



Reed Tradex

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News

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Exhibitions exhibit



Nichapa Yoswee

best qualities

Reed Tradex, a leading exhibition organiser in Vietnam and Thailand, is organising Vietnam Manufacturing Expo 2009 and NEPCON Vietnam 2009. **Reed Tradex managing director Nichapa Yoswee** talks with *VIR's* Ngoc Linh about why she believes the exhibitions will be successful.

The exhibitions are taking place while the financial crisis is seriously impacting businesses throughout the country. Are you worried about both the Vietnam Manufacturing Expo 2009 and NEPCON Vietnam 2009?

I don't think the effectiveness of these exhibitions will be hindered by the global financial crisis. The exhibitions will bring advanced technology, know-how and manufacturing equipment that are needed by Vietnamese enterprises. With these new technologies and equipment, businesses will be able to prepare for development when the global economy recovers.

It is easy to see that the business community has been careful in investing and expanding business operations, but they still care about new technologies and will not hesitate to invest into new manufacturing equipment in order to reduce production costs and enhance their competitiveness. Our exhibitions introduce more than 1,000 technology products, providing

the most suitable technology to Vietnamese enterprises. That will be a bridge and a place for domestic and foreign enterprises to find new business partners while the international markets are being narrowed by the crisis.

Although businesses want to find new technology and advanced manufacturing equipment to reduce costs, do you think they have the cash to invest while they are facing these problems?

Before deciding to organise Vietnam Manufacturing Expo 2009 and NEPCON Vietnam 2009, we studied the Vietnamese market carefully. We collected information from our mother company and our partners. We also sent staff to Vietnam to study the demand and development tendencies every month. We know this is a suitable time to introduce new products and equipment in Vietnam.

This is the second time Reed Tradex has organized industrial and technology exhibitions in Vietnam. How many exhibitors, who took part in exhibitions last year, come back this time?

About 30 per cent of exhibitors, who introduced their products last year, come back this time. And all of exhibitors are saying that Vietnam still a good place to expand their business operations. In the future, the scale of exhibitions will only get larger.

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