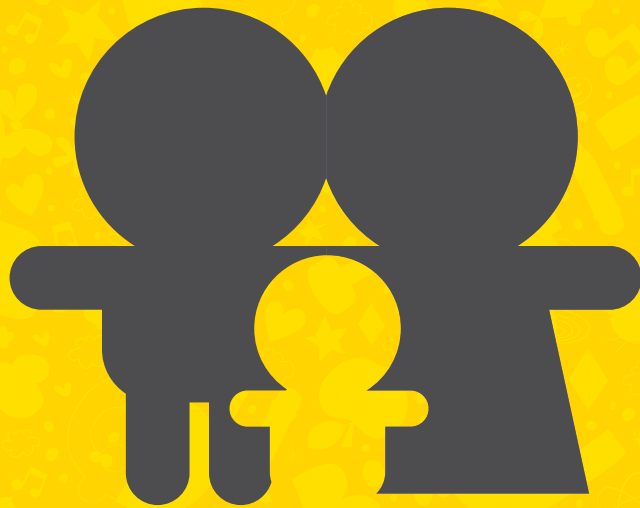


1st

www.vietbabyfair.com



Vietnam Int'l Baby & Kids Fair 2014

OCT. 30 THU → **NOV. 1** SAT, 2014
SECC, HCMC, Vietnam

• Organizers : **coex** |  **SEGE Fairs**

• Local Partner :  **vinscad**[®]

Introduction



■ Coex

As Korea's biggest trade show organizer, Coex organizes 20 international trade shows yearly, including 6 UFI-approved international shows. Coex-organized exhibitions are your gateway to successful business in Asia.

Coex is also Korea's top business events destination. The Coex Convention and Exhibition Center itself is a four-floor meetings venue with over 450,000m² of total floor space.

■ SEGE Fairs Co.,Ltd.

SEGE Fairs Co.,Ltd. is an exhibition organizer, leading Korea's Education Fair for children market.

With vast experience in a wide variety of Education Fair for children, SEGE Fairs Co.,Ltd. Is the best partner for your business success.



Vietnam, a country with a young population, which children aged 0 to 14 constitute more than 25 % of the nation's population, is a fertile land for industries for babies and children. Market volume is a value of \$5.2 billion(2013) in which products and services accounted for \$3.1 billion. Market has grown 30 to 50% per year especially entertainment services for children, with the impressive growth of 200% per year. And the market is predicted to grow strongly in the coming years, if 1 million children or more are born annually. Moreover, living standard as well as people's income is going to be increased.

Discover the latest market trends and uncover sources of future market growth for the Baby industry in Vietnam. Furthermore you can get hidden opportunities and understand the market demands for a better business. If you're in the Baby industry in Vietnam, this exhibition will save your time and money while empowering you to make informed and profitable decisions.

Why Baby & Kids Fair?



■ Valuable

Baby & Kids Fair 2014 is **the only** and the first baby & kids fair in Vietnam!

Also SEGE Fairs Co.,Ltd. is **the first** exhibition company who organized "Korea's Education Fair for children"

■ Reliable

The concurrent event, **VIETRF 2014**(Vietnam International Retail + Franchise Show 2014)will now return with even more to offer in its 6th edition in 2014.

The show will gather a number of world-class competitions, along with networking events. Through Coex's one-on-one biz-matching program will arrange meetings with specific buyers and suppliers you wish to meet. Baby & Kids Fair 2014 is filled with opportunities to meet valuable buyers who have decision making authority.

■ Informative

Presenting seminars on Success business cases of entering the Vietnamese market. Providing practical and professional seminars.

■ Promising

With an estimated 90.5 million inhabitants as of 2011, Vietnam is the world's 13th most populous country, and the eighth most populous Asian country. Vietnam is growing up with 20 million kids under 15 years old (25%) as of 2013. And population under the age of 15 is expected to increase almost 30% by 2020.

Show Overview



Name	Vietnam International Baby & Kids Fair 2014 , Abbreviated as Viet Baby Fair 2014 Concurrent Event : Vietnam International Retail + Franchise Show 2014		
Venue	Saigon Exhibition & Convention Center SECC, Ho Chi Minh, Vietnam	Dates	October 30 THU, 2014 ~ November 1 SAT, 2014
Website	www.vietbabyfair.com	Organizers	coex  SEGE Fairs
Local Partner		Subsidiary Programs	- Consulting programs for local expansion - Discussion with Vietnamese experts - 1:1 Biz-matching Program
Buyer Profile	<ul style="list-style-type: none"> - Department stores, shopping centers and large retail distributors - Multinational retail and franchise businesses - Purchasing agents of educational institutions - Preliminary founders, store owners, investors and occupants - Franchisees in Vietnam and neighboring countries 		



Exhibit Profiles



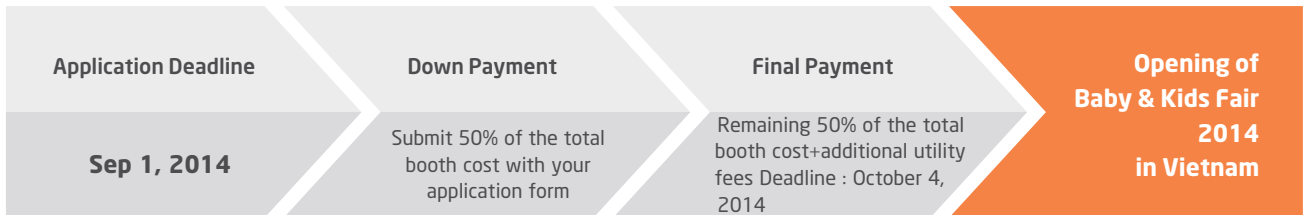
 <p>Baby Products</p> <ul style="list-style-type: none"> - Pregnancy Related Products - Antenatal related Goods - Baby care supplies - Safety Supplies - Franchise Service 	 <p>Kids Products</p> <ul style="list-style-type: none"> - Food - Furniture - Toys - Appliances - Safety Supplies 	 <p>Edu Products</p> <ul style="list-style-type: none"> - Learning Program - Publication - Teaching tools of Art, Music and Athletic - Educational institutions supplies
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Participation Guidelines



Participation procedure



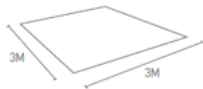
- ▶ Send a copy of your business registration certificate and related documents to Baby & Kids Fair 2014 office via fax or email.
- ▶ SEGE Fairs Contact T. 82-2-3453-8887 F. 82-2-3453-4555 E. halam.coex@gmail.com / Chobin.sege@gmail.com

Participation Fee

Category	Booth Type		
Application Deadline	Space Only	Shell Scheme	Premium Booth (More than 6 booths)
Sep 1, 2014	\$ 2,400	\$ 2,600	\$ 2,800

- ▶ Early bird applicants will receive a discounted participation fee, priority in booth allocation, and benefits from various media promotions, such as emails, newsletters, press releases, etc.

Booth Information



Space Only	Shell Scheme	Premium Booth
<ul style="list-style-type: none"> - Provides only exhibition space - Install a separate booth after receiving approval of the organizer - Utilities and additional services can be requested at an additional charge 	<ul style="list-style-type: none"> - Basic type of booth is provided - Booth Specification <ul style="list-style-type: none"> · Booth sign with the company name and booth number · Carpet flooring · 1 information desk and 2 chairs · 2 fluorescent lamp_40w · 1 outlet and 1 tissue box - Utilities and additional services can be requested if necessary 	<ul style="list-style-type: none"> - Ads on the official directory - Specially designed booth - Local TV interview - Marked as VIP Client on advertising

Payment Information

Submit application form and begin with payment procedure	Payment Procedures	Make Payment to
	<ul style="list-style-type: none"> - Down payment Due within 7days of submit participation contract form - Final Payment At least 30days before opening day of VIETRF 2014 - Utilities and Additional Services Due within 7days of application submission 	<ul style="list-style-type: none"> - Account Name : VINEXAD - Account No. : 0021000000172 - Bank Name : Vietcombank hanoi, Vietnam - Swift Code : BFTVVNVX

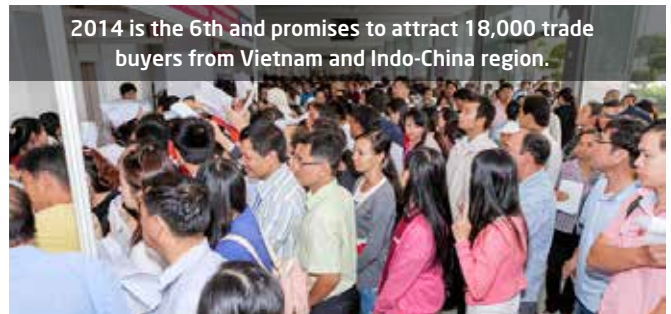
Results of the previous concurrent event

Vietnam International Retail + Franchise Show 2013 (VIETRF 2013)

Thursday, October 31, 2013 - Saturday, November 2, 2013 / SECC, Ho Chi Minh, Vietnam



146 companies, 240 booths from 9 countries



2014 is the 6th and promises to attract 18,000 trade buyers from Vietnam and Indo-China region.



1:1 Biz-matching Program: VIETRF brings business opportunities to Exhibitors.



VIETRF is the only trade show in Vietnam dedicated to Retail and Franchise businesses.



Biz-Matching Program Results

Meetings > 4,320

Contracts discussed > USD 90,000,000

Contracts expected to be signed within 1 year > USD 40,000,000






**Vietnam Int'l
Baby & Kids Fair
2014**

Discover your business opportunities in Vietnam!

Viet Baby Fair 2014 Secretariat

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