

SHOW REPORT 2024

VIETNAM INTERNATIONAL EDUCATION FAIR



26th September – 28th September

I.C.E, 91 Tran Hung Dao, Hoan Kiem District, Hanoi

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 HANOI



Biz-matching

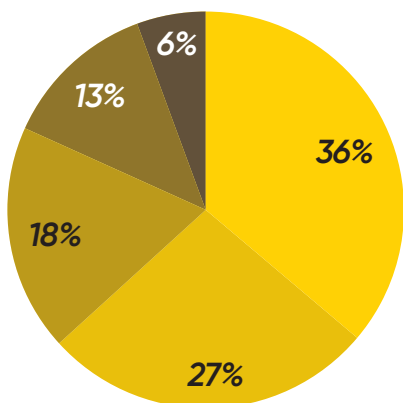


1,426 BUYERS

who visited and met their interested exhibitors for business purposes

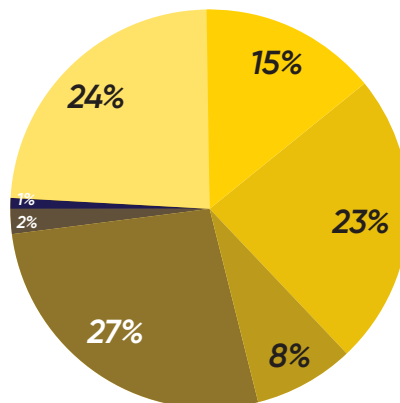
294 MEETINGS

including pre-registered meetings and direct meetings at the exhibition



PURPOSE OF VISIT

- 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



BUSINESS SCOPE

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

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.

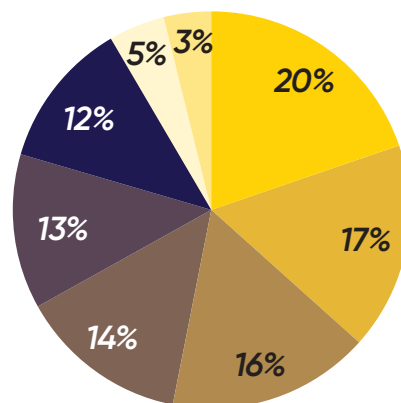


Visitor Analysis

 **19,659 VISITORS**

DURING THE THREE 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.



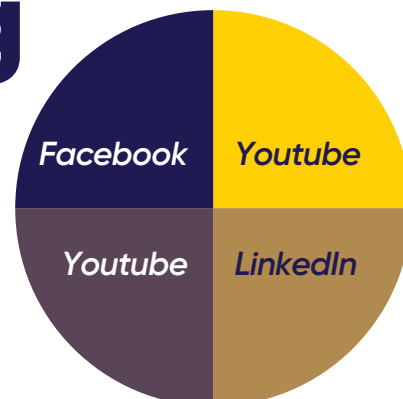
INTERESTED FIELD

- Study Programs
- Book publications
- Educational Toys
- Stationery
- Educational Technology
- Infrastructure furniture
- Foreign language program
- Higher education



Digital Marketing

The content and visuals were promoted across multiple channels, including Meta, LinkedIn, TikTok, Youtube, and Google Display Network. Among these channels, Meta was the key channel that attracted the most audiences and registrations.



PR Article

The campaign selects the magazines, focusing on content related to news, business, education. Below are the articles:



Báo Dân trí

<https://dantri.com.vn> · giáo-duc · Translate this page

Triển lãm quốc tế giáo dục VIETEDU 2024 đón hàng nghìn ...

6 days ago — Triển lãm năm nay giới thiệu đa dạng sản phẩm và dịch vụ trong các lĩnh vực như xuất bản sách, chương trình học, công nghệ giáo dục, đào tạo ...



CafeBiz

<https://cafebiz.vn> · Sống · Translate this page

7 sản phẩm giáo dục tiêu biểu của Giải thưởng Vietedu ...

Sep 10, 2024 — Các sản phẩm tiêu biểu được trưng bày tại khu vực này gồm có: MOMO HOME (Sản phẩm LalaLook!), DNSOFT (Sản phẩm Argong English planet), Victoria ...



Báo Mới

<https://baomoi.com> · hàng-loạt-sa... · Translate this page

Hàng loạt sản phẩm và công nghệ giáo dục được giới ...

6 days ago — Triển lãm Quốc tế Giáo Dục Việt Nam (VIETEDU 2024), thu hút hàng nghìn lượt khách tham quan mỗi ngày. ... Mọi thông tin về VIETEDU FAIR được cập ...



Báo điện tử Tiền Phong

<https://tienphong.vn> · sạp-dien-ra-t... · Translate this page

Sắp diễn ra triển lãm Quốc tế Giáo dục Việt Nam - Vietedu ...

Sep 9, 2024 — Từ ngày 26 đến 28 tháng 9 năm 2024, Triển lãm Quốc tế Giáo dục Việt Nam (VIETEDU 2024) sẽ diễn ra tại Trung tâm Triển lãm Quốc tế I.C.E Hà ...



Báo Tuổi Trẻ

<https://tuoitre.vn> · Cân biết · Translate this page

Triển lãm Vietbaby Hanoi 2024 đón gần 20.000 lượt khách ...

7 days ago — Vietbaby Fair là sự kiện thường niên lớn và uy tín trong ngành sản phẩm dành cho mẹ và bé tại Việt Nam. Đây không chỉ là cơ hội để khách ...



VTV.vn

<https://vtv.vn> · góc-doanh-nghiep · Translate this page

Hơn 50 doanh nghiệp tham gia triển lãm giáo dục ...

Sep 30, 2024 — ... VIETEDU 2024, đồng thời chứng minh uy tín của đơn vị tổ chức, đặc biệt đây cũng là đơn vị tổ chức của VIETBABY FAIR - sự kiện hàng đầu trong ...



Báo Giáo dục và Thời đại Online

<https://giaoducthoidai.vn> · hàng-l... · Translate this page

Hàng loạt sản phẩm và công nghệ giáo dục được giới ...

6 days ago — Triển lãm Quốc tế Giáo Dục Việt Nam (VIETEDU 2024), thu hút hàng nghìn lượt khách tham quan mỗi ngày. ... Mọi thông tin về VIETEDU FAIR được cập ...



phunuso.baophunuthudo.vn

<https://phunuso.baophunuthudo.vn> · ... · Translate this page

7 sản phẩm giáo dục tiêu biểu của Giải thưởng Vietedu ...

6 days ago — Triển lãm VIETEDU 2024 đã thu hút hàng nghìn lượt khách đến tham quan. Mọi thông tin về VIETEDU FAIR được cập nhật tại: Website: www...

TV News



VTV1 | VIETEDU 2024 | Triển lãm Quốc tế Giáo dục Việt Nam

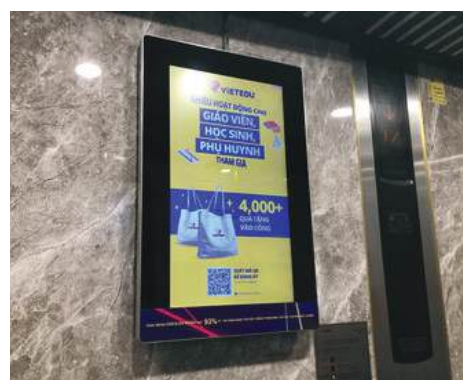


VTC10 | VIETEDU 2024 | Triển lãm Quốc tế Giáo dục Việt Nam

Digital Poster

Display digital poster in elevator of many building, apartment, shopping mall, supermarket in Hanoi.

1/ BUILDING, APARTMENT, SHOPPING MALL:



2/ SUPERMARKET:



Street Banner

Display banners on several main streets near primary and secondary schools.



School's Invitation

Send invitations via EMS to all primary and secondary schools in Hanoi.

The school representative can bring the invitation to VIETEDU FAIR 2024 for check-in.



Cover

Invitation 2-sides

Leaflet Marketing

Distribute leaflets to customers who are parents, students, teachers,.. in Hanoi.



16/09/2024 16:27:50

16/09/2024 16:03:51

Trần, Trần Hưng Đạo, Hoàn Kiếm, Hà Nội, Việt Nam

Potential Buyer's Invitation

Send invitations via EMS to customers who are the potential buyers in Hanoi.

Customers can bring the invitation to VIETEDU FAIR 2024 for quick check-in.



Cover

Invitation 2-sides

Game: VIETEDU Discovery



Workshop

A lot of talk shows, workshops were held at the main stage of the VIETEDU 2024 from September 26–28, 2024



Door Gifts

Every visitor has a chance to receive a door gift at the check-in counter.



VIETEDU Awards



THANK YOU.



FOR MORE INFORMATION

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- 🌐 www.vietedufair.com.vn