



The 14th International Exhibition on **ELECTRICAL TECHNOLOGY & EQUIPMENT VIETNAM ETE 2022**

The 11th International Exhibition on **PRODUCTS, TECHNOLOGIES OF ENERGY SAVING & GREEN POWER ENERTEC EXPO 2022**

July 20th ▶ 22nd, 2022

SAIGON EXHIBITION & CONVENTION CENTER (SECC)
799 NGUYEN VAN LINH, DISTRICT 7, HO CHI MINH CITY

WWW.VIETNAM-ETE.COM
WWW.ENERTEC.VN

Supporting Organizations:

Ministry of Industry and Trade, HCMC People's Committee

Hosting Organization:

Ho Chi Minh City Department of Industry and Trade

Organizers:

C.I.S Viet Nam Advertising & Exhibition JSC

Ho Chi Minh City Center of Supporting Industries Development

Domestic Co-Organizer:

Ho Chi Minh City Power Corporation - EVN HCMC

International Co-Organizers:

Korea Electrical Manufacturers Association - KOEMA

Fujian Zhenglian International Exhibition Business Co., Ltd (China)

**ADAPTATION FOR RECOVERY
BREAKTHROUGH FOR SUCCESS**

Media Partners:



C.I.S vietnam



Main Sponsor:



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Speech by Mr. TRUONG THANH HOAI
General Director, Vietnam Industry Agency
(Ministry of Industry and Trade)

“The exhibition fully gathers big brands in Vietnam, together with international pavilions from many countries with advanced science and technology. Especially, this year the exhibition has a lot of energy-saving products and products from green energy sources. The exhibition will bring practical opportunities for trade promotion, technology exchange and investment attraction as well as business expansion activities, thereby positively contributing to the development of electricity and energy industries in Vietnam, successfully implementing National energy plan and environment protection.”

”

Speech by Mr. CHANG, SECHANG
Chairman, Korea Electrical Manufacturers Association

“This event is not just a simple exhibition, but introduces the Electrical Generation, Transmission and Distribution Industries, and Renewable Energy in Korea, and makes a mutual cooperation. Over 150 outstanding Korean enterprises, Korea Electrotechnology Research Institute (KERI), etc. In addition, I would like to seek the practical and cooperative plan through technical seminars and consultation meetings during the event period.”



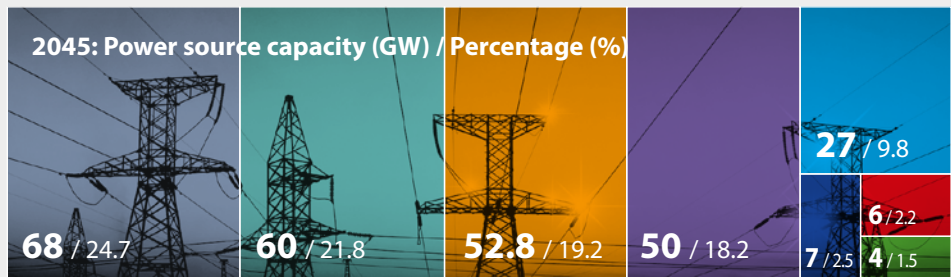
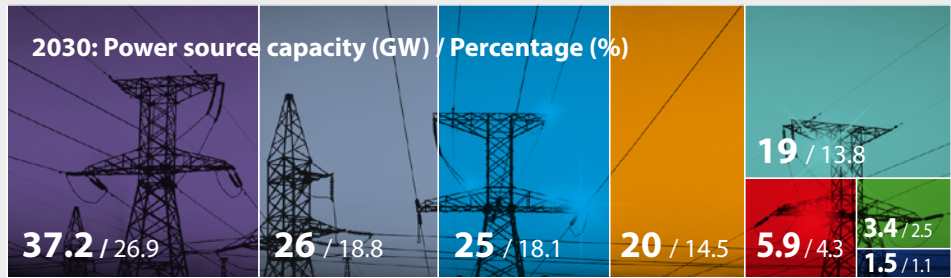
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The first choice for enterprises to dominate markets of electrical equipment and green power in Vietnam

Vietnam ETE & Enertec Expo, through 13 times of organization, have affirmed its position as the largest exhibition in the Electrical Equipment and Energy industries in Vietnam. The exhibition is an effective trade bridge between Vietnamese and international enterprises.

Following such success, **Vietnam ETE & Enertec Expo 2022** will provide enterprises with opportunities to expand business cooperation, directly connect with decision makers, major equipment importers, distributors and agents, contributing to promoting the increased development of Vietnam's Electricity - Energy industries.

FORECAST OF ELECTRICITY DEMAND IN THE PERIODS 2021 - 2030 & 2031 - 2045



■ Hydroelectricity
 ■ Coal thermal power
 ■ Gas-oil thermal power
 ■ Wind power
 ■ Solar power
 ■ Biomass power & other renewable energy
 ■ Pumped-storage hydroelectricity
 ■ Imports

Commercial electricity

2030: 478 billion kWh

2045: 861 billion kWh

Electricity for production

2030: 537 billion kWh

2045: 959 billion kWh

Vietnam is a hot spot for investment in electrical equipment: The competition for market share among domestic and foreign enterprises in the electrical equipment market in Vietnam is currently taking place fiercely, especially when this market has had a very high growth rate (about 20 - 25%/year).

Green Energy plays a key role in sustainable development: Vietnam is making great strides in renewable energy development. With around 5000MW of solar power capacity newly put into operation over the past three years, Vietnam has become one of the most exciting and attractive renewable energy markets in Southeast Asia.

Vietnam ETE 2022



POWER GENERATION
EQUIPMENT & SYSTEM



ELECTRIC TRANSMISSION
EQUIPMENT & SYSTEM



SMART ELECTRICAL
TECHNOLOGY & EQUIPMENT



LIGHTING TECHNOLOGY
& EQUIPMENT



BUILDING AUTOMATION &
CONTROLS TECHNOLOGY



INDUSTRIAL AUTOMATION
& CONTROLS



CIVIL ELECTRICAL PRODUCTS
& EQUIPMENT

EXHIBIT PROFILE

Enertec Expo 2022



RENEWABLE ENERGY
& GREEN POWER



ENERGY AND POWER
SERVICES & SOLUTIONS

✔ PRACTICAL BENEFITS

- Increase brand awareness, directly approach target customers, boost sales.
- Meet with quality Buyers in Business Matching program.
- Expand the network of relationships with leading Electricity & Energy brands in Vietnam.
- Launch new products with state-of-the-art technologies.
- Continuously update information, trends and policies of the Government to support businesses effectively.

✔ EXHIBITION HIGHLIGHTS

- Gather over 200 leading brands in Electricity & Green Power.
- Demonstrate numerous breakthrough innovative technologies in the Electricity & Energy industries from developed countries in the world such as USA, Turkey, Japan, Korea, etc.
- The exhibition is organized with a combination of Physical booths, Remote booths and 2D/3D online booths.
- Interesting and useful concurrent activities: Business Matching, Technical seminars, Workshops at the exhibition.



EXPECTATIONS FOR ACHIEVING BREAKTHROUGHS



8,000+ SQM EXHIBITION SPACE



09 GROUP PAVILIONS



200+ LEADING BRANDS



300+ BOOTHS



12.000+ TRADE VISITORS



The Organizing Board of Vietnam ETE & Enertec Expo 2022 has developed a specific and comprehensive plan for COVID-19 pandemic prevention, in order to ensure pandemic safety and the successful organization of the exhibition in July 2022.

Integrated and massive promotion campaign

85 press and television agencies, media sponsors report on the exhibition.

6 press releases sent to all press agencies and the media.

250 articles, reports on newspapers, the mass media and specialized websites.

30,000 invitations sent directly to potential customers, enterprises and business partners.

60,000 SMSs sent to visitors.

250,000 marketing emails sent to enterprises, business partners and visitors.



800 bandrolls on main streets of Ho Chi Minh City and major areas.

100 LCD promotions in buildings and shopping malls.

Continuous advertising on social networks **from Nov. 2021 until the end of July 2022**

News is regularly updated on the website and official FB fanpage of the exhibition

www.vietnam-ete.com

www.facebook.com/vietnamete

Exhibitor Reviews

92%

Appreciate the organization of the exhibition

95%

Highly appreciate the efficiency of the exhibition

90%

Satisfied with the quality of visitors

89%

Will participate in the next exhibition



Please scan QR code for further information about Exhibit Profile



TARGET VISITORS



By Business (%)		By Position (%)		Visit Purpose (%)	
22.5	Original equipment manufacturers (OEMs) / Importers & Exporters / Distributors / Agents / Electrical Equipment Shops.	27	CEO/ Managing Director/ General Director/ Member of the Board of Directors	23	Order products
12.4	Manufacturers & Distributors of Equipment / Accessories (Solar, Wind, Hydro & Other Energy).	22.4	Department Manager/Branch Manager/Factory Manager	20.8	Find out new products, technologies and services
10	General Contractors / M&E Contractors & Solar Energy Contractors.	17.5	Owner/ Co-owner	15.6	Meet current business partners
8.5	Investors / Management Board / Renewable Energy Project Development Board.	15.2	Head of Department / Manager	18.7	Broaden relationships, cooperation
9.6	Construction & construction material companies; Interior design.	8.4	Engineer/Technician	10.1	Evaluate exhibition for future participation
10.5	Hydroelectric power plants & Thermal power plants; Transformer stations.	6.5	Lecturer/Consultant/Expert	5.8	Research, find out technical information
9.2	Electric Power Transmission Network Management; Power development planning.	3	Others (Specialist, assistant, intern, etc.)	6	Others
8.7	Factories, Firms, consumption factories.	82% of expected visitors are decision makers or have influence on decision making			
2.4	Real estate project developers.	VISITOR REVIEWS		93%	Visitors will recommend the program to friends/colleagues
6.2	Others (Importers and Exporters, Associations, Banks, Logistics, etc.)			86%	Visitors will consider attending the next exhibition
		92%	Visitors are satisfied with the quality of the program		

EXHIBITOR'S BENEFITS

- Logo is updated on the official website of the exhibition;
- Post articles introducing company and products on Website, official fanpage and several associated press channels;
- Name and logo are listed in official media publications of the exhibition (optional benefit);
- Get 1 free advertising page listing company and product information in the Official Catalog of the Exhibition;
- When registering for a physical booth, exhibitor will get 01 free 2D online booth (continuously active for 1 year). Enterprises can update by themselves the following: information/images introducing the company, photos of products/services on the page displaying the

list of products, Live stream, Live chat and Business matching;

- Participate in exhibition activities free of charge: Conferences, Business Matching, Reality Program for Market Survey;
- Prioritized meetings with investors, FDI enterprises, VIP Buyers;
- Receive invitations to attend the Opening Ceremony and visit the Exhibition.



*Besides the above-mentioned free services, exhibitors should contact the Organizing Board for support in other services (contractor for booth construction, transportation services, private seminars, etc.)

Participated leading brands



CONTACT US NOW FOR BOOTH REGISTRATION

C.I.S VIETNAM ADVERTISING & EXHIBITION JOINT STOCK COMPANY

Address: 112 - A3 Dam Trau, Hai Ba Trung District, Hanoi, Vietnam

Tel: (84-24) 39844104 / 05 * Fax: (84-24) 39844108 * Hotline: (84) 94 7651990 (Ms. Huong)

Email: huong@cisvn.com * Website: www.cisvietnam.com.vn

Representative Office in Ho Chi Minh City:

Address: No. 10.02 Lot A, SATRA Building, 163 Phan Dang Luu, Phu Nhuan Dist., HCM City, Vietnam

Tel: (84-28) 39958116 * Fax: (84-28) 39958118

HO CHI MINH CITY CENTER OF SUPPORTING INDUSTRIES DEVELOPMENT

Address: 163 Hai Ba Trung, Ward 6, District 3, Ho Chi Minh City, Vietnam

Tel: (84-28) 73050008 * Fax: (84-28) 38234380

Hotline: (84) 979 933 139 (Mr. Truong) * Email: dmtruong.sct@tphcm.gov.vn

Website: www.congthuonghcm.vn / www.congthuong.hochiminhcity.gov.vn

