

LIFESTYLE VIETNAM 2018 – POST-SHOW REPORT

After the success of LifeStyle Vietnam during the last 8 years from 2010 to 2017, LifeStyle Vietnam 2018 – The Vietnam International Home décor and gift fair was organized for the 9th time from 18th to 21st April 2018 at the Saigon Exhibition and Convention Center (SECC), No. 799 Nguyen Van Linh, District 7, Hochiminh city. The fair has marked an important milestone for handicraft, home décor and gift sector in Vietnam and confirmed its position in the region.

1. Scale of the fair

LifeStyle Vietnam 2018 had a total number of 621 booths, of which 576 booths from Vietnamese exhibitors and 45 booths from Cambodian, Laos, Pakistan, China, Russian... exhibitors. Among exhibitors, 92% of them had export experiences and 8% had potential to export.

The major product groups at the fair were:

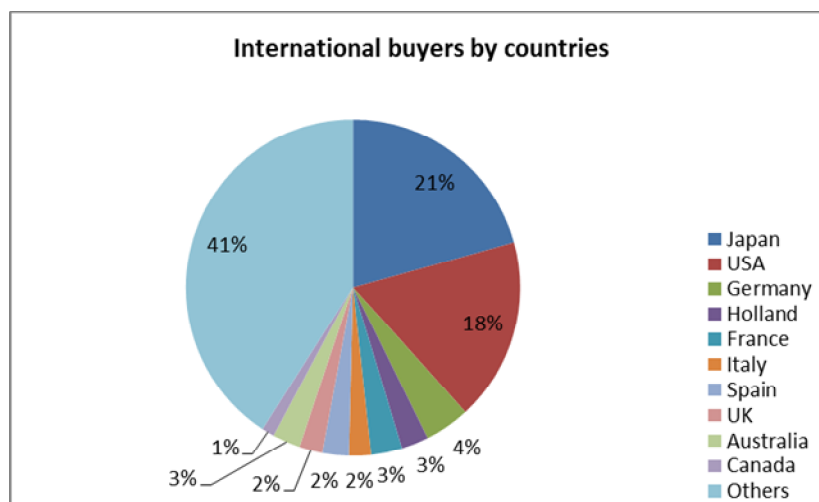
- Handicrafts and home decoration
- Indoor and outdoor furniture
- Garden accessories
- Home textiles, embroidery, and knitting
- Jewelry and personal accessories
- Toys
- Gifts and products from ethnic minorities

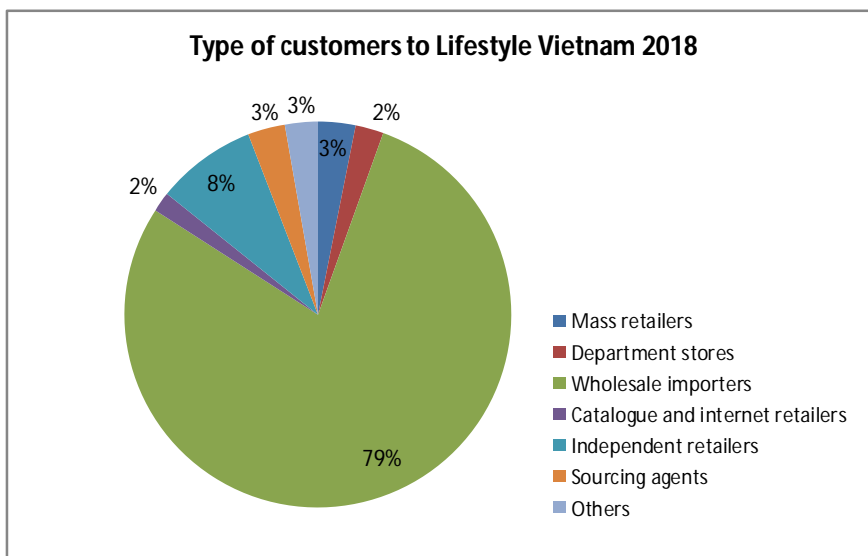
The continuously participation of Vietnamese top exporters in handicraft and gift sector (Anco, Woac, Quang Vinh...) were an evidence for the success of LifeStyle Vietnam 2018. This year the fair also remarks the participations of a number of FDI companies in Vietnam, for example: Green Stone, Milano Series Designs Vietnam Company Limited...

2. Buyers at the fair

Lifestyle Vietnam 2018 attracted over 16,573 visitors, of which, 1,560 importers came from 31 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 (322), USA (275)...The number of buyers at the fair was increased 12% as compared to the Lifestyle Vietnam 2017





The quality of the international buyers to the Lifestyle Vietnam 2018 was also much improved. Among 1,560 international buyers visited the fair, there was 49 mass retailers from 9 different countries, some of them had the revenue up to USD1.5 billion like Leon's Furniture (Canada) or other with the revenue over USD100 million like Hanos (The Netherlands), The

Retreat Home and Lifestyle (Australia), Aoky (Japan)... , 37 departments stores, 1,226 wholesale importers, 26 catalogue and internet retailers, 131 independent retailers, 48 sourcing agents and 43 others.

3. Business transaction at the fair.

There was over 9,200 transactions implemented at the fair. Some exhibitors with a high number of business transactions were An Co company, Quang Vinh company, Cat Dang company, Vietnam Design company.... Many contracts and MOU were signed during the show.

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:

4.1 About the fair in general

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

4.2 About organizing activities

Assess rate	Number of votes	Rate
Very good	48	18%
Good	151	58%

Rather good	43	16%
Normal	28	8%
Bad	0	0

4.3 Fair result

Assess rate	Number of votes	Rate
Very good	86	33%
Good	114	43%
Rather good	25	9%
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 wanted to register for LifeStyle Vietnam 2019.