

Coatings Expo

Vietnam 2014

International Exhibition and Conference for
Coating, Pigment and Ink Industry

14-16
May
2014

Saigon Exhibition & Convention Center (SECC),
799 Nguyen Van Linh Str., Phu My Hung Ward, District 7,
Ho Chi Minh City, Vietnam



Organizers:



Supporters:



INFINITE BUSINESS OPPORTUNITY IN EMERGING MARKETS

GROWING MARKET

Despite the global economic recession for few years, Vietnam's coatings industry in the world in general, and Vietnam in particular has recovery rapidly. Vietnam is a potential zone and has rapid growth for coatings sector. A number of the international companies, such as Akzo Nobel, PPG, Kansai, Nippon, Jotun, etc, have coating producing plants in the country.

MARKET OVERVIEW

Vietnam's coatings industry has categorized as decorative coatings, marine and protective coatings, wood coatings, powder and others (floor coatings, coil coatings, traffic coatings, car and motorbike coatings, plastics coatings, ect.)

According to Vietnam Paint and Printing Ink Association (VPIA) statistics, the total of Vietnam's coatings in 2012 is around 333 million liters, including 64% decorative coatings, 8% marine and protective coatings, 19% wood coatings, 3% powder coatings, and 6% others.

Due to the social-economic development strategies in being industrialization and modernization in 2020, Vietnam is absolutely a potential market for coatings sector and brings fascinating opportunities for investors.

IMPORT & EXPORT

Vietnam production is capable of meeting around 90% national consumption. It is shows that imported and exported coatings accounts for 8-10%, almost come from Korea, Taiwan, Indonesia, China and Thailand, especially high - performance coatings.

One thing more to be noticed is that the market for coating products exported from Vietnam is definitely growing because a number of multinational countries build their production facilities in Vietnam to capitalize on its low operating costs.

MARKET FORECAST

In the industrial coatings market, the Asia-Pacific market is predicted to continue to grow above the global average, several key industrial coatings segments are forecast to experience the greater rate of average consumption. The per capital consumption is around 3.7 liters per person per year, compared to North America countries are approximately 12 liters per person per year. Thus, Vietnam needs a huge coatings for development, manufacturing.

Vietnam is an important and growing part of the Asia-Pacific marketplace. Due to the market continuing growth, overseas investors have continued to demonstrate confidence in the Vietnam sector. More and more the leading coatings manufacturers and raw material suppliers are looking to expand in Vietnam.





Exhibitor Profile

- ∅ Raw Materials - Resins, Binders, Intermediates, Pigments, Extenders.
- ∅ Additives & Solvents.
- ∅ Coatings, Inks & Adhesives Products.
- ∅ Laboratory, Production and Packaging Equipment.
- ∅ Testing and Measuring Equipment.
- ∅ Environmental Protection and Safety.
- ∅ Surface Treatment Technology.
- ∅ Industry Services.



Concurrent Conference

- ∅ **ASEAN Coating Industry International Conference** offers leading figures within the coating sector presenting the latest challenges and opportunities. Moreover, the best of the strategies and the market happenings will be shared in this conference as well.
- ∅ **Workshop** will cover the very latest challenges and developments. The professionals will be doing presentations about new products, technologies, innovations and current regulations.
 - Green trend:
 - + Develop sustainably along with friendly environmental products
 - + Save energy
 - + Smart coatings
 - + Wood coatings, powder coatings
 - + Machine, corrosion protection technology
 - + Shipbuilding technology
 - + Wood handicrafts



VNCE Gives You the Opportunity to

- ∅ Face to face with the decision makers to facilitate your sales.
- ∅ Strengthen your relationships with your existing and potential clients.
- ∅ Launching your new products and services to the whole industry.
- ∅ Create an opportunity to have new agency contacts.
- ∅ Strengthen your corporate image and brand awareness.
- ∅ Keep abreast of the latest dynamics and innovations.
- ∅ Take the chance to meet your rivals to know the others' competitiveness.

Venue:

Saigon Exhibition and Convention Center (SECC), HCMC, Vietnam

Located in the heart of Phu My Hung New City, Saigon Exhibition & Convention Center (SECC) is the largest, the most modern Exhibition & Convention Center of the South of Vietnam, and only 15 minutes from the centre of Ho Chi Minh City, 30 minutes from Tan Son Nhat International Airport. SECC is an international standard facility capable of satisfying the requirements of national & international conventions, large scale public & trade exhibitions, corporate meetings and specialized events.



**Cost of
Participation**

Booth Fee



Option 1: Raw Space @ USD 350 USD per sqm (min. 18 sqm)

Option 2: Shell Scheme @ USD 375 USD per sqm (min. 9 sqm)

- Rear and dividing wall partition
- Fascia board with company name and booth number
- 2 * Fluorescent light
- 1 * Information counter
- 2 * Folding chair
- 1 * Waste paper basket
- 1 * Single phase power point
- Flooring carpet
- Daily cleaning



Contacts:

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