

VIETNAM INTERNATIONAL EDUCATION FAIR 2025

Saigon Exhibition and Convention Center (SECC),
799 Nguyen Van Linh, District 7, Ho Chi Minh City

June 05 - 08

V

ETEDU

ORGANIZER

coex

SEGE FAIRS
(주)세계전람회

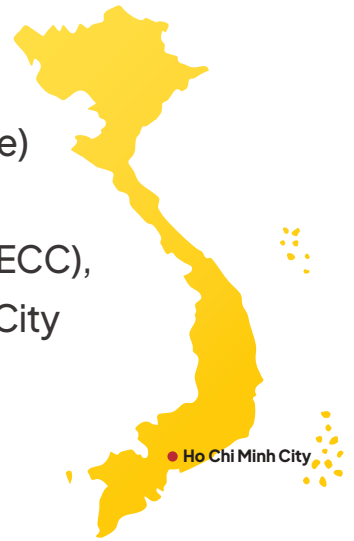


VIETEDU OVERVIEW 2025



EXHIBITION INFORMATION

| | |
|------------------------|--|
| Exhibition name | Vietnam International Education Fair (2 nd time) |
| Time | 05 – 08/06/2025 |
| Location | Saigon Exhibition and Convention Center (SECC), 799 Nguyen Van Linh, District 7, Ho Chi Minh City |
| Scale | 50 Booths |
| Visitors | (Estimated) 22,000+ people |
| Co-located | Vietbaby Fair 12 th in Ho Chi Minh City |



CUSTOMER PROFILE

| Participating businesses

- School systems, training centers
- Vietnamese manufacturers have goods that meet export standards
- Vietnamese enterprises develop domestic distribution channels
- Foreign enterprises expand business in Vietnam
- Supply chain service provider
- Start-up products and services in the education sector
- Supplier of machinery, equipment, and services for education
- Businesses operating in related fields

| Visitors

- Importer, wholesaler, distributor, international trade
- Purchasing expert for international retailers
- International trade missions
- Service and consulting company
- E-commerce system
- School and center system
- Government agencies, associations, press
- Consumers (Teachers, Parents, Students)

ABOUT VIETEDU FAIR

Vietnam International Education Fair (VIETEDU FAIR) is a prestigious event organized annually by Coex and Sege Fairs, licensed by the Department of Industry and Trade and the People's Committees of provinces and cities of Vietnam. Aiming to implement the United Nations' Sustainable Development Goal No. 4 (SDG4) "Quality Education", VIETEDU FAIR is committed to accompanying businesses, schools and educational organizations to ensure inclusive, equitable, quality education and lifelong learning opportunities for all, through trade activities, promoting international cooperation and sharing advanced educational solutions.

The exhibition has a diverse product portfolio, including:



Công nghệ giáo dục



Ấn phẩm sách



Chương trình dạy học



Đào tạo ngoại ngữ



Đồ chơi/Văn phòng phẩm



Nội thất hạ tầng



Cấp học cao

coex Coex is a leading exhibition organizer in Korea, receiving UFI certification from the Global Exhibition Industry Association, and owning the largest exhibition convention center in Korea with a floor area of up to 460,000m². Established in 1979, Coex has continuously developed and expanded its business. 2009 marked an important step forward for Coex when it organized its first exhibition in Vietnam, opening the way for Coex's strong presence in the international market.

SEGE FAIRS SEGE Fairs is a pioneer in Korea to bring specialized exhibitions on products and services for mothers and babies to become one of the most attractive exhibitions in the Korean market. SEGE Fairs is also a very successful enterprise developing educational exhibitions. With 20 years of experience in the field of exhibitions for education and children, SEGE Fairs is a trusted name for all businesses currently trading in educational and children's products.

WHY VIETNAM?



VIETNAMESE PARENTS' EDUCATIONAL CHOICES

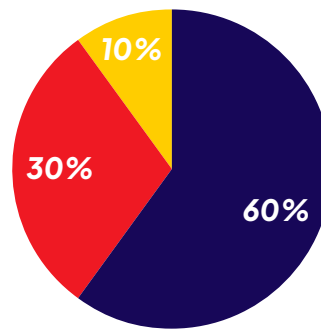
| Invest heavily in education

Vietnamese parents are prioritizing their children's education, with many spending up to 50% of their monthly budget. This is reflected in the growth of international schools, with over 120 schools from kindergarten to high school, mainly in Hanoi and Ho Chi Minh City.

| Spending Survey

Research from ExpatFinder also shows that Vietnamese parents are among the most willing to spend on their children's education in the region.

2025 Forecast: The proportion of parents choosing international and private schools is expected to rise 15%, while public school enrollment will slightly decrease.



Distribution of education choices among Vietnamese parents (2023)

- Public schools
- Private schools
- International schools



INTERNATIONAL PROGRAM INTEGRATION

| Bilingual program development

Private and international schools in Vietnam are adopting global programs like IB, Cambridge, and Edexcel, helping students transition to the international education system. From 2000 to 2023, the number of international schools grew from 10 to over 80, reflecting rising demand.

| International cooperation

Vietnamese universities are partnering with international organizations to integrate advanced technology and methods. STEM programs with the US and Singapore are improving training quality and aligning with global standards.



EDUCATIONAL PRODUCTS MARKET IN VIETNAM

| Education materials

By 2023, the total educational book market in Vietnam will reach 4.5 billion USD, of which e-books account for about 15%. With the development of technology and the demand for online learning, this rate is expected to increase rapidly in the coming years.

| Educational Technology

Vietnam is becoming a potential market for EdTech products, with a forecast value of \$6 billion by 2024. Online learning platforms, artificial intelligence (AI) applications, and personalized learning tools play an important role in driving growth.

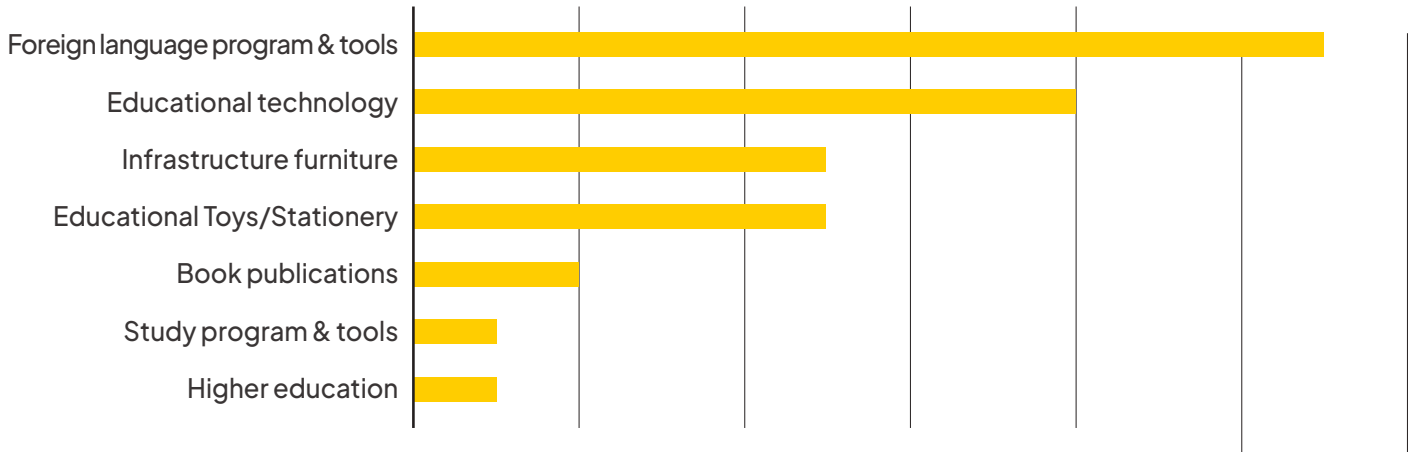
| Education

Interest in STEAM education is growing in Vietnam, with the market valued at around 300 million USD annually. It is expected to grow 10–15% in the next 5 years. These products are valued by both families and schools for fostering logical thinking, creativity, and problem-solving skills in children.

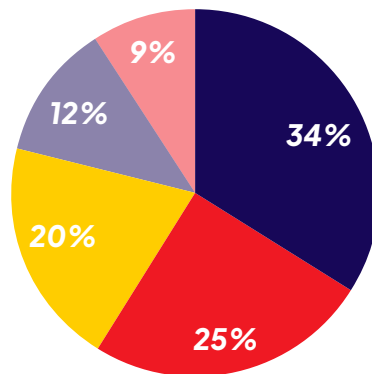
SHOW REPORT 2024

VIETEDU FAIR 2024 is the first year the exhibition has been held, with more than 50 domestic and foreign enterprises participating in displaying and introducing educational products to customers in Vietnam in general and Hanoi in particular.

PRODUCTS ON DISPLAY

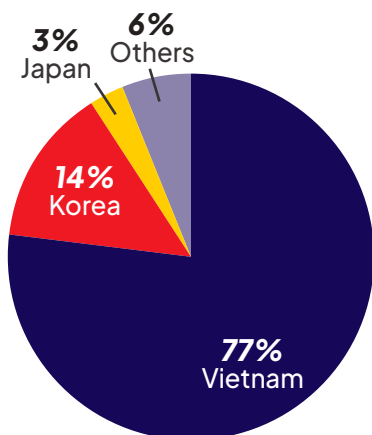


PURPOSE OF EXHIBITION PARTICIPATION

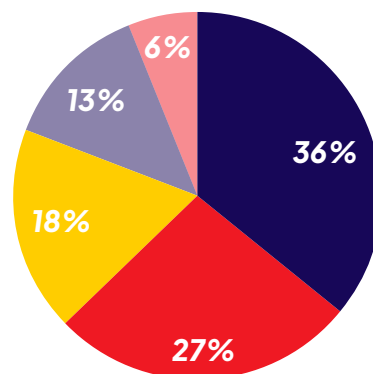


- Find new buyers and distributors
- Promote your brand and build your corporate image
- Enhance business relationships with customers and partners
- Launch new products
- Retail to consumers

COUNTRY VISIT DATA



PURPOSE OF VISIT



- Looking for new partners
- Finding suppliers and new products to distribute
- Learn to join the upcoming exhibition
- Meet with current suppliers and business partners
- To start a new business

WHY SHOULD YOU JOIN VIETEDU FAIR 2025?

THE MOST PRESTIGIOUS EDUCATION EVENT IN VIETNAM

- Vietedu Fair is the first int'l exhibition in Vietnam for all levels of education
- The Organizing Committee has a network of prestigious partners at home and abroad.
- International standard venue, with modern space and facilities

1

REACHING TARGET CUSTOMERS

- Meet and connect with local and foreign businesses and distributors
- Opportunity to connect with potential foreign investors
- Get support in arranging business appointments before and during the exhibition

2

BRAND PROMOTION

- Display and introduce products and services
- Organize promotional activities, workshops, and seminars in open spaces right at the exhibition
- Supported through the exhibition's social media channels

3

INCREASE SALES

- Businesses are allowed to retail directly to consumers right at the exhibition.
- Opportunity to test market response through sampling and surveys

4

HOW TO PARTICIPATE

REGISTRATION PROCESS

| 1. REGISTER | 2. PREPAY | 3. PAYMENT | 4. OPENING |
|--|--|--|---|
| <p>Send registration documents to Organizer</p> <p>Early Bird Application: 16/02/2025</p> <p>General application: 12/04/2025</p> | <p>50% booth price after signing the contract</p> <p>Within 07 working days from the date of booth location confirmation</p> | <p>Pay the remaining 50% of booth costs, additional facility costs or other costs.</p> <p>Within 01 month before the exhibition opening date</p> | <p>OPENING OF VIETNAM INT'L EDUCATION FAIR</p> |

(*) Registration documents include: Copy of Business Registration Certificate and related documents.

CONTACT ORGANIZER

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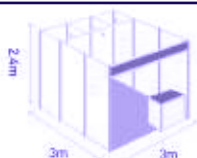
PARTICIPATION FEE

| CATEGORY | | BOOTH TYPE | | |
|---------------------------|---|----------------|----------------|-----------------|
| Participation Application | | Space only | Shell Scheme | Premium Booth |
| Local exhibitor | Early Bird Application: 16/02/2025 | 70,000,000 VNĐ | 77,500,000 VNĐ | 107,500,000 VNĐ |
| | General application: 12/04/2025 | 77,500,000 VNĐ | 85,000,000 VNĐ | 115,000,000 VNĐ |
| Overseas exhibitor | Early Bird Application: 16/02/2025 | \$2,800 | \$3,100 | \$4,300 |
| | General application: 12/04/2025 | \$3,100 | \$3,400 | \$4,600 |

(*) Early bird applications will receive a discounted participation fee, priority in booth allocation and benefits from various media promotions, such as emails newsletters, press release, etc.

(**) Price above does not include VAT

BOOTH INFORMATION



| SPACE ONLY | SHELL SCHEME | PREMIUM BOOTH |
|--|---|--|
| <ul style="list-style-type: none"> Only exhibition space is provided Booth installation is allowed after receiving approval from the organizers Additional amenities and services may be requested for an extra fee | <p>The standard booth is pre-constructed, providing 1 information desk, 2 chairs, 1 power socket (5A/220V, max 600W), and 2 fluorescent lights.</p> | <ul style="list-style-type: none"> A specialized premium booth design will be provided Additional amenities will be applied separately if needed. Available for groups of 4+ booths only. |



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