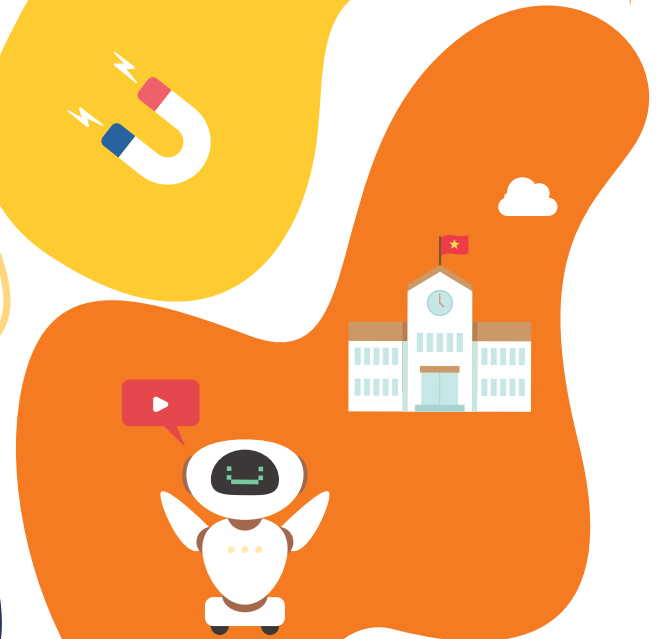


2026 HO CHIMINH INTERNATIONAL EDUCATION FAIR

Vietnam Int'l Education Fair



2026.
6.4 (Thu)–
6.7 (Sun)
HCM SECC

CO-HOSTED: 2026 HCMC VIETBABY

ORGANIZER **coex** × **SEGE FAIRS**
(세계전망)

2026 HCMC VIETEDU

1. EXHIBITION OVERVIEW

Exhibition name	Ho Chi Minh City International Education Fair (VIETEDU) 2026
Time	2026.06.04(Thu) ~ 06.07(Sun) (4 days)
Location	Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, Vietnam
Scale	50 companies/ 70 booths
Item	Educational Technology, Book Publications, Study Program & Tools, Foreign Language Program & Tools, Educational Toys/Stationery, Infrastructure Furniture, International Schools (Kindergarten, Primary, Secondary), Higher Education (College, University)

2. CO- LOCATED

| Vietnam International Maternity – Baby&Kids Fair 2026 (VIETBABY)

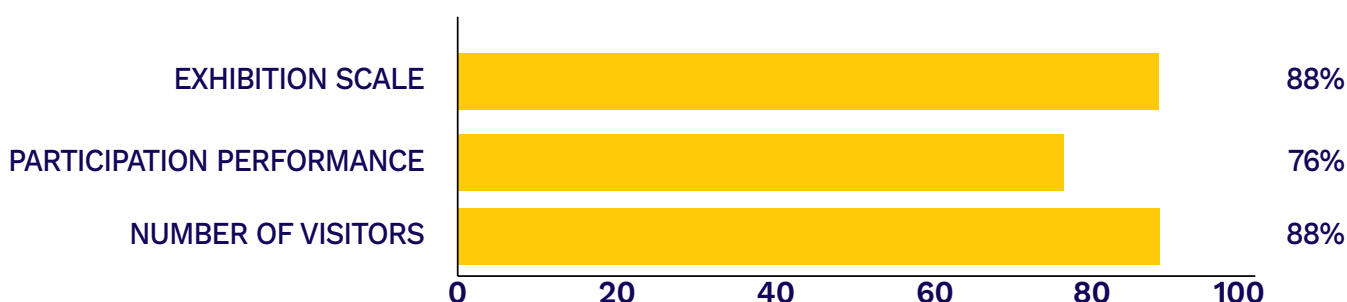
Item	Mother & baby care products, nutrition & food products, clothing & accessory, living & furniture, safety products, toys & educational products, character licensing, and more
-------------	---



3. 2025 SHOW REPORT

Overall Scale	4 countries 40 companies 64 booths
Number of Visitors	3,475
Number of Biz- Matching	88

| Exhibitor satisfaction survey results



(*) The survey was completed by 53% of all participating companies.

2026 HANOI VIETEDU

1. EXHIBITION OVERVIEW

Exhibition name	Hanoi International Education Fair (VIETEDU) 2026
Time	2026.10.15(Thu) ~ 10.18(Sun) (4 days)
Location	VEC, Hanoi, Vietnam
Scale	50 companies/ 70 booths
Item	Educational Technology, Book Publications, Study Program & Tools, Foreign Language Program & Tools, Educational Toys/Stationery, Infrastructure Furniture, International Schools (Kindergarten, Primary, Secondary), Higher Education (College, University)

2. CO- LOCATED

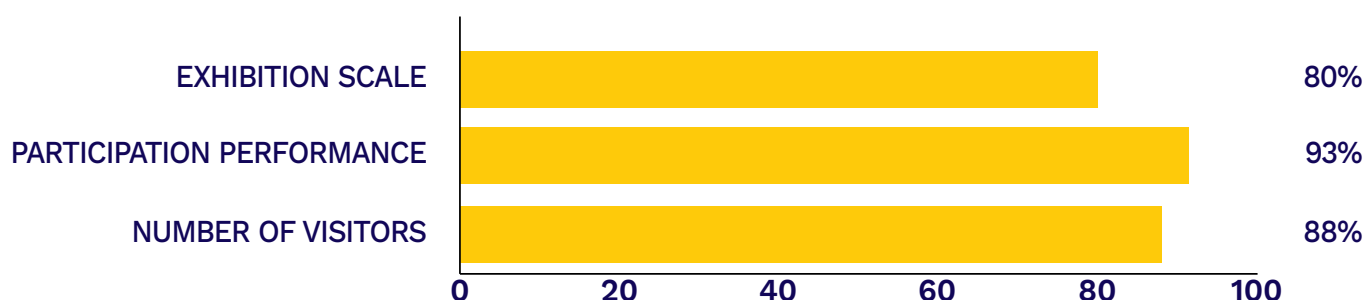
| **Vietnam International Maternity – Baby&Kids Fair 2026 (VIETBABY)**



Item	Mother & baby care products, nutrition & food products, clothing & accessory, living & furniture, safety products, toys & educational products, character licensing, and more
-------------	---

3. 2025 SHOW REPORT

Overall Scale	2 countries 37 companies 71 booths
Number of Visitors	3,942
Number of Biz- Matching	157
Exhibitor satisfaction survey results	



(*) The survey was completed by 40% of all participating companies.

WHY VIETNAM?

VIETEDU KEY FEATURES

- A specialized exhibition focused on the baby and maternity sector, offering practical networking opportunities with business buyers
- Direct engagement with Vietnamese consumers to assess market response and validate product competitiveness
- Enhanced brand awareness and credibility among Vietnamese parents with children as the core target audience

RISING DEMAND FOR INTERNATIONAL EDUCATION

Vietnam's international education market continues strong growth, with over 120 international schools from kindergarten to high school meeting rising demand from families in major cities. Vietnamese parents are among the most willing to invest in education in the region, with many households allocating a large share of income toward quality schooling and international pathways.

HIGH PARENTAL WILLINGNESS TO INVEST

Vietnamese families spend on average around 20% of their disposable income on children's education — significantly higher than many neighboring countries — reflecting strong willingness to invest in quality learning, English proficiency, and future-ready skills.

LARGE MARKET WITH STRONG GROWTH MOMENTUM

Vietnam's EdTech and digital education market is valued at several billion USD, with the online education segment projected to reach ~USD 397 million in revenue by 2025 and user numbers rising toward ~12 million by 2029. Vietnam ranks among the top 10 fastest-growing EdTech markets globally and top 3 in Southeast Asia.

STRATEGIC ASEAN GATEWAY

With a predominantly young and digitally connected population (79% internet penetration), a growing middle class, and increasing digital adoption, Vietnam is a key entry point for global education providers seeking access to ASEAN learners.

Highlights Activities

| VIETEDU Award

An awards event organized to promote Vietnam's education industry and enhance the global competitiveness of outstanding domestic and international brands.



SELECTION PROCESS

01

Document review

02

Physical review by the judging panel

03

On-site voting by visitor

04

| Award Benefits

- VIETEDU Award plaque and trophy presentation
- Online and offline promotional support
- Display in the Awards Zone and emblem attachment during the exhibition period
- Local press release distribution for the winning companies
- Free participation in one booth for the next exhibition

2025 AWARD-WINNING COMPANIES

Consumer's pick: **Sekisho Co., Ltd (Orboot Earth)**

Best Rokie: **Fun & Play Co., Ltd (AI VINU KID)**

Teacher' Pick: **MARUSYSedu [CleverBlocks with RoBico]**

Highlights Activities

| B2B/Parenting Seminar



| English Speaking Competition

This is a summer playground for children aged 4–13 from all across the country, co-organized by ILA Vietnam (ILA Ho Chi Minh City) and VIETEDU. More than just a competition, it is a space where young participants can unleash their creativity, express their unique perspectives on summer, and enhance their English presentation and communication skills through each round of the contest.



| STEAM Competition in Hanoi

The Global STEAM Competition 2025 is organized as the main STEAM education event at the VIETEDU Hanoi 2025. Connecting Korean and International Students Through STEAM & Robotics



Participation Guideline

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

COEX VINA

T. (+84) 28 3622 3318 / (+84) 901 534 565 (Ms. Minh Khue)

E. minhkhue@coex.vn

SEGE FAIRS

T. (+82) 2 3453 2117 (Ms. Sunny)

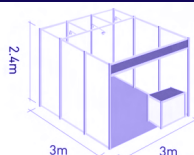
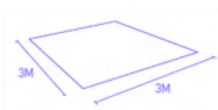
E. overseas.segefairs@gmail.com

BOOTH INFORMATION

CATEGORY		BOOTH TYPE		
Participation Application		Space only	Shell Scheme	Premium Booth
LOCAL EXHIBITOR	Early Bird until: 27/02/2026 (HCM) 17/04/2026 (Hanoi)	46,800,000 VNĐ	52,000,000 VNĐ	107,500,000 VNĐ
	General until: 01/05/2026 (HCM) 14/08/2026 (Hanoi)	54,600,000 VNĐ	59,800,000 VNĐ	115,000,000 VNĐ
Overseas exhibitor	Early Bird until: 27/02/2026 (HCM) 17/04/2026 (Hanoi)	\$1,800	\$2,000	\$4,400
	General until: 01/05/2026 (HCM) 14/08/2026 (Hanoi)	\$2,100	\$2,300	\$4,700

(* Early bird applications will receive a discounted participation fee

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.



CONTACT ORGANIZER

COEX

- 📍 513, yeongdong-daero,
Gangnam-gu, Seoul, South Korea
- ☎ (+82) 2-6000-8008 (Ms. Kim)
- ✉ coexoverseas@gmail.com

COEX VINA

- 📍 162 Pasteur, Ben Nghe Ward,
District 1, HCMC, Vietnam
- ☎ (+84) 28 3622 3318
(+84) 901 534 565 (Ms. Khuê)
- ✉ minhkhue@coex.vn
- 🌐 vietedufair.com.vn

SEGE FAIRS

- 📍 SK VIGL Metrocity 128, Beobwon-ro,
Songpa-gu, Seoul, South Korea
- ☎ (+82) 2 3453 2117 (Ms. Sunny)
- ✉ overseas.segefairs@gmail.com
- 🌐 <http://www.segefairs.co.kr>

