



THE 16TH INT'L EXHIBITION ON ELECTRICAL
TECHNOLOGY & EQUIPMENT - **VIETNAM ETE 2023**
THE 13TH INTERNATIONAL EXHIBITION ON
PRODUCTS, TECHNOLOGIES OF ENERGY SAVING
& GREEN POWER - **ENERTEC EXPO 2023**

July 19th - 21st, 2023

Saigon Exhibition and Convention Center (SECC)
799 Nguyen Van Linh, District 7, Ho Chi Minh City

Build **STRENGTHS**
Bring **SUCCESS**



www.vietnam-ete.com | www.enertec.vn



C.I.S vietnam



Main Sponsor:



Media
Partners:



Supporting Organizations:
Ministry of Industry and Trade, Ho Chi Minh City 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)

"International Exhibition on Electrical Technology and Equipment - VIETNAM ETE and Products of Energy Saving and Green Power - ENERTEC EXPO is one of annual activities in the city's trade promotion program, producing positive effects, attracting the attention of numerous companies, contributing to ensuring social security and maintaining the city's economic growth. The exhibition is also one of the effective and cost-efficient marketing methods to help businesses promote their brands, thereby helping consumers access the latest energy-saving products and technologies in terms of economical and efficient use of energy in order to meet the demand of energy saving in manufacturing, business and consumption..."

Speech by Mr. Vo Van Hoan, City Party Committee member, Vice Chairman of Ho Chi Minh City People's Committee.

"Ministry of Industry and Trade believes that International Exhibition on Electrical Technology and Equipment - VIETNAM ETE and Products of Energy Saving and Green Power - ENERTEC EXPO are pivotal trade promotion activities, creating great opportunities for domestic and foreign investors, manufacturers and traders to introduce electrical equipment, energy-saving products, etc. Not only is the exhibition a trade bridge helping to establish and maintain sustainable cooperative relationships between domestic and international enterprises, but it is also an important technology exchange forum, providing opportunities to share and exchange state-of-the-art technologies with international partners in the field of energy..."

Speech by Ms. Bui Thi Thanh An - Deputy Director General of Vietnam Trade Promotion Agency (Ministry of Industry and Trade).

"Today's event is not just a simple exhibition, but brings together all fields of power generation, electric transmission & distribution, digital and renewable sectors... We would like to introduce Korea's energy & electricity industries, thereby creating many opportunities for technical exchanges with Vietnamese enterprises in the industry."

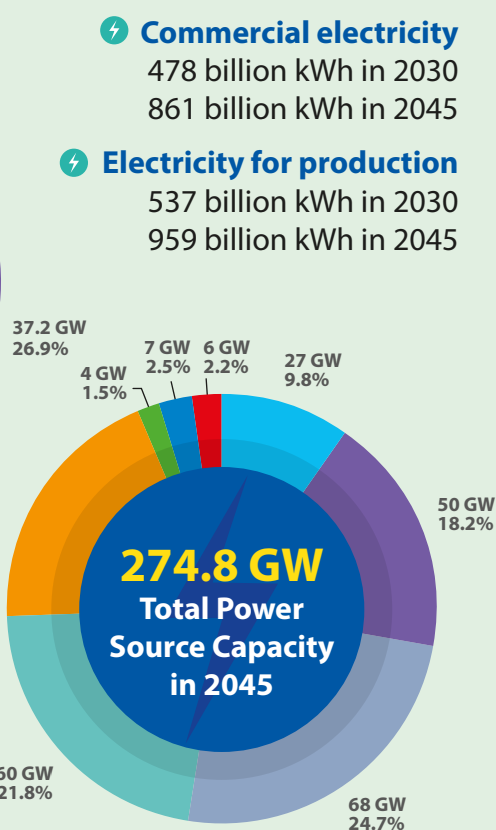
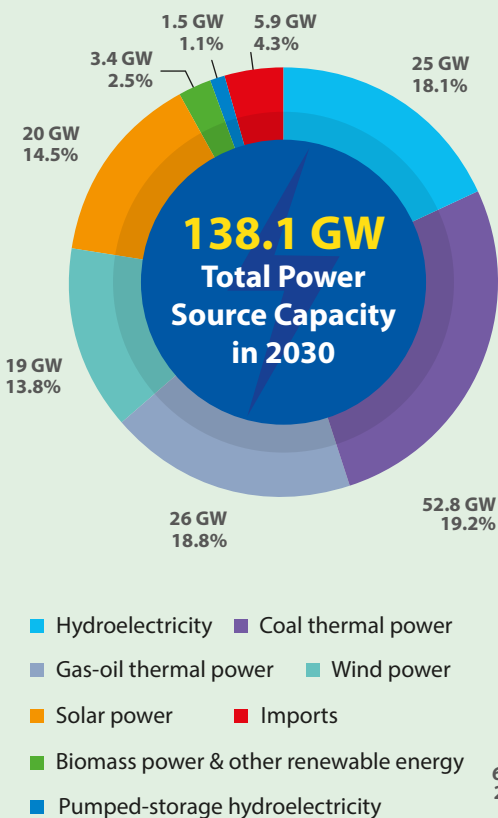
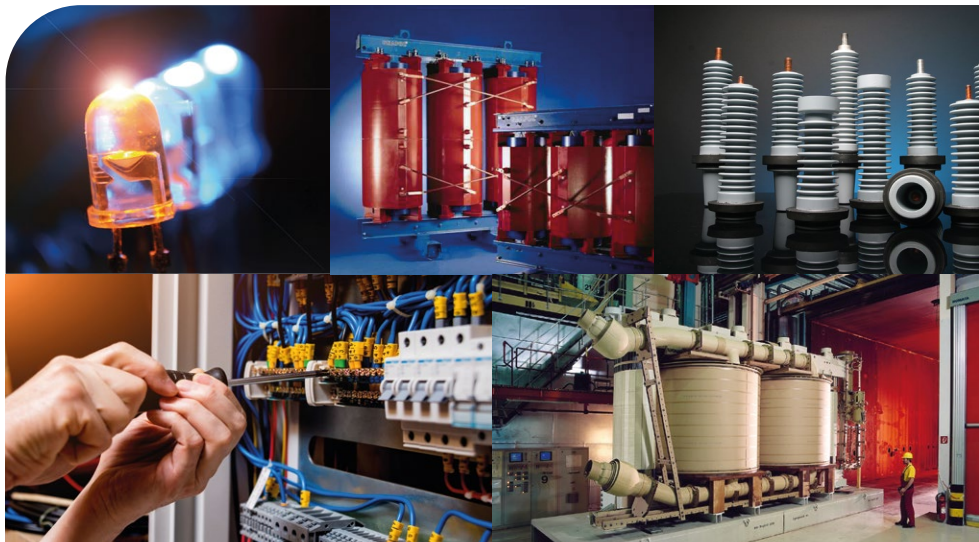
Speech by Mr. KOO Ja-Kyun - Chairman & CEO of LS Electric Co., Ltd., Chairman of Korea Electrical Manufacturers Association (KOEMA).

THE FIRST CHOICE FOR COMPANIES TO DEVELOP AND EXPAND MARKETS OF ELECTRICAL EQUIPMENT, ENERGY AND GREEN POWER IN VIETNAM AND OVERSEAS

Vietnam ETE & Enertec Expo, through 15 times of successful organization, have affirmed its position as the largest exhibition in the Electrical Equipment and Energy industries in Vietnam.

Vietnam ETE & Enertec Expo is an annual international event that attracts numerous domestic and foreign brands, directly connects companies with each other, businesses with potential customers, creates a trade bridge contributing to building the supply chain of products - technologies, promoting the increased development of Vietnamese Electricity - Energy industries.

Vietnam ETE & Enertec Expo 2023 will be organized at SECC, the largest and best Exhibition Center in Ho Chi Minh City.



Forecast of electricity demand in the periods 2021 - 2030 & 2031 - 2045

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.



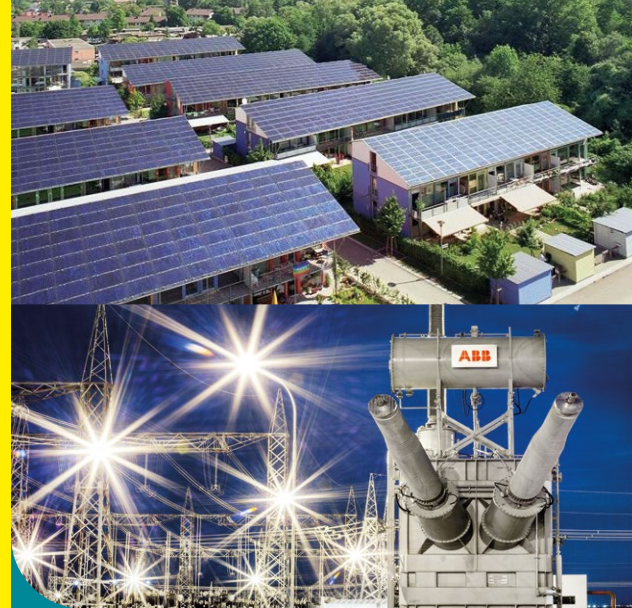
PRACTICAL BENEFITS

- Increase brand awareness, directly approach target customers, boost sales.
- Meet qualified Buyers through Business Matching program.
- Expand networking with leading Electricity and Energy brands in Vietnam and all over the world.
- Launch new products, access the market in the fastest and most effective way right at the exhibition.
- Get regular updates on information, trends and the Government's policies to support businesses.



EXHIBITION HIGHLIGHTS

- A gathering place for leading brands in Electricity and Green Power with state-of-the-art technological solutions.
- With the participation of over 200 leading brands in Electricity & Green Power.
- Demonstrations of many breakthrough and innovative technologies in the Electricity & Energy industry from developed countries in the world such as the USA, Germany, Japan, Korea, China, Turkey, etc.
- The exhibition is a combination of Physical Booths, Remote Booths and Online Booths.
- Attractive and useful concurrent activities: Business Matching, policy talk shows, conferences and technical demonstrations at the exhibition.



Expectations for Achieving Breakthroughs



8,000+ SQM EXHIBITION SPACE



200+ LEADING BRANDS



9 GROUP PAVILIONS



300+ BOOTHS



13,000+ TRADE VISITORS

EXHIBIT PROFILE VIETNAM ETE & ENERTEC EXPO 2023



Please scan QR code for further information about Exhibit Profile



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



Renewable Energy
& Green Power



Energy and Power
Services & Solutions

Integrated and massive promotional campaign

- **90** press and television agencies, media sponsors report on the exhibition.
- **05** press releases sent to all press agencies and the media.
- **275** promotional articles on newspapers, the mass media and specialized websites.
- **06** pieces of reportage about the exhibition on the mass media and specialized TV channels.
- **30,000** invitations sent directly to potential customers, enterprises and business partners.
- **50,000** SMSs sent to visitors.
- **250,000** marketing emails sent to enterprises, business partners and visitors.
- **500,000** interactions on facebook and website.
- **600** bandrolls in major streets of Ho Chi Minh City and key areas.
- **100** LCD promotions in buildings and shopping malls.
- Continuous advertising on social networks **from January 2023 until the end of July 2023**

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



vietnam-ete.com.vn
www.facebook.com/vietnamete

Exhibitor Reviews

96%

Appreciate
the organization
of the exhibition

97%

Appreciate
the content of
the exhibition

93%

Satisfied with
the quality of
visitors

95%

Highly appreciate
the efficiency
of the exhibition

90%

Exhibitors will participate
in the next exhibition

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



TARGET VISITORS



BY BUSINESS

22.5%	Original equipment manufacturers (OEMs) / Importers and Exporters / Distributors / Agents / Electrical Equipment Shops	8.6%	Construction & construction material companies; Interior design
12.4%	Manufacturers & Distributors of Equipment / Accessories (Solar, Wind, Hydro & Other Energy)	9.5%	Hydroelectric power plants & Thermal power plants; Transformer stations
10%	General Contractors / M&E Contractors & Solar Energy Contractors	9.2%	Electric Power Transmission Network Management; Power development planning
10.5%	Investors / Management Board / Renewable Energy Project Development Board	8.7%	Factories, Firms, Consumption factories
		2.4%	Real estate project developers
		6.2%	Others (Importers and Exporters, Associations, Banks, Logistics, etc.)



BY POSITION

25%	CEO / Managing Director / General Director / Board member
24.4%	Department Manager / Branch Manager / Factory Manager
18.5%	Owner / Co-owner
14.2%	Head of Department / Manager
8.4%	Engineer / Technician
6.5%	Lecturer / Consultant / Expert
3%	Others (Specialist, assistant, intern, etc.)



BY VISIT PURPOSE

21%	Order products
18.8%	Find out new products, technologies and services
15.6%	Meet current business partners
23.7%	Broaden networking, cooperation
8.1%	Evaluate the exhibition for future participation
6.8%	Research, find out technical information
6%	Others

86%

Visitors are decision-makers or have influence on decision-making

VISITOR REVIEWS



82%
Consider attending the next exhibition



90%
Satisfied with the quality of the exhibition

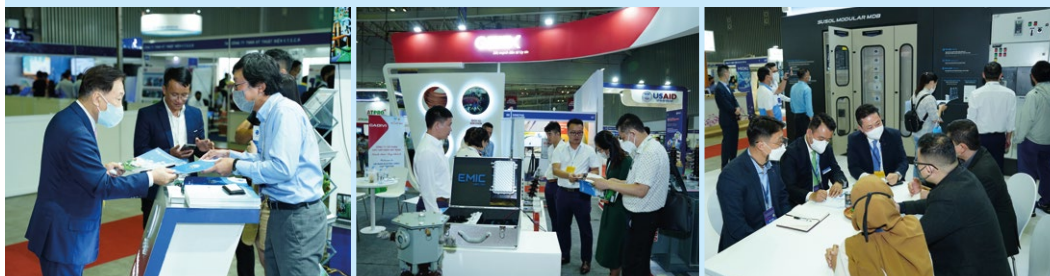


90%
Recommend the exhibition to friends/colleagues

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, etc.
- Prioritized meetings with investors, FDI enterprises, VIP Buyers;
- Receive Opening Ceremony invitations and visit invitations.

**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.)*



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

Participated leading brands



CONTACT US NOW FOR BOOTH REGISTRATION

