

WOOD & WOODWORKING



MACHINERY TRADE FAIR



HANOI WOOD 2023 河内木工机械展

www.hanoiwoodexhibition.com

**NEW DATE:
9-11 FEBRUARY 2023**

Venue:
International Centre of Exhibition
(I.C.E), Hanoi
91 Tran Hung Dao Street, Hoan Kiem
District, Hanoi, Vietnam

QR Code to exhibition
location on Google Map



JOINTLY ORGANISED BY



BINH DUONG FURNITURE ASSOCIATION



VIETNAM TIMBER AND
FOREST PRODUCT ASSOCIATION



PANELS & FURNITURE GROUP

Pablo Shanghai
Contact: Rain Ma
Mobile: (86) 182 1755 3837
Email: 2229204646@qq.com

PLEASE CONTACT:
Pablo Publishing & Exhibition Pte Ltd
3 Ang Mo Kio Street 62 #01-23 Link@AMK
Singapore 569139
Tel: (65) 6266 5512 Mobile: (65) 9621 4283
Email: williamfang@pabloasia.com

DISCOVER NOW – THE BOUNTIFUL BUSINESS OPPORTUNITIES IN HANOI, THE UP-AND-COMING MARKET

The inaugural Hanoi Wood 2023 will be where the strongest industry players and experts, buyers and visitors worldwide will converge. Don't miss the chance to gain early-mover advantage of this dynamic, emerging market by meeting all the right people at the right place and right time.

Hanoi Wood 2023 is jointly organised by BIFA, VIFORES and Panels & Furniture Group of wood magazines.

4 reasons to exhibit at Hanoi Wood 2023

1. Hanoi is the fifth largest wood product exporter in Vietnam and the largest in North Vietnam

Hanoi is one of the largest wood products exporting province in Vietnam, along with Binh Duong, Dong Nai, Ho Chi Minh City and Binh Dinh. The province has wood products export valuing at US\$313 million merely in the first half of 2021, up 22.3% from the previous year.

Hanoi's wood industry welcomes local small and medium enterprises (SME) and foreign direct investments (FDI) to build their new facilities in Hanoi. A growing number of these factories manufacture more export-oriented wood products, and specialise in only one type of wood-based products such as plywood, medium-density fibreboards and block boards.

2. Incentives for overseas and local woodworking companies in Hanoi

Openness to foreign investment, tax reductions, and lower land rental charges are great incentives by the government to encourage overseas companies to expand and set up new factories in northern Vietnam.

For instances, in 2019, Swedish furniture giant IKEA announced that it will be investing US\$450 million to build a retail centre network and warehouse in Hanoi. In 2021, Dongwha Enterprise, one of South Korea's leading wood manufacturers, has begun constructing their first independent production facility in Hanoi too.

3. Abundance of skilled labour and raw materials

With several hectare millions of acacia and rubberwood plantations mostly located in Central and North Vietnam, raw materials for wood processing are readily accessible.

And compared to the South, manpower is more easily available in North Vietnam, with Hanoi boasting 4.8 million people. Infrastructure such as railways, highways and airports are also well-developed and connected, bridging domestic and international routes.

4. A rapidly growing domestic market

Vietnam's domestic market should not be ignored. In 2019, the population is expected to spend \$2 billion on locally produced wood products, equivalent of one-fifth of Vietnam's wood products export value of US\$10.5 billion.

Vietnam has a young population, with northern regions having a young labour force and accounting for 22% of national labour. 60.9% of Vietnam's 98 million population are between 15-54 years old. It also has one of the fastest growing middle class in the world, expected to reach 23.2 million people by 2030.

Catch the opportunities early in this fast-growing woodworking industry!

Schedule of On-site Operations		
Stand Build-Up Period	6 th February 2023 (Mon)	09:00 – 18:00
	7 th February 2023 (Tue)	09:00 – 18:00
	8 th February 2023 (Wed)	09:00 – 20:00
Exhibition Hours	9 th February 2023 (Thu)	09:00 – 17:00
	10 th February 2023 (Fri)	09:00 – 17:00
	11 th February 2023 (Sat)	09:00 – 16:00
Dismantle Hours	11 th February 2023 (Sat)	16:00 – 22:00
	12 th February 2023 (Sun)	08:00 – 12:00

Standard Shell Scheme Booth Rates	
Yellow Label	
9sqm (3mx3m) Booth (One-side Frontage)	US\$1800 per booth*
9sqm (3mx3m) Booth (Two-side Frontage)	US\$1900 per booth*
Blue Label	
9sqm (3mx3m) Booth (One-side Frontage)	US\$1700 per booth*
9sqm (3mx3m) Booth (Two-side Frontage)	US\$1800 per booth*
* The above rates do not include 10% Vietnam VAT Tax	
Space with Standard Shell Items (minimum of 9m²)	
The stand costs for the standard shell scheme construction include:	
<ul style="list-style-type: none"> • Booth partition walls (rear and side walls) as per stand space • 1 x company fascia board on all open sides (maximum of 20 letters) • Laying of carpet • 1 x power socket (5 Amp) • 2 x fluorescent lights (2 x 40W) 	<ul style="list-style-type: none"> • 1 x round table • 1 x information desk • 4 x foldable chairs • 1 x waste basket • 1 x show directory listing • 24 hours security

Raw Space Rates	
Yellow Label	
Raw Space (minimum 18m ²)	US\$180 /sqm*
Blue Label	
Raw Space (minimum 18m ²)	US\$160 /sqm*
* The above rates do not include 10% Vietnam VAT Tax	
Space with Raw Space Items (minimum of 18m²)	
Raw space includes:	
<ul style="list-style-type: none"> • Space area booked 	<ul style="list-style-type: none"> • 1 x Show directory listing

Sponsorship Packages		
Gold Sponsor: US\$5,000	Silver Sponsor: US\$3,000	Bronze Sponsor: US\$1,000
<ul style="list-style-type: none"> • 1-page advertisement (outside back cover) in Show Directory • Logo on Lanyard • Logo on Stage Backdrop • Logo on Visitor's Badge • Logo on Show Bag 	<ul style="list-style-type: none"> • Double page advertisement (inside front cover & page 1) in Show Directory • Logo on Stage Backdrop • Logo on Show Bag 	<ul style="list-style-type: none"> • 1-page advertisement in Show Directory • Logo on Stage Backdrop • Logo on Show Bag



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- 9sqm Booth (One-side Frontage) US\$1700 per booth*
- 9sqm Booth (Two-side Frontage) US\$1800 per booth*

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