

# VIETNAM MATERIAL HANDLING FIESTA 2022

BINH DUONG | DA NANG | BAC NINH

Southern Chapter  
**Binh Duong,  
Vietnam**

08 - 10 June 2022

Middle Chapter  
**Da Nang,  
Vietnam**

15 -17 September 2022

Northern Chapter  
**Bac Ninh,  
Vietnam**

09 - 11 November 2022

## VMAT

[www.vmat.com.vn](http://www.vmat.com.vn)

[www.vietnamindustrialfiesta.com](http://www.vietnamindustrialfiesta.com)

[sale@vietnamindustrialfiesta.com](mailto:sale@vietnamindustrialfiesta.com)

+84 28 66 861 210 | +84 906 472 029

One - stop - arena for material  
handling and warehousing logis-  
tic manufacturing industry in  
Vietnam.

ORGANIZER



OMG EVENTS MANAGEMENT CO LTD

SUPPORTED BY:



BECONMEX



VJCC



A circular inset image showing a large warehouse interior with high ceilings, industrial shelving units filled with boxes, and workers in the foreground.

# INTRODUCTION

The premier trade exhibition for material handling, warehousing, storage & racking systems, transportation, supply chain solution and logistics automation.

VMAT will be holding alongside with VIAF 2022, focus on Material Handling, Warehousing, Storage & Racking Systems, Transportation and Logistics Automation Event. In this event, VMAT will be the platform for the latest industry innovations and for exchanging ideas and insights on material handling equipment, storage & racking, warehousing, transportation, Supply Chain Solution and Logistics Automation for the future.

The advantages of Vietnam's low labor costs and low rental costs are offset by product diversification, quality improvement, and the entry of large-scale high-tech companies.

There is an increasing demand for a logistics automation system that can reduce labor costs by efficiently utilizing limited space by introducing various automation facilities and correcting errors in the production process in real time. The introduction and use of automated processes and industrial robots that use of the right technology are changing the manufacturing, production and distribution environment.

The exhibiting showcase of VMAT related fields:

- Material Handling
- Warehousing
- Storage & racking systems
- Transportation
- Supply Chain Solutions
- Logistics Automation

## Northern Chapter

*09 - 11 November 2022*

 **Targeted Markers:** Bac Ninh, Ha Noi, Hai Duong, Hung Yen, Bac Giang, Hai Phong,...

# BAC NINH

## Middle Chapter

*15 - 17 September 2022*

 **Targeted Markers:** Da Nang, Quang Ngai, Quang Nam, Hue,...

# DA NANG

## Southern Chapter

*08 - 10 June 2022*

 **Targeted Markers:** Binh Duong, Ho Chi Minh, Dong Nai, Long An, Tay Ninh, Binh Phuoc, Ba Ria - Vung Tau,...

# BINH DUONG





# EVENT FACT SHEET

**SHOW NAME:** VMAT - Vietnam Material Handling Fiesta 2022

**TIME:**

- **Exhibition:** 9:00 am - 5:00 pm (first two day)  
9:00 am - 4:00 pm (the last day)

- **Seminar:** 9:00 am - 3:30 pm

- **Frequency:** Biennial

**VENUE:** WTC Binh Duong New City, Binh Duong, Vietnam  
Da Nang Exhibition & Conference Center, Da Nang, Vietnam  
Kinh Bac Cultural Center, Bac Ninh, Vietnam

**ASMISSION:** Trade visitors only  
(visitors under 18 years old are not admitted)

**PROJECTED FOR EACH EXHIBITION:**

- **Exhibitor:** 200 exhibiting companies  
15.000 trade & professional visitors  
10.000 m2

**01** **BINH DUONG**  
08 - 10 / 06 / 2022

**02** **DA NANG**  
15 - 17 / 09 / 2022

**03** **BAC NINH**  
09 - 11 / 11 / 2022



# JOB SCOPE

- Distributors, Representative agents & Traders
- Energy, Power & Utilities
- Factory Operations Manager
- Import & Export Department
- Infrastructure Industry Management
- Innovation Division Manager
- Innovations & design Manager
- Logistics Industry Management
- Logistics, Facilitation and Warehousing Manager
- Maintenance/Service Manager
- Manufacturing Industry Management
- Metalworking/Steel Mill
- Parts & Components, Service and Maintenance Manager
- Ports Authority
- Processes improvement Division
- Production & Operations Engineer
- Production Engineer
- Production Manager, Technical - Manager
- Purchaser & Procurement Manager
- R&D, QC, QA Manager
- Service and Maintenance Manager
- Solutions sourcing Manager
- Subcontractors & Contract - Manufacturing
- Testing and standards Division



By exhibiting at VMAT, you can:



- Increase awareness and visibility of your brand



- Specify, evaluate and assess products in real-time



- Drive business, exchange ideas and reconnect with the industry



- Target a highly sought-after audience of buyers and decision-makers





# EXHIBITOR PROFILE



- Aerial Work Platforms •
- Agents, Distributors & Trading •
- Auto ID/RFID Automated Guided Vehicles •  
(AGV)
- Castors & Wheels •
- Complete Installations, Systems & •  
Accessories
- Complete Logistics Service Packages •
- Computer & Control Systems •
- Controls & Sensors •
- Consultancy, Planning & Financing •
- Cranes & Accessories e-logistics •
- ERP Management Systems •
- Factory Equipment •
- Forklift Trucks & Accessories •
- Government Agencies •
- Handling Systems & Overhead Conveyors •
- Identification technology •
- Industrial Doors & Gates •

- Intra-logistics systems & Software •
- Labelling Equipment & Systems •
- Lifting Equipment & Platform Lifts •
- Load cells & Measurement •
- Loading Equipment •
- Logistics Services •
- Packaging & Order-picking Systems •
- Packaging & Palletizing Solutions •
- Pallet Trucks •
- Pallets & Containers •
- Port Handling/Systems Process •  
Equipment
- Robots & Handling •
- Robot Palletizing Systems •
- Scales & Dispensing Equipment •
- Shelving Systems Trade Associations •
- Transport Services •
- Warehousing Systems •



- Industrial Production: Accounts for 10% of Vietnam's export value, 13% national industrial production.



- #2 FDI Attraction: 32,9 billions USD Binh Duong ranks #2 in FDI attraction, 34.92 billion USD in.



- Export: 28,8 billions USD Binh Duong exports 28.8 billion USD in 2019, 10% national's export value.



- Opening investment policy. The province has issued many important policies, brought solutions to improve the investment environment, increase competitiveness to attract FDI, develop economic.



- The heart of industrial zone: 48 industrial zones and clusters.



- Diversified investors from 65 countries and territories.

VMAT 2022

## WHY BINH DUONG

With a strong GDP growth rate and located in the center of the southern key economic region and next to Ho Chi Minh City, Binh Duong has become the industrial center of the country with outstanding infrastructure.

Staged in Binh Duong, the exhibition is a good platform to find and secure opportunities in Binh Duong. It attracts key players from manufacturing, supporting industry and general industry.

- 28 Operating industrial zones.
- 7 under developing zones (21 completed).
- 14.5% (Gross Regional Domestic Product: GRDP) / Population 2.5 million.
- Ho Chi Minh airport and export port: within 10~15km.



## WHY DA NANG



- Favorable geographical location.



- Many industrial parks, industrial clusters.



- Policy supports from the government.



- The center key economic of the central region.



- Infrastructure development.

- 6 industrial zones & 1 high-tech zones.
- 4.99% (Gross Regional Domestic Product: GRDP) / Population 1.134 million.
- Da Nang International Airport is one of the three largest international airports in Vietnam.
- Da Nang port is a national general seaport, a regional hub of Vietnam.







## WHY BAC NINH

Favorable geographical location: Has potential and advantages of geographic location for development. Bac Ninh strategically located in a crucial economic area in the North and a key point of economic triangle of Ha Noi – Hai Phong – Bac Ninh.

- 18 concentrated industrial zones
- 10 industrial zones come into operation
- 7.45% (Gross Regional Domestic Product: GRDP)
- / Population 1.4 million.
- Noi Bai Airport (Ha Noi): ~40km
- Bac Ninh has 6 domestic ports



• Is one of the province's most dynamic economies and is becoming an increasingly large importer of capital good necessary to meet its large infrastructure needs as well as consumer goods to satisfy its rapidly expanding consumer market.



• Attracted well known investors and multinational economic groups and the best platform to showcase your product and services to meet the north of Vietnam manufacturers needs.



• Gradually modernizes and industrializes the economy.



• Has very high Foreign Direct Investment (FDI) attraction and carrying out investment attraction effectively.



• Has 16 concentrated industrial parks approved by the Government, more than 16 countries and territories have so far invested in Bac Ninh and many projects are calling for investment.

# MARKETING CAMPAIGNS



**TELE-  
MARKETING**



**SMS  
BRAND**



**EMAIL  
MARKETING**



**SOCIAL  
MEDIA**



**MEDIA  
PARTNERS**



**ONLINE  
ADVERTISING**



**DIRECTLY  
FACTORY VISIT**



**POST  
OFFICE**



**MARKETING  
MATERIALS**



**OUTDOOR  
ADVERTISING**



**SHUTTER  
BUS**

## CUSTOMIZED SERVICE

Customized services are provided to achieve the business goals of the exhibition.



**BUSINESS  
MATCHING**



**CLIENT  
CREATION**



**FACTORY  
TOUR**



**SEMINAR**



**CLIENT  
VISIT**



**INDUSTRIAL  
CONSULTING**



**BUYER  
ZONE**



**ROBOT  
PERFORMANCE**



**LIVE  
DEMO**



## FACT BINH DUONG 2019



EXHIBITORS: 235



SPACE: 7000m²



VISITORS: 8579

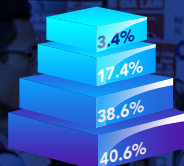
### • Onsite Visitors Survey Result

VISITORS SATISFIED 88%

RETURN TO VIMF 2022 92%

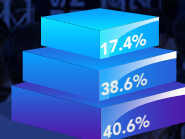
PURCHASE INTENTION 84%

### • Visitors By Position



Others  
Project Operator  
Engineer, Technician  
Director, Manager

### • Visitors By Province



Binh Duong  
HCM City  
Others

## FACT BAC NINH 2019



EXHIBITORS: 200



SPACE: 6000m²



VISITORS: 8847

### • Onsite Visitors Survey Result

VISITORS SATISFIED 93%

RETURN TO VIMF 2022 87%

PURCHASE INTENTION 70%

### • Visitors By Position



Others  
Project Operator  
Engineer, Technician  
Director, Manager

### • Visitors By Province



Hai Phong  
Bac Giang  
Others  
Ha Noi  
Bac Ninh

## VMAT catering to major industries:

- Logistics & Supply Chain
- Retail
- Automotive
- Fast Moving Consumer Goods
- Oil & Gas
- Manufacturing

## Visitor Profile

- Agents, Distributors & Trading
- Building & Construction
- Engineering
- Factory Builders/ Contractors
- Freight & Cargo

## Government Agencies

- Industrial Stockiest
- Logistics
- Manufacturing
- Ports and Airports
- Road Transport
- Shipping
- Warehousing & Distribution



## BINH DUONG

Southern Chapter

- » WTC Binh Duong New City
- » No 8 Hung Vuong St, Hoa Phu Ward, Thu Dau Mot, Binh Duong, Vietnam.



## DA NANG

Middle Chapter

- » Danang Exhibition & Conference Center
- » No 9 CMT8 St, Khue Trung Ward, Cam Le Dist, Da Nang, Vietnam.



## BAC NINH

Northern Chapter

- » Kinh Bac Cultural Center
- » 2D, Kinh Duong Vuong St, Suoi Hoa Ward, Bac Ninh, Vietnam.



# OFFER PACKAGES

## Package A:

Space & Standard Shell Scheme Package includes:

- White Panel Partition, One Fascia Board with Company Name
- One Reception Table (1mL x 0.5mW x 0.75 mH), Two Sitting Chairs
- One Power Socket 5 Amp Single Phase, One LED Lights
- One Waste Basket, Needle Punch Carpet in Booth.

\*Note: Minimum 9m2

## Package B:

Space only

\*Note: Minimum 18m2

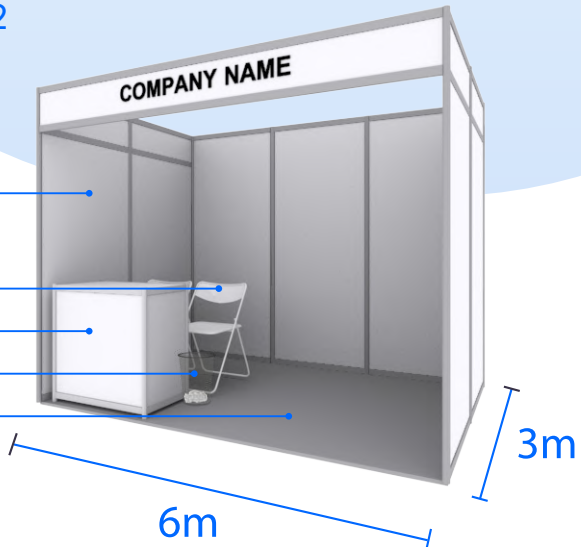
White Polykem Panel

Folding Chair

Info counter

Waste Basket

Carpet Flooring



# REGISTRATION

01

**SUBMIT APPLICATION:** 15 May 2022 (Binh Duong)  
20 Aug 2022 (Da Nang)  
15 Oct 2022 (Bac Ninh)

02

**1ST PAYMENT 50%:** Within 7 days from Step 1

03

**2ND PAYMENT 50%:** Before 2 months from the first day of exhibition

04

**BOOTH INSTALLATION:** 06 Jun 2022 (Binh Duong)  
13 Sep 2022 (Da Nang)  
07 Nov 2022 (Bac Ninh)

05

**EVENTS START:** 08 Jun 2022 (Binh Duong)  
15 Sep 2022 (Da Nang)  
09 Nov 2022 (Bac Ninh)





*Thank you and see you at VMAT 2022*



[www.vmat.com.vn](http://www.vmat.com.vn)



[www.vietnamindustrialfiesta.com](http://www.vietnamindustrialfiesta.com)



[sales@vietnamindustrialfiesta.com](mailto:sales@vietnamindustrialfiesta.com)



+84 2866861210 | +84 906 472029

ORGANIZER



OMG EVENTS MANAGEMENT CO LTD