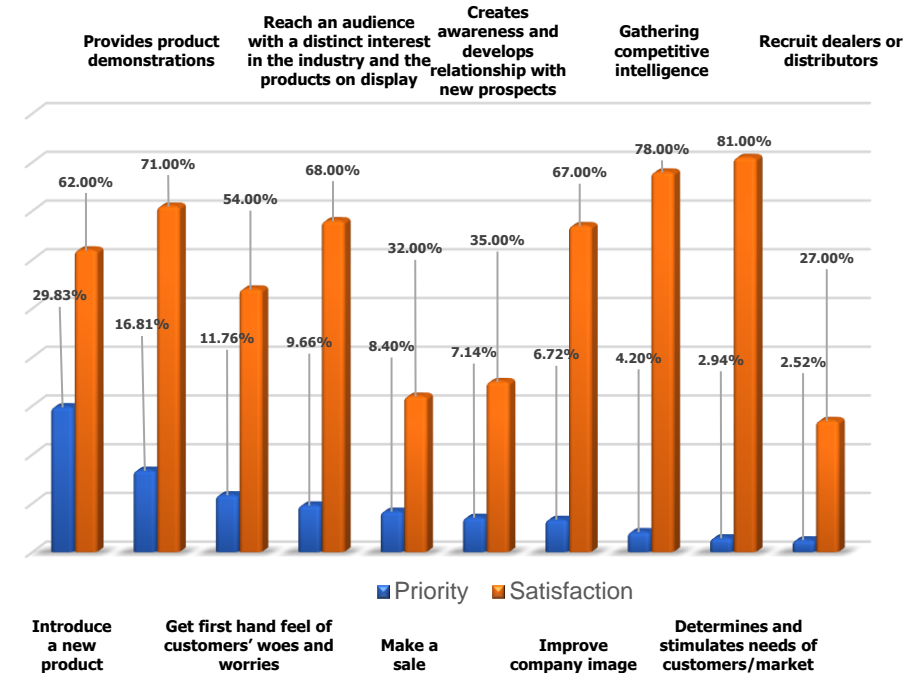


VME 23 Overall Liking

TOP 3 Satisfaction



The Objective x Satisfaction





TRIỂN LÃM QUỐC TẾ VỀ
CÔNG NGHỆ CHẾ TẠO
PHỤ TÙNG CÔNG NGHIỆP
TẠI VIỆT NAM 2023



VIETNAM - JAPAN
SUPPORTING INDUSTRIES EXHIBITION

TRIỂN LÃM CÔNG NGHIỆP HỖ TRỢ VIỆT NAM
- NHẬT BẢN LẦN THỨ 10 TẠI HÀ NỘI



EMBRACING
**HYPER
CONNECTIVITY**
OF MANUFACTURING INNOVATION

(Wed-Fri)

09 - 11
AUG 2023

09:00 - 17:00

I.C.E Hanoi
VIETNAM



**VISITOR
STATISTICS**

Organized by:

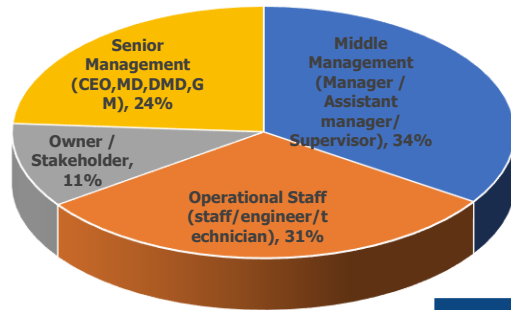


Co-organized by:

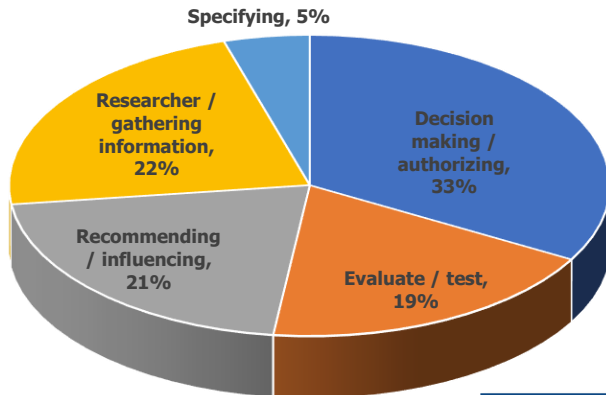


Vietnam Trade
Promotion Agency

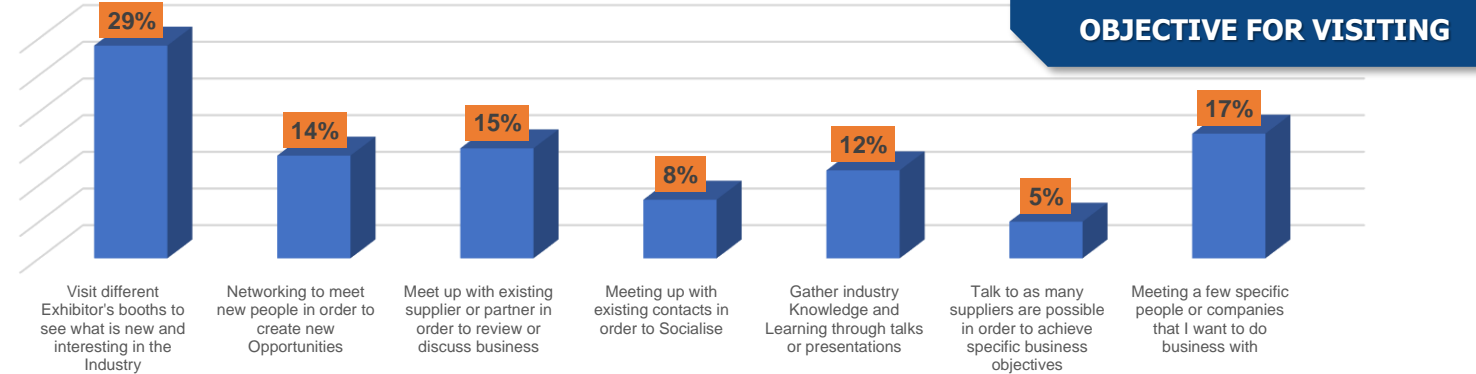
VISITOR PROFILE



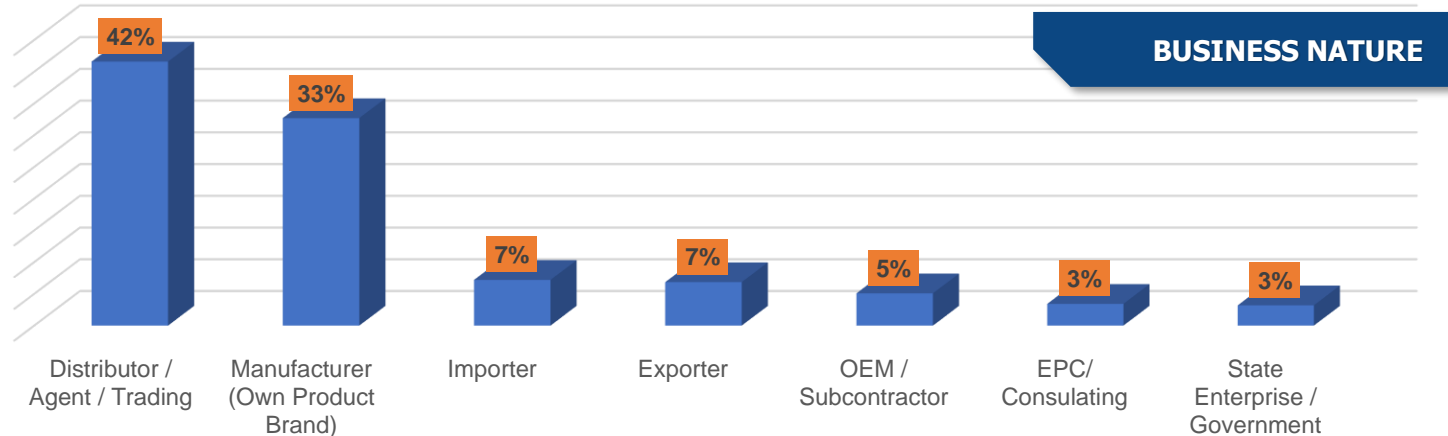
JOB LEVEL



PURCHASING POWER



OBJECTIVE FOR VISITING

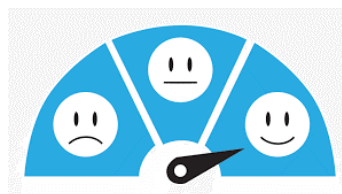


BUSINESS NATURE

VISITOR SCORE

52% Visitors consider themselves as Promoters of the show and led to high satisfaction in 2023 exhibiting.

Based on the reason of Promoters, more than 40% feedback that they've reached and connected with good industry participation and nearly 22% have made the visiting because of event reputation. There is 17% have found their own great contact for future business.

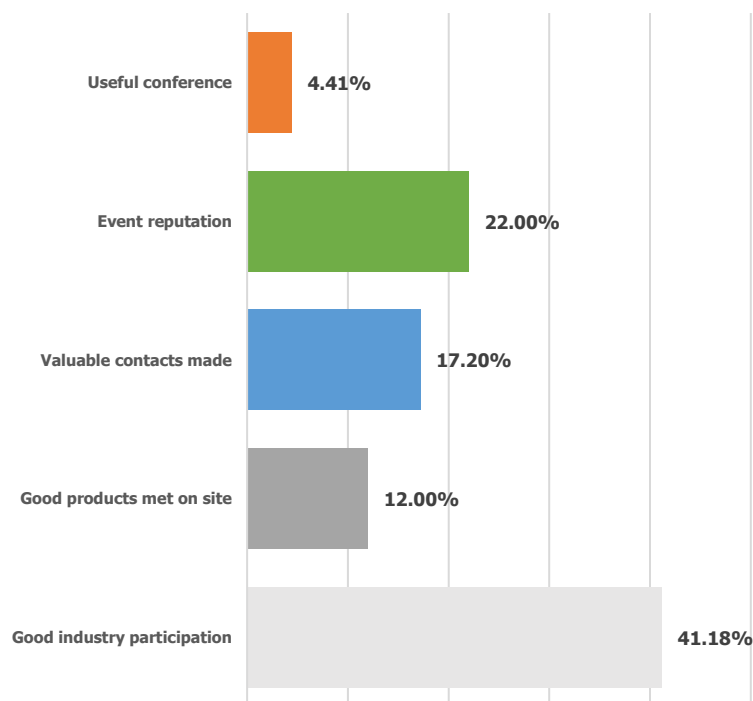


LOYALTY: 91%



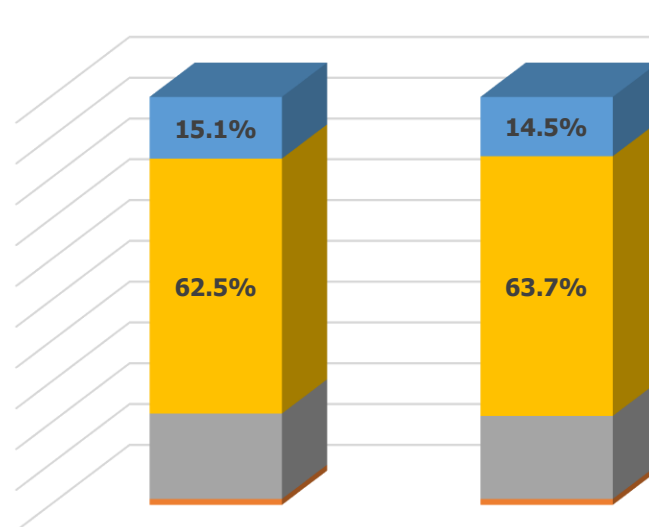
LIKELIHOOD: 84.5%

Most important reasons



VME 23 Overall Liking

TOP 2 Satisfaction

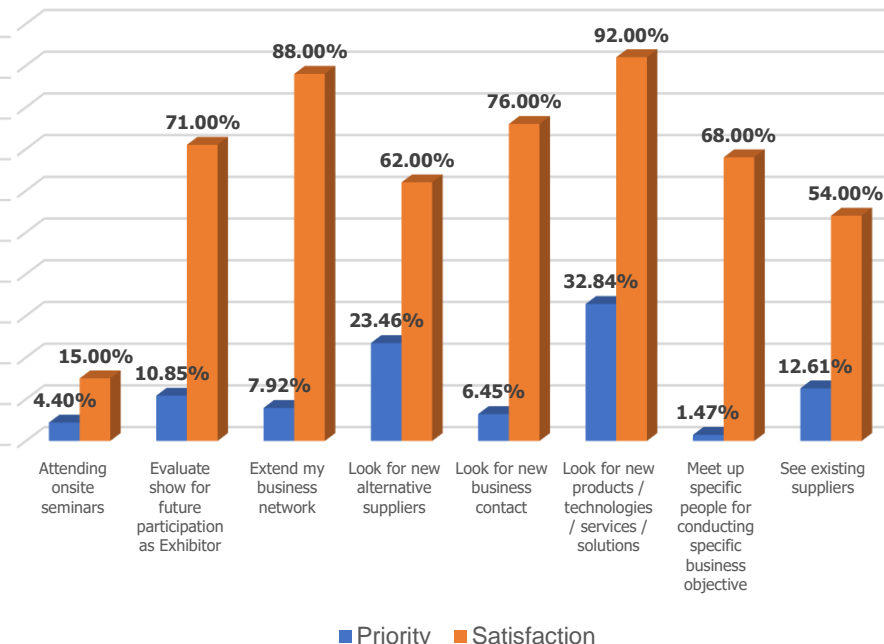


Range of Exhibition

Number of Exhibitors

■ Not at all satisfied ■ Not very satisfied ■ Somewhat satisfied
■ Very satisfied ■ Completely satisfied

The Objective x Satisfaction



■ Priority ■ Satisfaction



TRIỂN LÃM QUỐC TẾ VỀ CÔNG NGHỆ CHẾ TẠO PHỤ TÙNG
CÔNG NGHIỆP TẠI VIỆT NAM 2023



VIETNAM - JAPAN
SUPPORTING INDUSTRIES EXHIBITION

TRIỂN LÃM CÔNG NGHIỆP HỖ TRỢ VIỆT NAM
- NHẬT BẢN LẦN THỨ 10 TẠI HÀ NỘI



Japan - Vietnam
1973 - 2023

(Wed-Fri)

09 - 11
AUG 2023

09:00 - 17:00

I.C.E Hanoi
VIETNAM

THANK YOU!



Organized by:



Co-organized by:



Vietnam Trade
Promotion Agency

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Ho Chi Minh City

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