

LIFESTYLE VIETNAM 2016 - REPORT

After the success of LifeStyle Vietnam during the last 6 years from 2010 to 2016, LifeStyle Vietnam 2016 – The Vietnam International Home décor and gift fair was consequently organized for the 7th time under the government trade promotion program. The fair was held from 18th to 21st April 2017 at the Saigon Exhibition and Convention Center (SECC), No. 799 Nguyen Van Linh, District 7, Hochiminh city.

LifeStyle Vietnam 2016 was a special edition to celebrate the 7th anniversary of Lifestyle Vietnam. The fair has marked an impression for handicraft, home décor and gift sector in Vietnam and confirmed its position in the region. Below is our report of the fair:

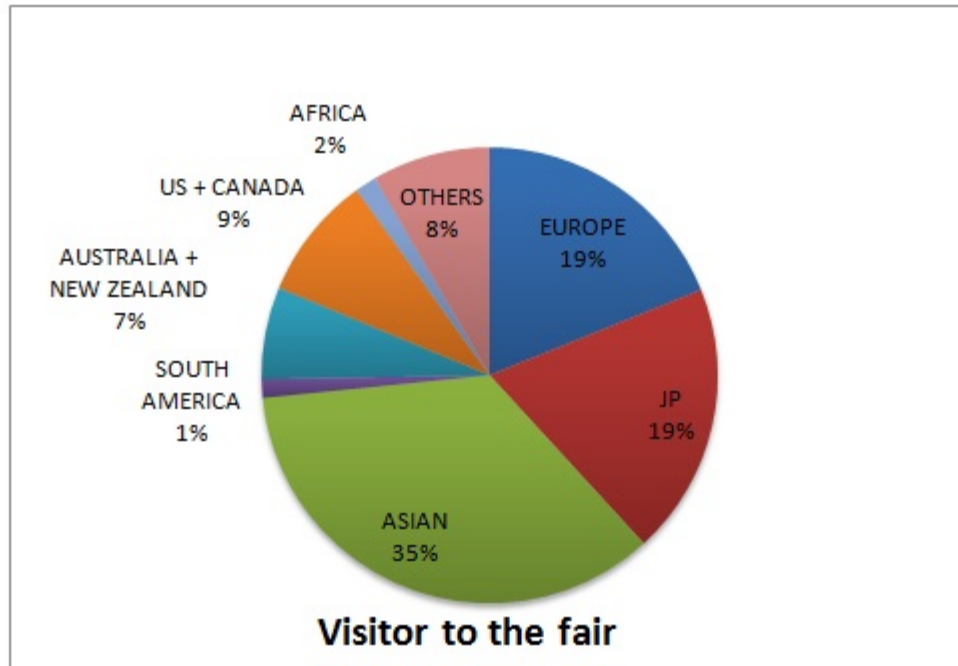
1. Scale:

LifeStyle Vietnam had a total of 800 booths in which 720 booths from Vietnamese exhibitors and 80 booths from Indonesian, Cambodian, Laos, Thailand, Taiwan, Japan, Nepal exhibitors. Among exhibitors, 86.5% of them had export experiences and participated in international trade fairs such as Ambiente, Hongkong Housewares, Spoga... 13.5% had potential to export.

The continuously participation of Vietnamese top exporters in handicraft and gift sector (Hasa, Quang Minh, Haca, Cuong Phat, Minh Phat, Binh Duong Ceramics Association...) were an evidence for the success of LifeStyle Vietnam 2016. This year the fair also remarks the participations of a number of FDI companies, for example: Green Stone, NDT Vietnam, Vietnam International Victory Co LTD, Milano Series Designs Vietnam Company Limited, Atelier Sai Gon, Nakamura Vietnam Co., LTD. Especially, the number of Indonesian companies increase impressively from 18 companies to 32 companies also certified prestige of the fair.

2. Buyers at the fair

Lifestyle Vietnam 2016 attracted over 12,000 visitors, of which, 1,390 importers came from 36 countries and territories in the world: Japan, USA, United Kingdom, Germany, France, Italy, Spain, the Netherland, Denmark, Chile, Brazil, Argentina, South Africa, India, Korea, Taiwan, China, Hongkong,... among which, countries with the largest number of buyers were Japan (345), USA (134)...**(Picture)**. The number of buyers at the fair was increase slightly with in 2016. Lifestyle Vietnam 2016 remarks the increase in number of buyers from new country markets (Australia, South America, Middle East, Israel, South America for example). Especially, the number of buyers from Australia was triple in 2016. That marked the effectiveness of marketing activity of Vietcraft in this market. Beside, the number of visitors from other countries in the region, among which many of them are exporters of the fair product ranges, also indicated that Lifestyle Vietnam has created a certain prestige and will be able to attract participation of new foreign exhibitors in the coming years.



3. Business transaction at the fair.

The Fair received 13,584 total visits from buyers and visitors. Some exhibitors with a high number of business transactions at the Fair were Ngoc Dong Ha Nam, Tan Toan Phat, Blue Dragon... Many contracts and memorial contracts were signed during the show date.

4. Assessment of the fair by exhibitors

In order to get the fair result and needed improvement for coming years, a survey about the fair was conducted with the participation of all exhibitors right after the fair, and below are the result (from 270 exhibitors that had feedback):

4.1 About the fair in general

Assess rate	Number of votes	Rate
Very good	35	13%
Good	165	61%
Rather good	51	19%
Normal	14	5%
Bad	5	2%

4.2 About organizing activities

Assess rate	Number of votes	Rate
Very good	43	16%
Good	151	58%
Rather good	48	18%
Norman	28	8%
Bad	0	0

4.3 Fair result

Assess rate	Number of votes	Rate
Very good	25	9%
Good	114	43%
Rather good	86	33%
Normal	38	14%
Bad	7	1%

In general, most of exhibitors at the fair satisfied with the organization and effectiveness of the fair. 72% Exhibitors registered to attend LifeStyle Vietnam 2015.