



MINISTRY OF INDUSTRY AND TRADE



PEOPLE'S COMMITTEE OF HO CHI MINH CITY



SHOW REPORT

**EVENT SERIES: CONNECTING
INTERNATIONAL SUPPLY CHAINS**

VIET NAM INTERNATIONAL SOURCING EXPO 2026

GENERAL INFORMATION

Viet Nam International Sourcing Expo 2026 (VIS 2026), hosted by the Ministry of Industry and Trade and organized by ADPEX Joint Stock Company, ran from September 3 to 5, 2026 at SECC, Ho Chi Minh City. Under the message "Connecting International Supply Chains," the exhibition affirmed Viet Nam's strategic role in the global supply network. It is the country's largest import-export and supply chain connection event, bringing together more than 600 leading exporters and 580 international buying delegations from over 60 countries and territories, across Food & Beverage, Home & Houseware, Lifestyle, Personal Care, and Export Supply Chain.

VIS 2026 highlighted the competitiveness goods in quality, sustainability and international integration. Through thousands of B2B meetings, national pavilions and a series of industry forums, the exhibition became a trusted platform for enterprises to connect directly with global distribution systems, retailers and importers. Beyond building long-term trade relationships, the event promoted sustainable development and innovation, connecting businesses, buyers and partners from Viet Nam and around the world to foster a more dynamic, resilient and interconnected global supply chain.

HOSTED BY:



MINISTRY OF INDUSTRY AND TRADE



PEOPLE'S COMMITTEE OF HO CHI MINH CITY

ORGANIZED BY:



ADPEX JOINT STOCK COMPANY

SUPPORTING PARTNER:



VIETRAVEL TOURISM JOINT STOCK COMPANY



EXHIBITION SCALE



EXHIBITION SCALE

EXHIBITION AREA

12,000M2

PARTICIPATING ENTERPRISES

600+

PRODUCT BOOTHS

487

EXPORT-STANDARD
PRODUCTS ON DISPLAY

50,000+

COUNTRIES & TERRITORIES
REPRESENTED BY INTERNATIONAL
BUYING DELEGATIONS

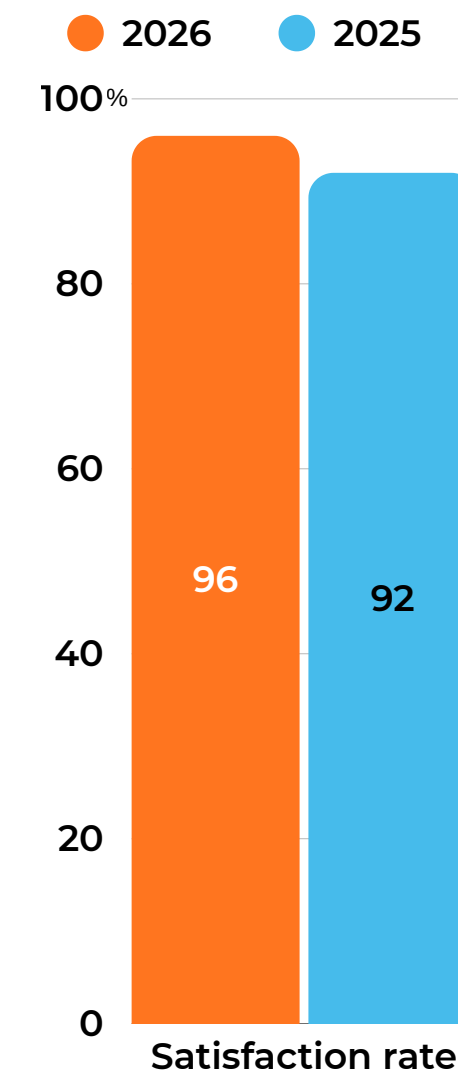
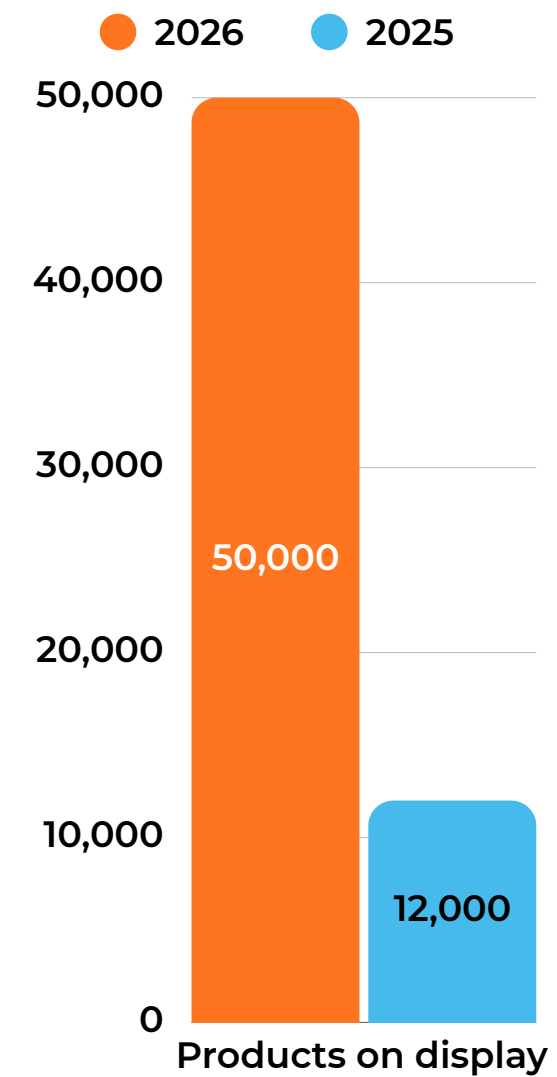
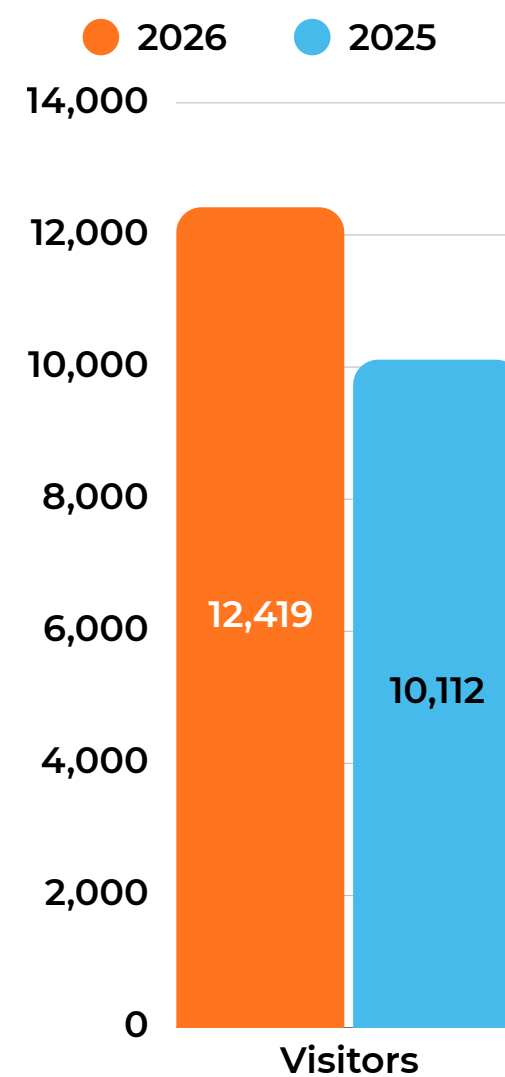
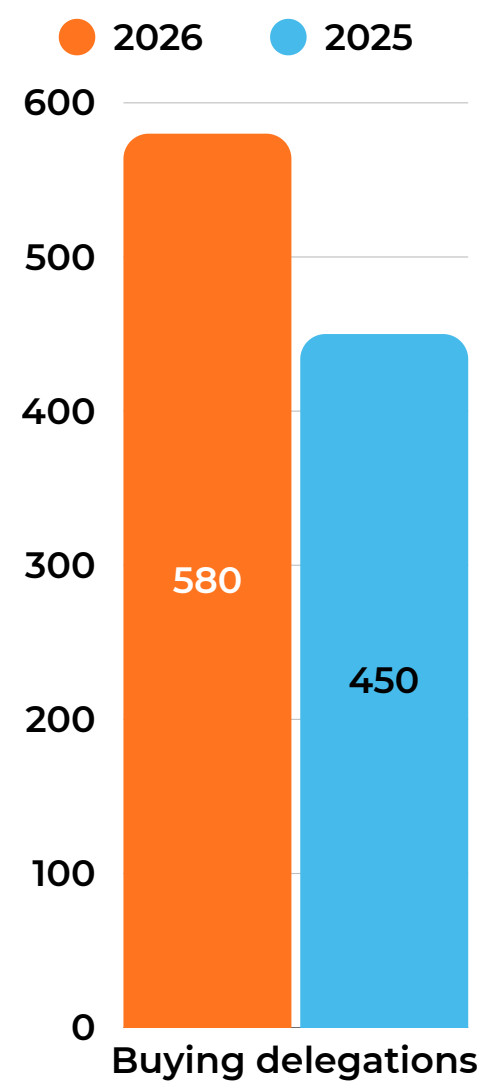
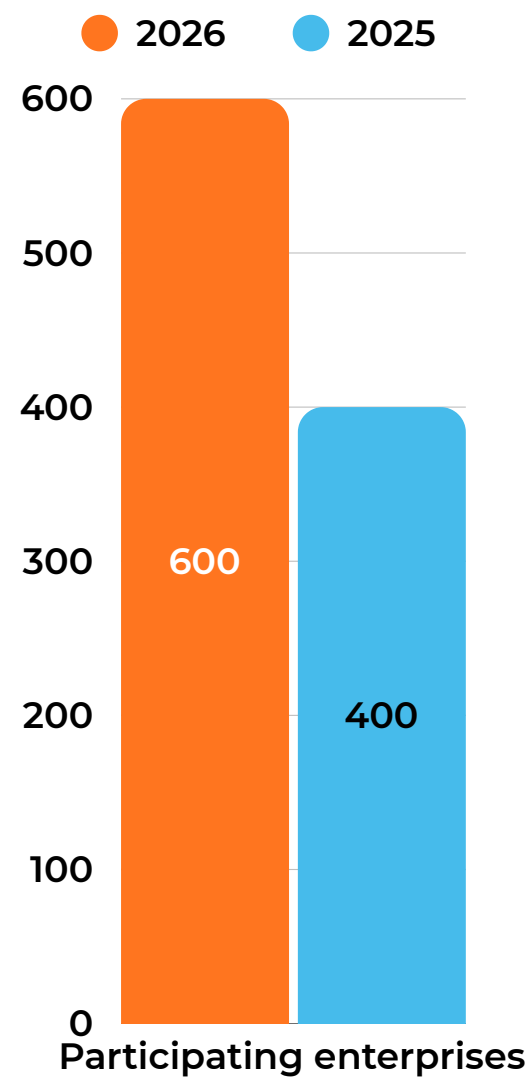
60+

INDUSTRY FORUMS AND THEMATIC
CONFERENCES ON KEY TOPICS OF
IMPORT AND EXPORT

06



2025 vs 2026



OPENING CEREMONY OF THE VIET NAM INTERNATIONAL SOURCING EXPO AND EXPORT FORUM 2026

- The opening ceremony was held at SECC, Ho Chi Minh City, with senior leaders from central government, ministries and Ho Chi Minh City in attendance, alongside international delegates, industry associations and the business community. The event marked a symbolic milestone, presenting Vietnamese goods, people and culture to the world in a setting of international integration and cooperation.
- The ceremony welcomed senior central government leaders, leaders of the Ministry of Industry and Trade and the Ho Chi Minh City People's Committee, together with representatives of international organizations, industry associations and the business community at home and abroad — among them Deputy Minister of Industry and Trade Phan Thị Thắng and Vice Chairman of the Ho Chi Minh City People's Committee Nguyễn Công Vinh.



Deputy Minister of Industry and Trade Phan Thị Thắng: "Global supply chains are no longer restructured on cost and efficiency alone. They increasingly rest on new requirements for safety, resilience, transparency and sustainable development."



FORUMS & SEMINARS AT VIS 2026

EXPORT FORUM 2026

Organized by: Ministry of Industry and Trade (MOIT) & Ho Chi Minh City People's Committee

Export Forum 2026, themed "Strengthening the adaptive capacity of Vietnamese enterprises amid global economic volatility," was held on the morning of September 3, 2026 in Ho Chi Minh City as part of Viet Nam International Sourcing 2026, organized by the Ministry of Industry and Trade together with the Ho Chi Minh City People's Committee, with international organizations, distribution groups and hundreds of domestic enterprises attending. The forum addressed strategies for bringing Vietnamese goods into global supply chains, built around two panel sessions: market diversification by exporting Vietnamese goods into international distribution systems in the green and digital era, and strengthening enterprise competitiveness through green and digital transition. Speakers argued that Vietnamese enterprises must adapt to environmental standards and trade defence measures, take up the opportunities in FTAs, diversify markets and join foreign distribution networks directly, moving from contract manufacturing into the higher-value links of the supply chain.



FORUMS & SEMINARS AT VIS 2026

SEMINAR "VIETNAMESE CONSUMER GOODS: ADAPTING AND BREAKING THROUGH IN THE GLOBAL MARKET"

Created a substantive dialogue channel between regulators and enterprises, so that Vietnamese and international companies could understand each other's needs and find new cooperation opportunities.

SEMINAR "RAISING THE VALUE OF AGRICULTURAL PRODUCTS AND FOOD IN SUSTAINABLE SUPPLY CHAINS"

Shared information, experience and strategic direction; connected enterprises, experts and international organizations to raise value and bring Vietnamese agricultural products and food deeper into international markets.



FORUMS & SEMINARS AT VIS 2026

SEMINAR "GREEN SOLUTIONS FOR SUSTAINABLE PRODUCTION AND EXPORT"

Updated international requirements on environment, emissions reduction, traceability and supply chain transparency; connected regulators, experts, buyers and enterprises.

FORUM "GREEN TRANSITION: THE KEY TO CONNECTING CONSUMPTION AND PROMOTING EXPORTS OF RURAL INDUSTRIAL PRODUCTS"

Shared sustainable technology solutions and connected rural industrial producers with distribution systems, retailers, importers and partners at home and abroad.



FORUMS & SEMINARS AT VIS 2026

TÂY NINH PROVINCE CONFERENCE ON IMPORT-EXPORT SUPPLY CHAIN AND E-COMMERCE CONNECTION

An annual meeting point for the Tây Ninh business community and international companies to meet face to face, discuss needs and business cooperation opportunities, connect investment and establish long-term partnerships.





THE SERIES OF SEMINARS AND INDUSTRY FORUMS AT VIET NAM INTERNATIONAL SOURCING EXPO 2026 HAS BECOME A CHANNEL FOR SHARING KNOWLEDGE, POLICY AND GLOBAL TRENDS, HELPING VIETNAMESE ENTERPRISES SEIZE OPPORTUNITIES, OVERCOME CHALLENGES AND SHAPE SUSTAINABLE EXPORT STRATEGIES.



GALA DINNER

- **High-level networking event:** the Gala Dinner was not only a formal banquet but an occasion for leaders of ministries and agencies, associations, international buyers and Vietnamese enterprises to meet.
- **Appreciation and connection:** the event thanked its partners while opening an informal setting to advance long-term cooperation.
- **Promoting Vietnamese culture:** with a distinctive fashion and culinary program, the Gala Dinner presented Viet Nam's country, people and culture to international friends.
- **Affirming the role of the exhibition:** a sustainable bridge connecting trade, tourism and culture.



TRADE CONNECTION ACTIVITIES

STRATEGIC PARTNERS OF THE EVENT



Beyond hosting booths at the exhibition, provinces and cities actively encouraged international business delegations to visit their localities to survey the local investment and business environment.



- **3,000+** Official B2B meetings arranged by the International Market Development and Multilateral Trade Department.
- **13,000+** Direct exchanges at booths between international buyers and Vietnamese enterprises.
- **580** International business delegations from 60 countries and territories.
- **500+** Exhibitors taking part in business matching.
- **50,000** Products displayed across 12,000 m².
- **20** Provinces and cities taking part with booths and conferences.

TRADE CONNECTION ACTIVITIES

- **More than on-site appointments:** B2B Matching opens strategic connections and lays a foundation for long-term cooperation.
- **Understanding needs:** Vietnamese enterprises get to hear international buyers and present suitable solutions.
- **Building trust:** face-to-face sessions help form durable partnerships.
- **A global bridge:** the exhibition affirms its role in bringing Vietnamese goods deeper into international supply chains.



"Viet Nam remains an important sourcing market for H&M."

Mr. Alen Wei
CFO H&M Production
(China & SEA)



"Companies taking part in Viet Nam International Sourcing 2026 will also be promoted at Vietnamese Goods Week in Thailand this September."

Mr. Paul Lê
Vice President, Central Retail
Vietnam



"Viet Nam and Brazil have great potential in agriculture. By combining the strengths of each side, we can open up that potential together."

Mr. Nata Oliveira
Vice President, Brazilian Chamber
of Commerce in Vietnam



EXHIBITING PRODUCT SECTORS



FOOD & BEVERAGE



HOME & HOUSEWARE



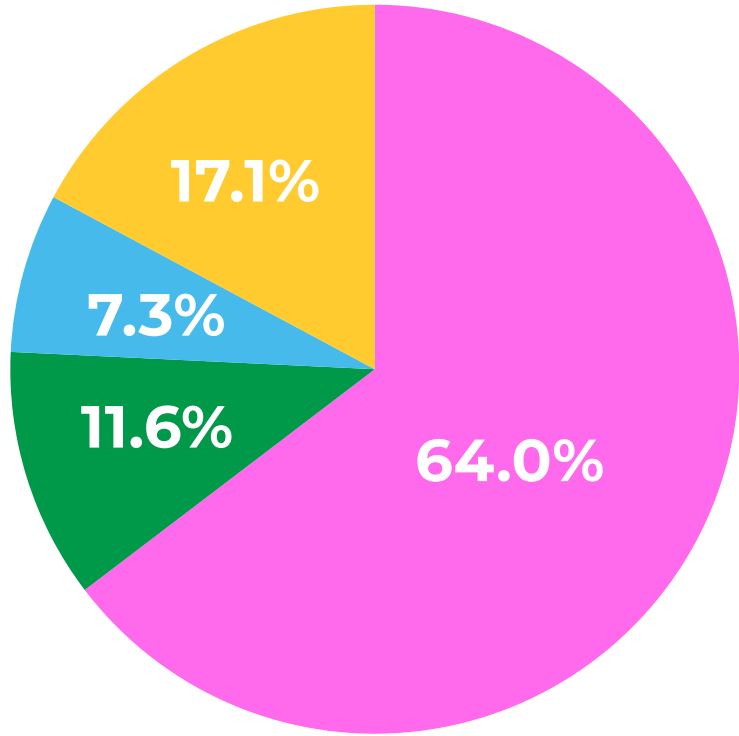
LIFESTYLE & PERSONAL CARE



EXPORT SUPPLY CHAIN

STATISTICS & FEEDBACK

TOP 5 EXHIBITING COUNTRIES:
VIET NAM – USA – CHINA – JAPAN – SOUTH KOREA



- Food & Beverage
- Lifestyle & Personal Care
- Home & Houseware
- Export Supply Chain

96%

Of exhibitors were satisfied with the exhibition

54%

Of 2026 exhibitors booked the 2027 Early Bird during the show

90%

Confirmed they would return in 2027



MR. NGUYỄN TRUNG DŨNG
CEO, DH Foods JSC

"This year's exhibition was far bigger and more dynamic. The B2B Matching area in particular was very well organized and drew large numbers of international buyers looking for products and partners."



MS. BÙI HỒNG HẠNH
Founder, Legendary

"An explosive edition. Visitor numbers doubled from last year, and the B2B Matching area was full throughout."



MR. PHẠM ĐÌNH NGÃI
CEO, Sokfarm

"Trade at VIS 2026 took off. Sokfarm drew heavy footfall at the booth while working in depth directly with buyers from international groups."



MS. PHẠM THỊ ÂN
Founder, Năm Gaco

"From a single four-hour B2B session with a major partner from Taiwan, this year's VIS delivered results beyond our expectations."

TRADE VISITORS OVERVIEW

12,419+

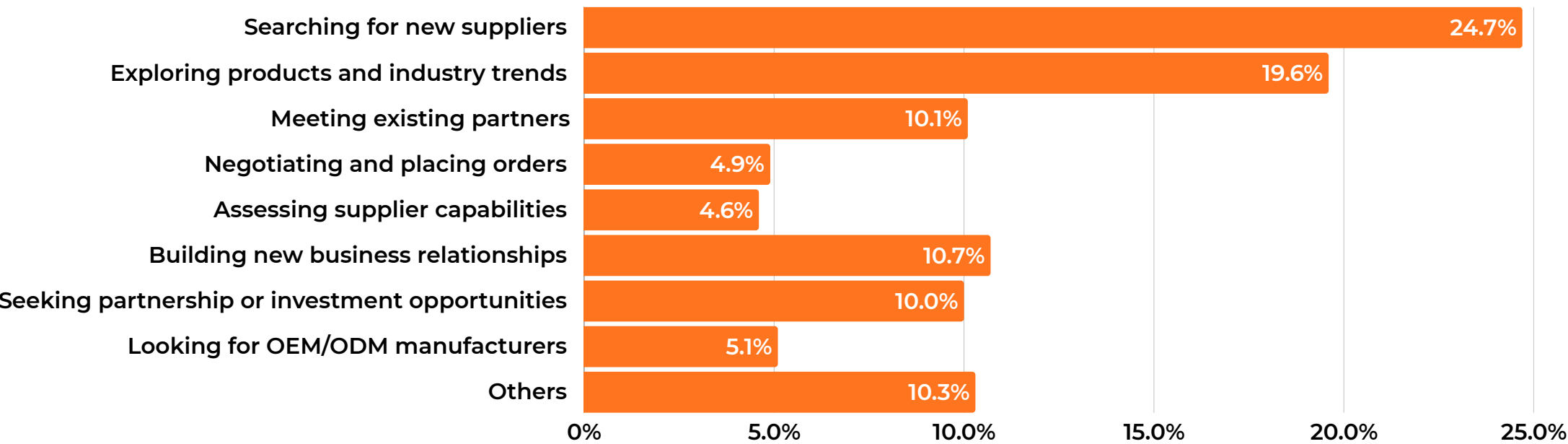
Visitors during 3
exhibition days

Professional trade
visitors

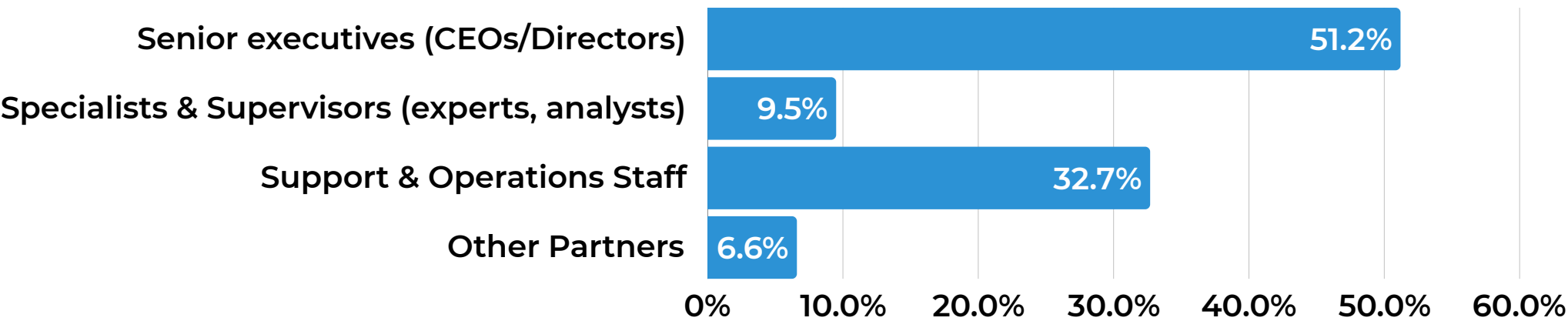
2,065+

International
visitors

PURPOSE OF VISIT



VISITOR PROFILE



TOP 10 COUNTRIES WITH HIGHEST VISITOR NUMBERS:

China · USA · Philippines · South Korea · Indonesia · Japan · Singapore ·
Australia · Taiwan · Pakistan

MEDIA & PROMOTION

100+ reputable news outlets covered the event before, during and after the exhibition. Viet Nam International Sourcing Expo was promoted to more than **30,000** domestic and international visitors through the official email marketing system. **2,4 million** people were reached through digital marketing campaigns on Facebook, Zalo, TikTok and LinkedIn.



MEDIA & PROMOTION

- Strong media presence: the campaign ran on national and local television.
- Prime airtime: featured in the Business Finance and News bulletins of VTV4, VTV9, HTV and VNA.
- Wide broadcast: reaching millions of viewers at home and abroad.



SEE YOU AGAIN AT VIET NAM INTERNATIONAL SOURCING 2027

10 - 12/06/2027
SECC, HCMC



**INTERNATIONAL MARKET DEVELOPMENT AND MULTILATERAL
TRADE DEPARTMENT**

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