



# VICB 2009

## Vietnam International Construction & Building Exhibition 2009

incorporating

### RAHV VIETNAM 2009

International Exhibition  
on Refrigeration, Air-conditioning, Heating  
& Ventilation System

### SECURITY & FIRE VIETNAM 2009

Vietnam International Security System, Fire  
Protection Equipment and Technology Exhibition

..... Show Date .....

**27 - 29 / 08 / 2009**

..... Venue .....

**Saigon Exhibition & Convention Center (SECC)  
799 Nguyen Van Linh Parkway, Tan Phu Ward, District 7,  
Ho Chi Minh City, Vietnam**

#### ENDORSERS & SUPPORTERS

Ministry of Construction, Vietnam  
Ho Chi Minh City People's Committee  
Vietnam Chamber of Commerce and Industry  
Vietnam Federation, Association of Civil Engineering  
Vietnam Association of Construction Contractor  
Vietnam Association for Building Materials  
Vietnam Building Ceramic Association

#### CO-ORGANIZER

VCCI International Fair and Exhibition Center (VIFEC)

#### ORGANIZER

**TOP REPUTE CO., LTD.**  
Rm 2403, Fu Fai Commercial Center,  
27 Hillier Street, Sheung Wan, Hong Kong  
Tel: (852) 2851 8603 Fax: (852) 2851 8637  
Email: topreput@top-repute.com  
Website: www.toprepute.com.hk

#### VIETNAM LIAISON OFFICE:

Tel: (84-8) 823 8828 Fax: (84-8) 824 6351  
Email: toprepute@hcm.vnn.vn

#### LOCAL CO-ORGANIZER

Hien Dat Exhibition & Trading Service Co., Ltd  
Rm. 409, Hoa Lam Office Center, No. 2, Thi Sach st.,  
District 1, Ho Chi Minh City, Vietnam  
Tel: (84-8) 829 7262  
Email: toprepute1@hcm.fpt.vn

[www.construction-vietnam.com](http://www.construction-vietnam.com)

# VICB 2009 POST-SHOW REPORT



## *VICB 2009 to revive investor confidence*

With pride and honor, though under the existing global economic downturn, “VICB 2009” incorporating “RAHV VIETNAM 2009” and “SECURITY & FIRE VIETNAM 2009” had maintained its high rate of excellent visitors and buyers throughout the 3-days fair period on 27-29 August 2009.

Investors are still showing strong interest in infrastructure development in Vietnam. In the long run, they are showing optimism about Vietnam’s economic prospects and are reiterating their commitment to medium and long-term visions and investment in the country.

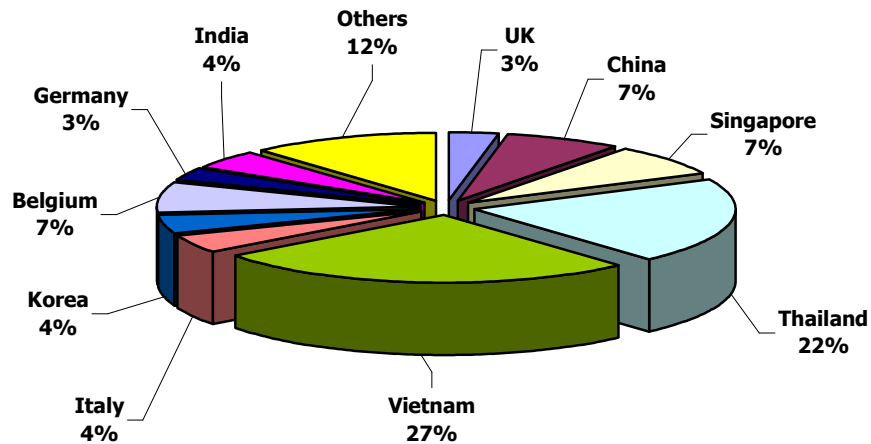


## Exhibitor's Analysis

Highly recognized as the most rewarding show of the construction & building, HVAC, security & fire industries in Vietnam, the **68 companies from 13 countries and regions** had claimed "VICB 2009" as an excellent experience of their participation. Most of the exhibitors rated their overall success positively in terms of reaching their sales targets and had established a great number of business contacts.

National Pavilion of Thai Trade Center supported by the Department of Export Promotion (DEP) from Thailand had pledged their great support by joining the "VICB 2009" confirming the importance of Vietnam as the marketplace of business potential.

**Exhibitors breakdown by countries & regions**



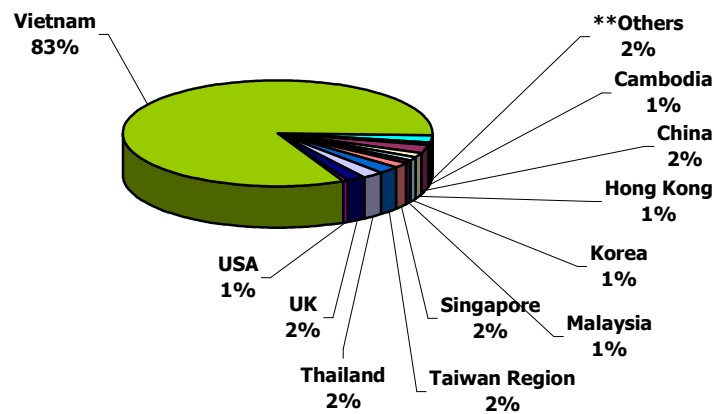
**\*\* Others: Hong Kong, Malaysia, Saudi Arabia**

## Visitors Analysis

With the widespread and outstanding promotional strategies launched by the organizers, the fair has attracted 4,250 trade visitors from 15 countries and regions.

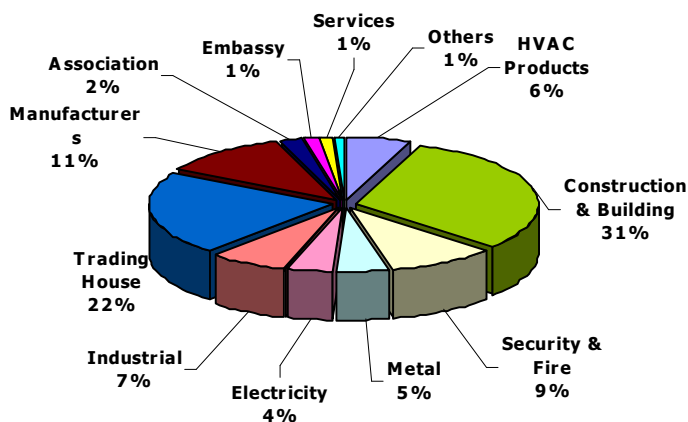
Visitors are confident of whatever products able to be found in "VICB 2009". It is a leading international rendezvous to source information and products of the state-of-art in equipment, products, technologies and other services from the 68 international industrial suppliers and manufacturers.

**Visitors breakdown by countries & regions**

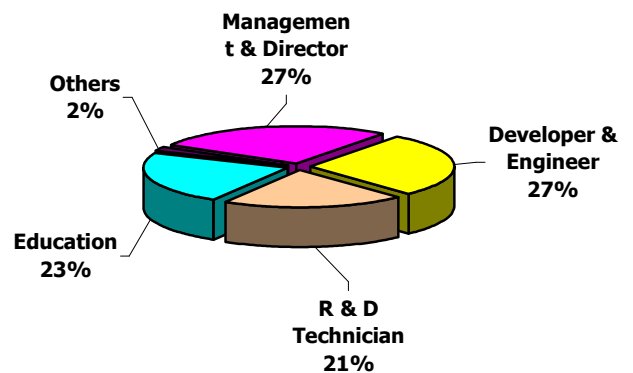


\*\* Others: India, Italy, Japan and Philippines

**Visitors breakdown by sectors**



**Visitors breakdown by position**

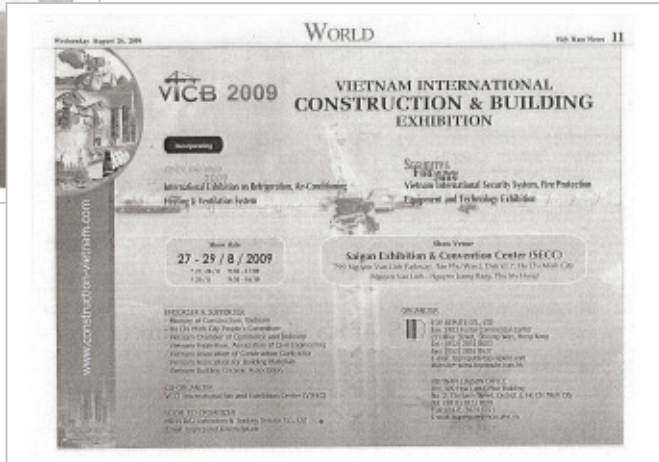
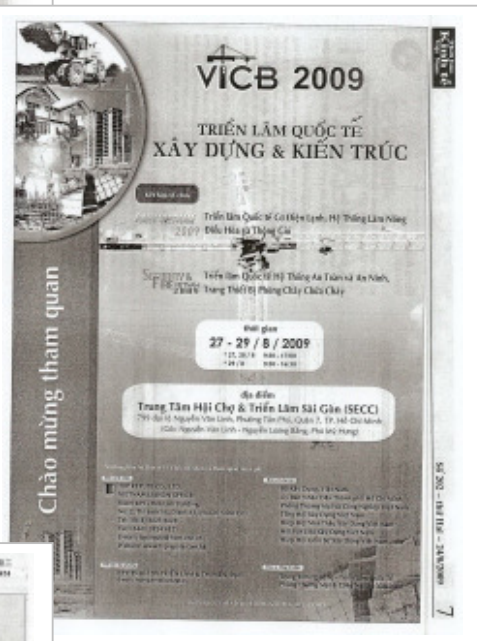
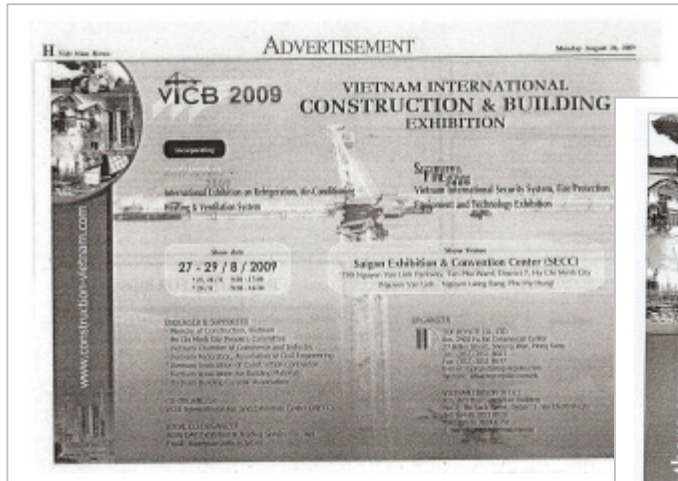


# Promotion & Advertisement

1. Brochure distribution
2. Mass emailing marketing
3. Website Advertisement
4. Mass invitations mailed directly to buyers
5. Press release to highlight the exhibition
6. Pre-show Promotion Bulletin with product list to buyers in Vietnam
7. Invitation to government ministries, trade associations, foreign embassy and consulate
8. Eye-catching poster and street banners
9. Newspaper advertisement
  - Saigon Giai Phong (Vietnamese and Chinese)
  - Saigon Times Daily (English)
  - Saigon Times (English)
  - Thoi Bao Kinh Te Saigon (Vietnamese)
  - Real Estate (Vietnamese)
  - Vietnam News (English)
  - Thoi Bao Kinh Te Vietnam (Vietnamese)
  - Association of Foreign Invested Enterprise (Vietnamese)
  - Thanh Nien (Vietnamese)
10. Magazine advertisement
  - Building & Investment (English)
  - Vietnam International Industrial Directory
  - Southeast Asia Construction (English)
  - Fire & Security Today (English)
  - Thailand Manufacturers-Brand.com Directory (English)
  - Vietnam International Industrial Directory (English)
  - Roof & Façade Asia
  - Market-overview of Construction Machinery Sale / Purchase (English)
  - Malaysia Kitchen Cabinet Wardrobe Related Industries Directory (English)
  - Kinhte Saigon (Vietnamese)
  - Malaysia Door, Gate, Window and Its Industry Directory
11. Television broadcast
  - VTC1 (Vietnam Television Channel 1)
  - VTV9 (Vietnam Television Channel 9)
  - HTV9 (Ho Chi Minh City Television Channel 9)

# Newspaper Clipping

Newspaper advertisement in Vietnamese, English and Chinese version



A NEW TOUCH AT A NEW VENUE



VICB 2009 has been the first time to be organized at the "Saigon Exhibition & Convention Center - SECC", which is a totally column-free brand new exhibition venue with international standard facility, located in the heart of Phu My Hung New City.

The "Saigon Exhibition & Convention Center - SECC" will be the largest, the most modern exhibition complex comprising indoor & outdoor exhibition spaces, convention center, high-rise office tower, and two international standard hotels at the South of Ho Chi Minh City, proximity to the city center of Ho Chi Minh City with about 20 minutes car distance and 40 minutes from Tan Son Nhat International Airport.

