Facts & Figures about the „German Pavilion“

**Market Information**
The socialist market economy of Vietnam is flourishing. With a growth rate of 6.8% in 2017, the country is one of the most dynamic countries in Asia. Vietnam’s timber industry is currently experiencing a vivid growth. Numerous possibilities attract the attention of domestic as well as foreign investors, both in the primary and secondary processing steps. There is a considerable demand for products made of wood, e.g. furniture, floor coverings, structural elements and building materials, pushing up technology imports to new record levels. German manufacturers of woodworking machines and tools are an important partner for the Vietnamese industry. Being first both in volume and technology, they offer their customers a lasting cooperation and partnership, from consulting over sales to service and spare parts.

Source: VDMA, [www.gtai.de](http://www.gtai.de)

**Show Information**
VietnamWood is Vietnam’s leading woodworking trade show, held every two years at the Saigon Exhibition & Convention Center in Ho Chi Minh City. The focus is on machines and materials for woodworking, furniture manufacturing and woodworking materials and consumables. The leading trade fair serves visitors to expand and deepen their business contacts. Vietnam Furnitec, a trade fair for furniture hardware and accessories, bathroom fittings and hand tools, will take place alongside VietnamWood.

Source: [www.vietnamwoodexpo.com](http://www.vietnamwoodexpo.com); [www.auma.de](http://www.auma.de)

**Review of VietnamWood 2017**
In 2017, 383 exhibitors presented their products on around 18,000 m², of which 303 were from abroad. On the visitor side, the event has a more regional character. Approximately 80% of the 11,500 visitors came from Vietnam and 20% from predominantly Asian countries.

Source: [www.vietnamwoodexpo.com](http://www.vietnamwoodexpo.com); [www.auma.de](http://www.auma.de)

**Facts about the German Pavilion**
The German Pavilion is a joint companies stand sponsored by the German Federal Ministry of Economic Affairs and Energy. Particularly small and medium sized companies benefit from the opportunity of exhibiting and networking in an international business environment as part of the German Pavilion with the support of a professional team. German companies as well as their local subsidiaries and partners are allowed to present products “made in Germany” at the stand. 11 companies used this opportunity at VietnamWood 2017.

**Product Groups**
- Woodworking and furniture manufacturing equipment
- Woodworking materials & consumables
- Tools

**Visitor Profile**
- Manufacturers and distributors of woodworking machines and wood products
- Manufacturers of furniture and furniture accessories
- Timber distributors, exporters and importers
- Manufacturers and distributors of hardware, furniture components, tools & accessories, adhesives / paints & wood coatings
- Architects, contractors and consultants

Contact Person
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German Joint Companies Stand

Your advantages at a glance

- excellent location of the “German Pavilion”
- high-quality design of the stand (including stand construction, carpet, furniture, electricity, etc.)
- free use of the exhibitor lounge and services
- technical and organizational support by our experienced team (before and during the trade show)
- introduction to competent local service providers
- support with:
  - travel preparations and logistics
  - individual stand design
  - additional marketing activities and catalogue entries

Participation Fee

Package including stand construction:
- Participation up to and incl. the 4th time (9-100 m² hall space) 130,00 Euro/m²
- Participation for the 5th time or more (9-100 m² hall space) 220,00 Euro/m²

Package without stand construction:
- Participation up to and incl. the 4th time (50-100 m² hall space) 120,00 Euro/m²
- Participation for the 5th time or more (50-100 m² hall space) 135,00 Euro/m²

Application Deadline: 12 April 2019

Supporting Association

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