



SIAL

**INSPIRE
FOOD
BUSINESS**

FOOD BUSINESS FAST FORWARD

VIETNAM — November 11 - 14, 2026

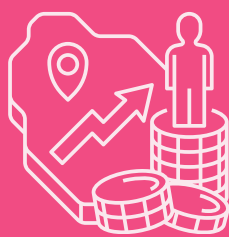
www.sial-vietnam.com



Pioneering Innovation For Vietnam's Vibrant F&B Industry

SIAL Vietnam is positioned to serve as the prominent food and beverage exhibition, providing a key platform to enter the vibrant Vietnamese market. SIAL's new launch opens opportunities for business and brand visibility in the food and beverage sector. The show will be co-located with the leading **Vietnam Food Expo**, and therefore providing a compact synergy between the two platforms.

Vietnam's Economic Strengths



8,02%

in 2025 Highest real GDP growth in Asia

Rising Market Power

\$514 Billion GDP & \$930 Billion Trade Volume

4th

Largest F&B Market in Southeast Asia in 2025

~\$270 billion

Surge in consumer spending power in 2025

Culinary Tourism Trends



Tourism Surge

Hosts 21.2 million international visitors, a 20.4% increase from 2024.

Global Reputation

4th most enticing food destination in the world (Condé Nast Traveler 2025 awards).

Economic Impact

The culinary sector is making a substantial impact, driving an 8.6% growth in the services industry.

Top Reasons to Exhibit



Clean and Safe Food Demand

Vietnamese consumers show a high demand for imported food products, particularly favoring "clean and safe" options that meet foreign food safety standards.

Strategic Access & Sourcing Hub

Overseas producers are in demand as a strategic gateway for ingredients and raw materials, while major retail chains are invited to access the modern retail market.

Sustainability - Eco Friendly Brands

Overseas brands using sustainable packaging or eco-friendly production gain a competitive edge by meeting new government standards first.

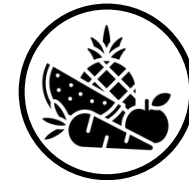
EXHIBITOR PROFILE



Fine Food



Food
Ingredients



Fruits &
Vegetables



Drinks



Seafood &
Fishery



Food
Technology

VISITOR PROFILE

Retail



Distributors
/Agents



Speciality
Food
Retailers



Dealers



Wines/Spirits/
Alcoholic
Drinks Retailers



Wholesalers



E-Retailers

Operator



Bars/
Nightspot
Operators



F&B Management
Services/
Consultancy



Fast Food/
Quick Service
Restaurant



Convenience/
Grocery Stores



Cafes



Restaurant
/Bistros



Hotels/
Resort



Venue
Operators

Manufacturers



Halal



Confectionery &
Sweets



Food & Drinks



Food
Technology

Importers & Exporters



Importers &
Exporters

Institutional Catering



Institutional
Catering

E-Commerce & Distribution



E-Commerce &
Distribution

Food & Beverage Logistics



Food & Beverage
Logistics

Supermarkets/Hypermarkets



Supermarkets/
Hypermarkets

SIAL Debuts in Vietnam alongside Foodexpo 2026

In 2026, SIAL as the world's leading food innovation network, debuts its first Vietnam edition. By co-locating with Vietnam Food Expo—the country's premier national food industry exhibition—this partnership creates an unprecedented, all-in-one ecosystem for the food and beverage sector.

The power of collaboration

The previous Vietnam Food Expo 2025 has welcomed:



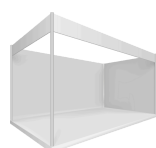
21,000
visitors

from 40 countries



400+
exhibitors

from 20 countries



502 booths

covered more than 10,000 square meters of exhibition space.

Vietnam Food Expo is a prestigious exhibition for the food industry in Vietnam. Officially hosted by VIETRADE, an official Vietnamese government agency under the Ministry of Industry and Trade, and serves as the primary gateway for global buyers to access Vietnamese agricultural products and for international brands to enter the Vietnamese market.

Key highlights include:

- Extensive business opportunities through cooperation with major trade organizations
- Customized business-matching services to support efficient and targeted meetings
- Vietnam's leading international food exhibition, featuring a comprehensive showcase of food products and food technology.

Saigon Exhibition and Convention Center (SECC) at a Glance

Saigon Exhibition and Convention Center (SECC) is located in the international Commercial Financial District, Phu My Hung urban area in Ho Chi Minh. The venue positioned strategically in the middle of business, private and public facilities. SECC was created to meet the growing demand of Meeting, Incentives, Conference and Exhibition (MICE) industry in Vietnam.

SECC serves as the most modern exhibition hall in Southern Vietnam and has become home to prominent trade shows and events in the country. The spacious exhibition venue spans over 18,000 sqm across Hall A and Hall B. Besides exhibitions, the venue also caters diverse capacities and various of events, including meetings, seminars and gala dinners.

www.secc.com.vn



WIDE-RANGING NETWORK SIAL - Inspire Food Business

For 60 years, the Salon International de l'Alimentation (SIAL) has been shaping the food industry by being at the forefront of innovation and responding to changing markets and consumption patterns.

As the world's leading food exhibition, SIAL brings together key industry players to promote sustainable solutions, encourage innovation and open up new business opportunities through its events. Present on the world's major markets through its network of exhibitions. Each edition of SIAL Network has been designed to respond to local specificities while maintaining the overall mission of promoting innovation in the agri-food sector.

Over the years, SIAL has evolved and internationalized to meet the needs of different markets. SIAL has launched shows in various strategic locations worldwide. This internationalization has been key to our growth and success.

SIAL
INSPIRE FOOD BUSINESS
VIETNAM

For More Information
About SIAL Vietnam, please contact us at:

<https://www.sial-vietnam.com/>

SIAL

SIAL India **Mumbai**
10 - 12 April 2026

Djazagro **Algiers**
12-15 April 2026

SIAL Canada **Montréal**
29 April - 01 May 2026

SIAL in China **Shanghai**
18 - 20 May 2026

Gourmet Selection **Paris**
07 - 08 June 2026

Cheese & Dairy Products Show **Paris**
07 - 09 June 2026

Food & Drinks Malaysia **Kuala Lumpur**
by SIAL **21 - 23 July 2026**

SIAL in China South **Guangzhou**
03 - 05 Sept 2026

SIAL Paris **Paris**
17 - 21 October 2026

SIAL Interfood **Jakarta**
04 - 06 Nov 2026

SIAL Vietnam **Ho Chi Minh**
11 - 14 Nov 2026

More information



COMEXPOSIUM

SIAL, a subsidiary of Comexposium

SIAL-NETWORK.COM