



**VIETNAM**

**Build your business network with us**

**Online Business to Business Matchmaking**



Association with  
Blue Focus Exhibition Organizers  
Dubai – United Arab Emirates



Organizer  
Minh Vi Exhibitions and Advertisement Services  
Ho Chi Minh City - Vietnam

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# BRIEF ABOUT B2B MATCHMAKING

B2B matchmaking can help you move your business in a new direction or improve your marketing strategies for a wider connect. B2B matchmaking are marketing events that allow you to display your products product and services to large amount of audiences, meet customers in person, attend seminars and workshops and communicate with many business owners. There are many reasons which can be beneficial. With the right preparation and an eye-catching exhibit, B2B matchmaking can help to move your company forward.

B2B matchmaking important because they allow you a chance to showcase the best parts of your business. Attendees are able to see your products and services up close. B2B matchmaking also allow you to interact with existing and potential customers. It is a great way to make a good impression that customers will remember for years to come. When you attend the session, you'll get an opportunity to present your company in a new and exciting way.

B2b Matchmaking is very important. It may be the only chance you get to interact with some attendees in person. Your exhibit can also show that you're aware of the latest technology trends. You can live stream during the sessions. The idea also allows you to provide live product demos. When potential customers can see exactly how your products work, it could pique their interest. The sessions also enable you to answer customer questions in real time.



# ABOUT US

## **Minh Vi Exhibitions and Advertisement Services**

Headquartered in Ho Chi Minh City, Vietnam, Minh Vi Exhibition and Advertisement Services Co., Ltd. (VEAS) since its establishment in 2007 has been one of the leading International Exhibitions and Business to Business Conferences Organizers in the region of South-East Asia. We have expanded our operations in Myanmar, Thailand and Cambodia to access more potential networks. Our services cover a large variety of sectors from Food & Agriculture, Personal & Healthcare, Industrial production and others. VEAS is proud to state that we have successfully promoted and organized hundreds of events, creating huge opportunities for local and international business cooperation.

## **Blue Focus Events and Exhibitions Organizers**

Headquartered in Dubai, United Arab Emirates, Blue Focus since the establishment in 2010 has provided enormous services in the region. With the rapid advancement embracing the trade shows of today; what used to be a simple brainchild turned into a mere stand, and now has evolved into sophisticated exhibition concepts. We guarantee you effective turnkey solutions delivered through teamwork and executed with extreme precision. Engaging in exhibitions have undeniably become a driving force in the competitive business world, that is why our clever solutions are adaptable to different scenarios and areas using key designs and execution elements to set your company apart from your competitors.



# ABOUT VIETNAM

The economy of Vietnam is a socialist-oriented market economy, which is the 44th-largest in the world as measured by nominal gross domestic product (GDP) and 27th-largest in the world as measured by purchasing power parity (PPP). Vietnam is a member of Asia-Pacific Economic Cooperation, Association of Southeast Asian Nations and the World Trade Organization. Vietnam is a member of EVFTA

Population	97,462,106 (2019)
GDP	• \$262 billion (nominal, 2019 est.) • \$1.0 trillion (PPP, 2019)
GDP rank	• 44th (nominal, 2019) • 27th (PPP, 2020)
GDP growth	• 7.1% (2018) 7.0% (2019) • 2.8% (2020f) 6.8% (2021)
GDP per capita	• \$2,740 (nominal, 2019 est.) • \$8,066 (PPP, 2019 est.)
GDP per capita rank	• 130th (nominal, 2019) • 121st (PPP, 2018)
GDP by sector	• agriculture: 15.3% • industry: 33.3% • services: 51%

Source: Wikipedia



# INDUSTRIES | TRADE | ECONOMICS DEVELOPMENT

**Agriculture, Fishery and Forestry**

**Energy, Mining and Minerals**

**Industry and Manufacturing**

**Services and Tourism**

## **Trade**

Year	Total trade (US\$ billions)	Export (US\$ billions)	Import (US\$ billions)
2018	480.17	243.48	236.69
2019	517.26	264.19	253.08

## **Economics Development**

- Industrialization and Modernization
- Socialist-Oriented Market Economy
- Trade liberalization
- Domestic reform
- Human and physical capital investment
- Sustainable growth

Source: Wikipedia



# BENEFITS OF B2B MATCHMAKING - ONLINE

B2B meetings can take various formats and help achieve multiple goals and now a days with the limited travel option we bring the virtual connect options. But when it comes to international trade, these types of events or dynamics may have a worldwide impact.

Creating new business liaison and involving wide range of shareholders in different industries became crucial for international trade. Although we are living in a digital world, where communication happens in a simple click, face-to-face meetings remain important and desirable when searching for higher business opportunities.

B2B matchmaking is a specific networking dynamic that considers attendees' exact expectations and achieves a perfect match between those who are looking for something and those who are offering something.

Compared to other networking formats, B2B matchmaking aims to save your attendees time so they can avoid the mindless search for potential prospects.

Instead, they have access to a one-on-one meetings agenda with shareholders, brands, and institutions that are well-aligned with their needs.



# BENEFITS OF B2B MATCHMAKING - ONLINE

## Methodology

### A. Planning

- Conference calls, emails, or chat between client and organizer to clarify the scope of meetings.
- The general database must be related with client's business demand (Potential buyers, distributors, wholesalers, importers etc.).
- Organize B2B meetings with specialized local agents and distributors, partners, large corporations, importers, buyers and others that correspond to the interests of Client.
- Provide brief profiles of attendees to assess business interest.

### B. Preparation for contacting

- Selection of Vietnamese companies according to client's general objectives and main interest.
- Elaborate and send a personalized invitation to each local potential company.

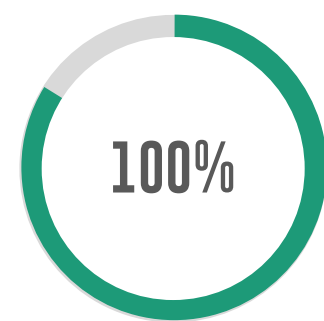
### C. Elaboration of agendas (scheduling)

- Organizer will update the progress of invitation and agenda to keep track of KPIs (key performance indicators) to monitor performance.
- Organizer's staff will reconfirm meetings and supervise all meetings to ensure they can be executed successfully.

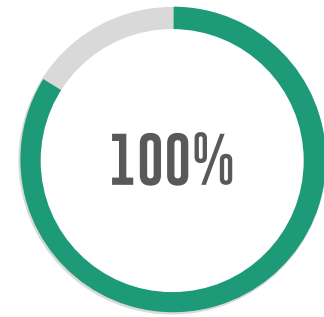




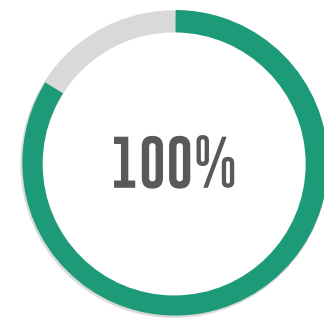
# BENEFITS OF B2B MATCHMAKING - ONLINE



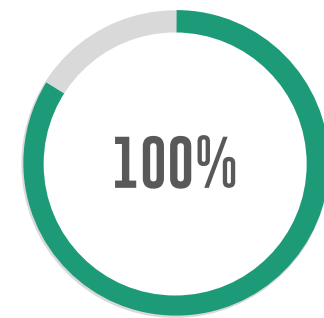
Rigorous selection



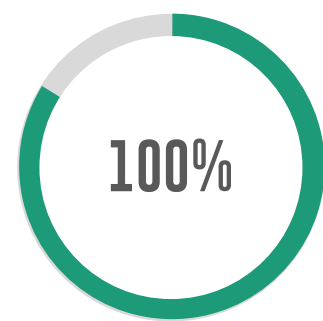
Guaranteed quality



Substantial interactions



In-depth preparation



Intelligent matchmaking



Professional setup



Real business opportunities



Target marketing



# PROCESS FLOW

## CLIENT ACTIVITIES FLOW

### UNIQUE ASPECTS

1. E- Meet with potential buyers who are interested in your products and services.
2. Simplified process for e-connect.
3. Time saving.
4. Cost beneficial.

### DEMAND & PRODUCT LINE

You share and discuss your demand and your product line with us.

### MARKET RESEARCH

We research the market and outline potential buyers/ attendees.

### QUOTATION

You receive quotation and we both process paper work for signing contract.

### INFORMATION

You prepare your product information, distribution policies that you want to show buyers.

### INVITE BUYERS

We introduce your products and invite potential buyers/ attendees.

### SCHEDULE MEETINGS

We make schedule and prepare meeting rooms (on Zoom or Skype)

### E - MEET

You e-meet with buyer on schedule and close the deal.



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# TARGET INDUSTRIES

**AGRICULTURE**

**PHARMA AND HEALTH**

**BEAUTY AND COSMETICS**

**CONSUMER GOODS**

**ENERGY**

**CHEMICALS**

**TECHNOLOGY**

**SPARE PARTS**

**ELECTRICAL**

**PRINTING AND PACKAGING**

**PLASTIC PRODUCTS**

**RUBBER**

**OTHERS**

# CONTACT US

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