

# SHOW REPORT

2024

## VIETNAM INTERNATIONAL EDUCATION FAIR



Address: ICE, 91 Tran Hung Dao, Hoan Kiem District, Ha Noi City

Time: 26th September - 28th September



ORGANIZER



# Overview

## VIETEDU 2024

VIETEDU 2024, the first Vietnam International Education Fair, has concluded with resounding success. Held in Hanoi from September 26th to 28th at the Hanoi International Center for Exhibition (ICE), 91 Tran Hung Dao, Hoan Kiem District, Ha Noi City, Vietnam, the event attracted a massive turnout of over 19,659 visitors and buyers. This impressive figure underscores the growing interest and demand for educational products and services in Vietnam.

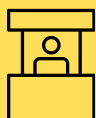
The fair showcased a diverse range of educational offerings from over 60 brands. With 50 booths in total, the exhibition provided a platform for businesses to connect with potential customers and explore new opportunities. The event catered to both B2B and B2C audiences, offering a mix of educational seminars, talk shows, interactive games, and stage events.

The exhibition is held concurrently with the Vietbaby Hanoi 2024 exhibition on the mother and baby industry.

### THE 1st VIETEDU FAIR IN HA NOI



**60**  
BRANDS



**50**  
BOOTHS



**685**  
MEETINGS



**19,659**  
VISITORS



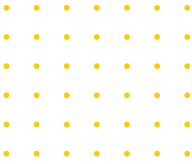
**05**  
COUNTRIES

South Korea, China, Singapore, Thailand and Vietnam

### EXHIBITORS



# BIZ-MATCHING



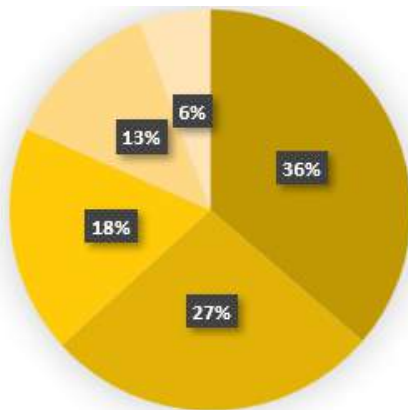
**1,426 BUYERS**

who visited and met their interested exhibitors for business purposes



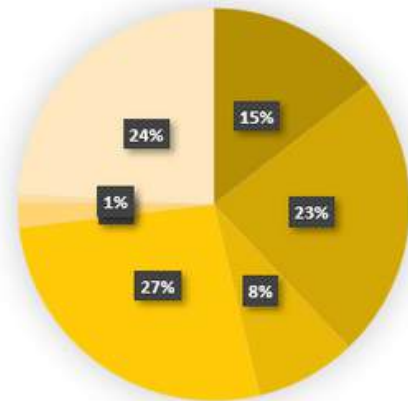
**685 MEETINGS**

including pre-registered meetings and direct meetings at the exhibition



- Looking for new partners
- Finding suppliers and new products to distribute
- Considering the exhibition as a potential exhibitor
- Meetings with existing vendors and business partners
- To start a new business

## Purpose of visit



- Manufacturing
- Retailer/Wholeseller/Distributor
- Importer
- Trading Service
- Finance/Insurance/Consulting
- Press/Government Officer/Public or International Organization
- Other

## Business Scope

The exhibition goes beyond showcasing products - it's your gateway to forging powerful business partnerships! We're thrilled to introduce the "Biz-Matching 1:1" program, designed to connect Vietnamese and international businesses, as well as brands with individual investors.



# EXHIBITOR ANALYSIS



**Mr. LAI VAN QUYET**  
**GIGO toys brand representative**

Our company has brought STEM products for preschools, primary, and secondary schools. Exhibitions like this, with the participation of both domestic and international educational companies, will bring wide range of products to Vietnam. School administrators, parents, and educators will have more options to choose from to support the development of students' learning, thinking, and abilities.

**MR. JOHN DAEWON KEE**  
**Director, I-Scream Media Company**

We are very interested in the Vietnamese education market and see that education in Vietnam is quite similar to Korea which has a strong interest in education, we believe that Vietnam has great potential for us and have met many potential partners in Vietnam

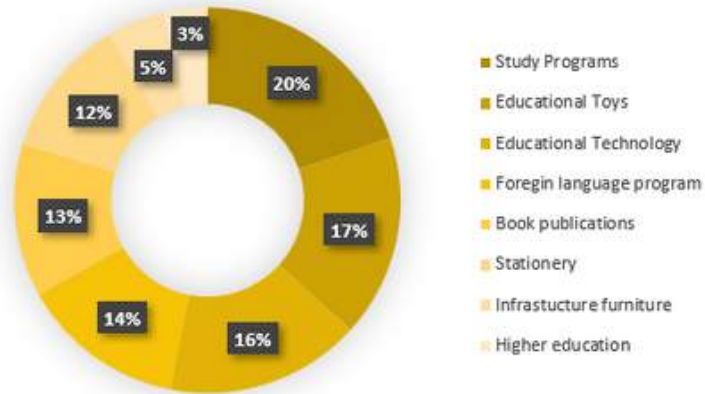


# VISITOR ANALYSIS

## 19,659 Visitors

During the 3 days of the exhibition, we welcomed people, including both buyers and individual visitors.

Vietedu Fair 2024 - this is the first year the exhibition is held in Vietnam. Coming to the exhibition, visitors not only experience the products and services in reality, but also have the opportunity to meet directly with brand representatives to receive information support, detailed advice and distribution policies and other incentives.



Interested Field









**Thank you.**

## More more information

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