

NEPCON
Vietnam 2021

(WED - FRI)
17-19
NOV 2021

DIGITAL
EXHIBITION

ELECTRONICS
INSIDER

40

POST-SHOW REPORT

ORGANISED BY:





17-19 DIGITAL
NOV 2021 EXHIBITION

ABOUT NEPCON VIETNAM

Vietnamese electronics industry is rising to become the world's next electronics manufacturing hub with the presence of many international giants. Offered electronics manufacturers many opportunities for connecting businesses, DIGITAL NEPCON Vietnam 2021 - Vietnam's only exhibition on SMT, testing technologies, equipment and supporting industries for electronics manufacturing, is a true-match for enterprises to unlock their potential and step into the era of "Electronic Insider 4.0." The online event will bring up technologies and solutions from over 100 brands, updating hottest trends via onsite forums and conferences, and complementary business matchmaking programs.

KEY HIGHLIGHTS

THE **1st** and **ONLY** DIGITAL INTERNATIONAL EXHIBITION on Electronics and Supporting Industry in Vietnam **2021**.



PRE-SHOW ACTIVITY

Digital MOU signing and Online Forum

 JAN 22nd, 2021

 DIGITAL PLATFORM

NEPCON LIVE

22nd, January 2021

RUBIK CONNECTION
FOR ELECTRONIC INDUSTRY

SPECIALITY FOR VIETNAM MARKET


NEWS DELIVERY

6


TV NEWS

2

BUSINESS TRANSFORMATION WITH NEPCON LIVE ACROSS ASIA

The world well-known brands with 30 years of experience in the electronics manufacturing field – NEPCON is upgraded with new virtual version:

NEPCON LIVE – RUBIK CONNECTION FOR ELECTRONICS INDUSTRY.

Does your company need to reach more business opportunities from target customers, obtain high-quality sales leads and enable effective marketing?

“NEPCON LIVE” is right here, right now for your business match making and interaction in the first and exclusive online electronics manufacturing industry exhibition across Asia.

The 2021 edition is especially co-organized by NEPCON Asia, NEPCON Vietnam and NEPCON Korea, focus to utilize and develop the connectivity and potential of growing markets within ASEAN region.

The RUBIK is ready, turn on your business rotation to make connection and more.

DIGITAL EXHIBITION – SHOW DAY

OPENING CEREMONY

NOV 17th, 2021

DIGITAL PLATFORM



USER VIEWED

132



VIEWED
CHANNEL

- 48% via Digital Platform (63)
- 16% via Social Channels (21)
- 34% via Zoom Channels (45)
- 2% via Other Affiliate Channels (3)



DIGITAL EXHIBITION - STATISTICS

REGISTERED

2,277

TOTAL TRAFFIC

636

FUNCTIONS STATISTICS

619

TOTAL CHATROOM VISITED BY 70 VISITORS

974

TOTAL MESSAGE SENT BY 68 VISITORS

JOB LEVEL

37% are Middle Management (852)

19% are Operational Staff (422)

44% are Senior Management & Business Owners (1,003)

TRADE BUYERS DECISION MAKERS

803

NATIONALITIES

18

Exhibitor/Organizer, 180

Korea, Republic of, 27

Singapore, 25

Vietnam, 1901

Japan, 24

China, 21

Taiwan, 16

Philippines, 30

The pie chart is showing top 10 Attendee signed up origin of country. Vietnamese registers are 83% of total.

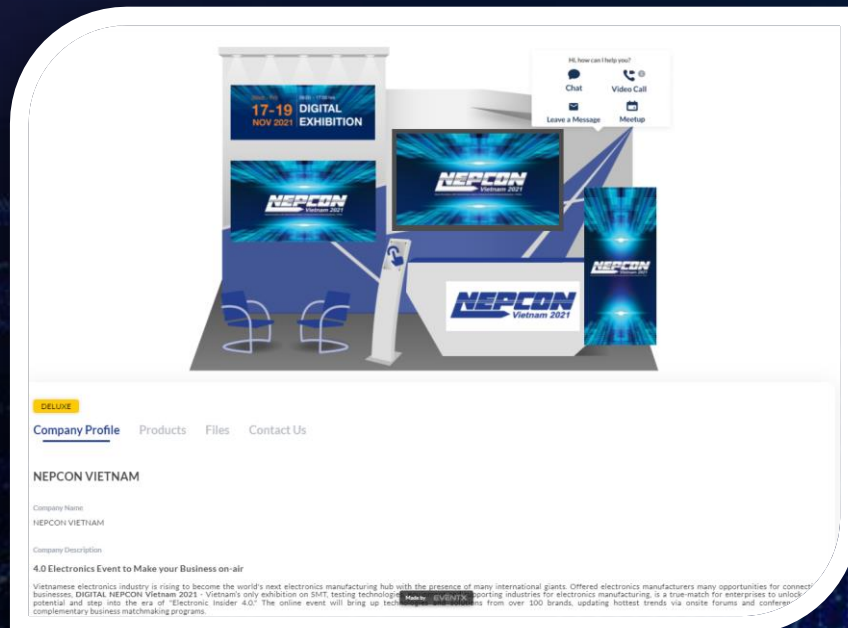
WEBINAR STATISTICS

AGENDA	UNIQUE VIEWERS	TOTAL USER	MAX. CONCURRENT VIEWS
OC + Forum	132	204	87
A1 Webinar	64	100	46
A2 Webinar	57	72	38
M1 Panel	78	140	49
Survey Keynotes	13	17	11
A3 Webinar	55	79	43
A4 Webinar	46	61	27
M2 Webinar	68	97	47
M3 Webinar	62	80	41
IPC Hand Soldering	9	19	10
Voice of Industry	19	27	15

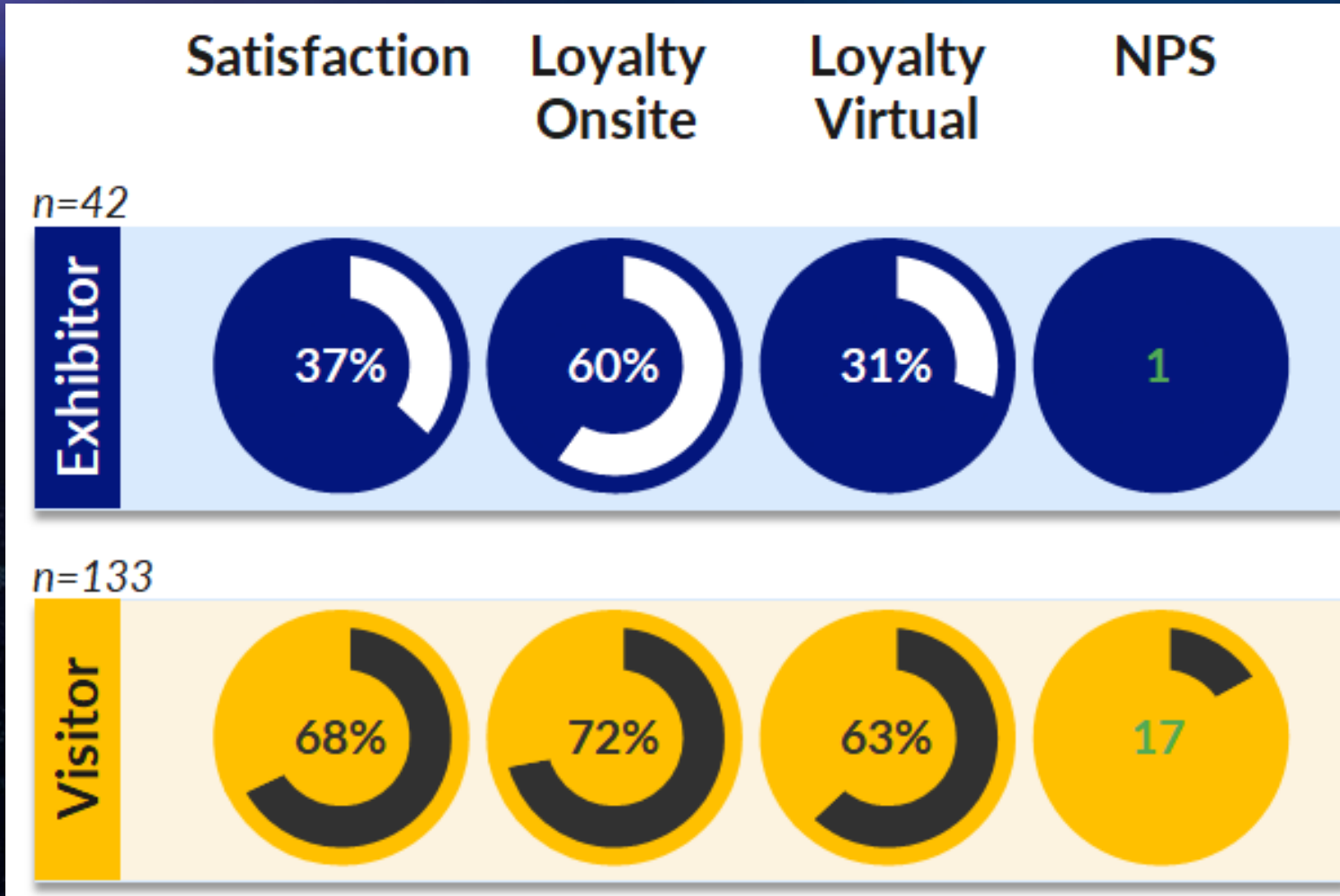
TOP 10 VIEWED BOOTHS

DAIICHI JITSUGYO (VIETNAM) CO.,LTD	309
DIEN QUANG LAMP JOINT STOCK COMPANY\`t\`t	271
Nepcon Vietnam Deluxe	246
ARMOR ASIA IMAGING SUPPLIES PTE LTD	235
EDACPOWER ELECTRONICS PTE LTD\`t\`t	232
KURTZ ERSI VIETNAM COMPANY LIMITED	197
MITUTOYO VIETNAM CO.,LTD	197
HIBEX SINGAPORE PTE LTD\`t\`t	186
NORDSON ADVANCED TECHNOLOGY PTE LTD\`t\`t	184
CNS TECHNOLOGIES CO.,LTD	174

DIGITAL EXHIBITION – STATISTICS



Exhibitor & Visitor Scores



Positive Drivers:

- NEPCON Vietnam is seen as an exhibition with a very good reputation
- High Satisfaction rating among Visitors
- High Loyalty scores among Exhibitors and Visitors
- Exhibitors and Visitors were highly satisfied with the registration and finding Exhibitors/Products
- Visitors were happy with the business, networking and learning opportunities

Key learning point for future improvement:

- Coronavirus continues to be a threat in the Exhibition industry resulting to low Visitor attendance
- Due to limited Visitors present, Exhibitors did not meet their main objectives which were networking and business-focused, and therefore resulted to a negative NPS rating; Visitors were also not able to meet their networking goals
- Most Exhibitors and Visitors only had 1-5 meetings; a great number also had no meeting at all
- Exhibitors gave a negative NPS rating for the Conference as most of them didn't gain new industry knowledge/insight

MEDIA COMMUNICATION



DAILY WEB UPDATES



Mrs. Do Thi Thuy Huong

Board of Director

Vietnam Electronics Industry Association

PRESENTATION

CƠ HỘI & THÁCH THỨC CHO NGÀNH ĐIỆN TỬ VIỆT NAM

[READ MORE](#)



Mr. Nguyen Hoang Ha

ILO high officer

PRESENTATION

Lao động trên nền tảng kinh tế số

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Global Fastener
Global Fastener Platform

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TRADING

APAC
CIO Outlook

VIETNAM BRIEFING

DAILY SOCIAL POSTS

Nepcon Vietnam
Published by REPH Social Media · November 5 at 8:29 PM ·

As part of world-renowned NEPCON series of event and the only event of its kind in Vietnam, Digital NEPCON Vietnam will be the only place where technology providers will meet more than 5,000 electronics industrialists from across Vietnam and ASEAN.

Join us on November 17-19, 2021 digitally, from anywhere you are.

Register Now @ <https://www.nepconvietnam.com/en-us.html>... See more

NEPCON Vietnam 2021
17-19 November 2021
Digital Exhibition

REGISTER NOW

Reed Tradex Reed Exhibitions

1,941 People reached
24 Engagements
+3.6x higher Distribution score
Boost Unavailable

Nepcon Vietnam
Published by REPH Social Media · November 17 at 3:44 PM ·

The winners of our Fuse Game for today have been chosen!

1st place: Phan Nhat Luu
2nd place: coisini.xiao
3rd place: Vuong Quang Dong... See more

NEPCON Vietnam 2021
17-19 DIGITAL EXHIBITION

**CONGRATULATIONS!
Day 1 FUSE GAME Winners!**

1st place: Phan Nhat Luu
2nd place: coisini.xiao
3rd place: Vuong Quang Dong

Reed Tradex Reed Exhibitions

NEPCON Vietnam
63 followers
4d ·

Start soon! Let's go live today with the Tech-update from Dien Quang and get in the zone with Electronic industry community now!

Join us at: <https://lnkd.in/gBIZUpt> ...see more

NEPCON Vietnam 2021
17-19 DIGITAL EXHIBITION

**TECH-UPDATE WEBINAR M2
DIEN QUANG AND SUPPORTING INDUSTRY**
zoom Friday, 19th Nov. 2021 10.00 - 10.45

Speaker 1: Ms. Thanh Loan, Sale Manager, DIEN QUANG LAMP JOINT STOCK COMPANY
Speaker 2: Mr. Tran Ba Linh, Production Director, DIEN QUANG LAMP JOINT STOCK COMPANY

ORGANISED BY Reed Tradex

Let's register to get the only chance at NEPCON Vietnam 2021. ...see more

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BÁO CÁO KHẢO SÁT TỪ TRIỂN LÃM NEPCON ĐÃ SẴN SÀNG!

The NEPCON Survey keynote is ready now!

NEPCON Survey Keynote

NEPCON Vietnam
63 followers
5d ·

Did you enjoy the Panel discussion today? Join the Business Innovation Zone today: <https://lnkd.in/gBP9jRY> ...see more

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PANEL M1 BUSINESS INNOVATION ZONE:
The future of business during and after Covid-19: Human-Tech-Medial
zoom Thursday, 18th Nov. 2021 10.30 - 11.30

Moderator: Mr. Ryan Phan Vinh, Head of Marketing, Reed Tradex Vietnam

Speaker 1: Mr. Vincent Vu, Former Media Relations Director, PR Newswire
Speaker 2: Mr. Bill Pham, Chief Advisor, PHA Consulting
Speaker 3: Mr. Ngo Quoc Khoa, CEO, Tuan An Co. Ltd

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Thank you Mr. Jordan Quek of #ArmorAsia for a great session earlier!

You can still be a part of NEPCON Vietnam 2021 by registering online! ...see more

NEPCON Vietnam 2021
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**TECH-UPDATE WEBINAR A1
PRODUCT TRACEABILITY ON PCB & PACKAGING**
zoom Wednesday, 17th Nov. 2021 13.30 - 14.15

Mr. Jordan Quek, Sales Manager, ARMOR ASIA

ORGANISED BY Reed Tradex

BI-WEEKLY E-NEWSLETTERS

eNewsletter



eNewsletter #1



eNewsletter #2



eNewsletter #3



eNewsletter #4



eNewsletter #5



eNewsletter #6



eNewsletter #7



eNewsletter #8



E-Newsletter #01

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NEPCON Vietnam 2021 BIZ Webinar: Reset Manpower...

58:02



NEPCON Vietnam 2021 Tech Update Webinar: Dien Quan...

34:35



NEPCON Vietnam Tech Update Webinar: Introductio...

45:45



NEPCON Vietnam 2021 Tech Update Webinar: Wave &...

54:15



NEPCON Vietnam 2021 Panel Discussion: Business...

1:23:00



NEPCON Vietnam 2021 Tech Update Webinar: Product...

39:52



NEPCON Vietnam 2021 - Update IPC Hand Soldering...

7:28



NEPCON Vietnam 2021 Tech Update Webinar: Your Partn...

36:36



NEPCON Vietnam 2021: Electronics Industry Forum...

1:05:20



NEPCON Vietnam 2021 Voice of Industry

4:33



NEPCON SURVEY KEYNOTE 2021

11:28



NEPCON 2021 VTV TS 16H00 17.11.2021

0:45

MEDIA REPORT





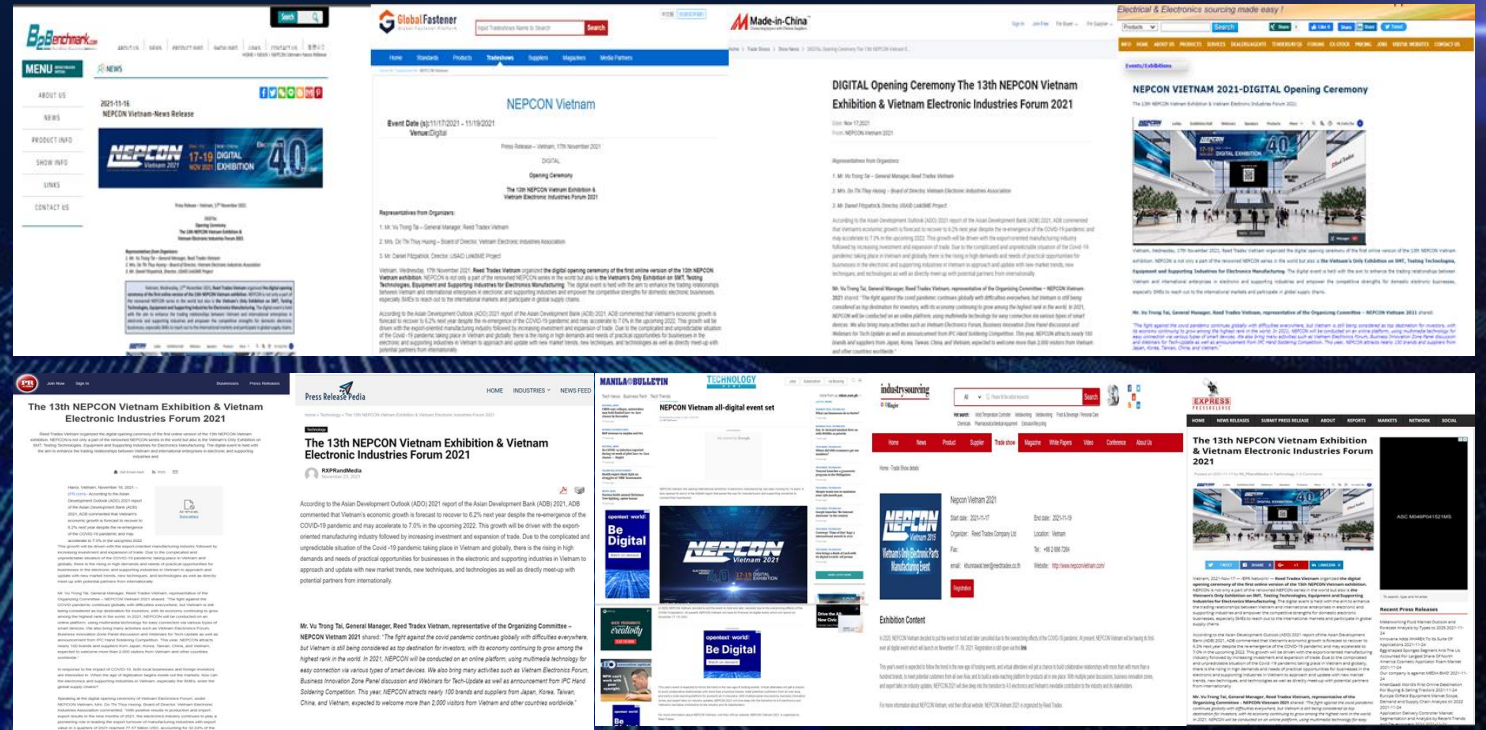
Tivi news

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No.	Date	Tivi/News	Link
Television			
1	17/11/2021	VTV News 16h00	https://www.youtube.com/watch?v=BIWR0d7HOo
2	17/11/2021	HTV News 12h00	https://www.youtube.com/watch?v=mWKm4wmgid8



No.	Date	Tivi/News	Link
3	17/11/2021	B2Benchmark	https://www.b2benchmark.com/en/news_detial.php?PKey=278
4	17/11/2021	Made-in-china	https://tradeshow.made-in-china.com/fairs/show-news/detail-QKnxEAORJlv/DIGITAL-Opening-Ceremony-The-13th-NEPCON-Vietnam-Exhibition-Vietnam-Electronic-Industries-Forum-2021.html
5	18/11/2021	Global Fastener	https://www.globalfastener.com/tradeshows/detail_758.html
6	19/11/2021	ENEFINDER	https://www.enefinder.com/html/News.aspx?id=3992
7	05/11/2021	Manila Bulletin	https://mb.com.ph/2021/11/05/nepcon-vietnam-all-digital-event-set/
8	08/11/2021	Industry Sourcing	http://www.industrysourcing.com/client/exhibition/details.html?id=307043
9	18/11/2021	Express - PressRelease	https://express-press-release.net/news/2021/11/17/1054762
10	19/11/2021	PR.com	https://www.pr.com/press-release/849138
11	23/11/2021	Pressreleasedia.com	https://pressreleasedia.com/the-13th-nepcon-vietnam-exhibition-vietnam-electronic-industries-forum-2021/





LOCAL NEWS

16

Vietnam Media

No.	Date	Tivi/News	Link
12	17/11/2021	Ngươi Do Thi	https://nguoidothi.net.vn/hon-100-thuong-hieu-tu-10-quoc-gia-gop-mat-tai-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-32375.html
13	17/11/2021	Doanh Nhân Sài Gòn	https://doanhnhansaigon.vn/cong-nghe/khai-mac-dien-dan-cong-nghiep-dien-tu-viet-nam-2021-1108089.html
14	17/11/2021	Kinh te News	https://www.kinhtenews.com/2021/11/hon-100-thuong-hieu-tham-gia-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-2021-1108089.html
15	17/11/2021	Tiep thi & Gia dinh	http://www.tiepthigiadinhonlines.com/2021/11/cong-bo-khai-mac-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-2021-1108089.html
16	17/11/2021	Gia dinh Vietnam	https://giadinonline.vn/hon-100-thuong-hieu-tham-gia-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-d176165.html
17	18/11/2021	Tiep thi dau tu 24h	http://tiepthidautu24h.vn/h-100-thuong-hieu-tham-gia-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-2021.html
18	18/11/2021	Thuong gia Online	https://thuonggiaonline.vn/gan-100-thuong-hieu-tham-gia-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-2021-42304.htm
19	18/11/2021	Nhip song tieu dung	https://nhipsongtieudung.net/hon-100-thuong-hieu-tham-gia-trien-lam-dien-tu-quoc-te-nepcon-viet-nam/
20	18/11/2021	Thi truong & Thuong Hieu	https://thitruongthuonghieu.vn/hon-100-thuong-hieu-tu-10-quoc-gia-gop-mat-tai-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-20211118065039.htm
21	18/11/2021	Dan Sinh	https://baodansinh.vn/hon-100-thuong-hieu-cong-nghe-va-may-moc-thiet-bi-dien-tu-tham-du-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-2021-1118065039.htm
22	18/11/2021	Phap luat Vietnam	https://baophapluat.vn/hon-100-thuong-hieu-tham-gia-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-post422412.html
23	18/11/2021	Doanh nhân Plus	https://doanhnhanplus.vn/trien-lam-dien-tu-quoc-te-nepcon-viet-nam-dien-dan-cong-nghiep-dien-tu-viet-nam-2021-577406.html
24	18/11/2021	Cong ly Xahoi	https://m.conglyxahoi.net.vn/preview/preview-101123.html?mode=preview&zarsrc=30&utm_source=zalo&utm_medium=zalo&utm_campaign=zalo
25	18/11/2021	Cong thuong	https://congthuong.vn/trien-lam-nepcon-viet-nam-dien-dan-cong-nghiep-dien-tu-viet-nam-2021-co-gi-dac-biet-167563.html
26	18/11/2021	Tin tuc	https://baotintuc.vn/doanh-nghiep-san-pham-dich-vu/trien-lam-dien-tu-quoc-te-nepcon-viet-nam-20211118212311295.htm
27	19/11/2021	The gioi so	https://tgs.vn/dong-chay/hon-100-thuong-hieu-tham-gia-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-2021/?zarsrc=30&utm_source=zalo&utm_medium=zalo&utm_campaign=zalo

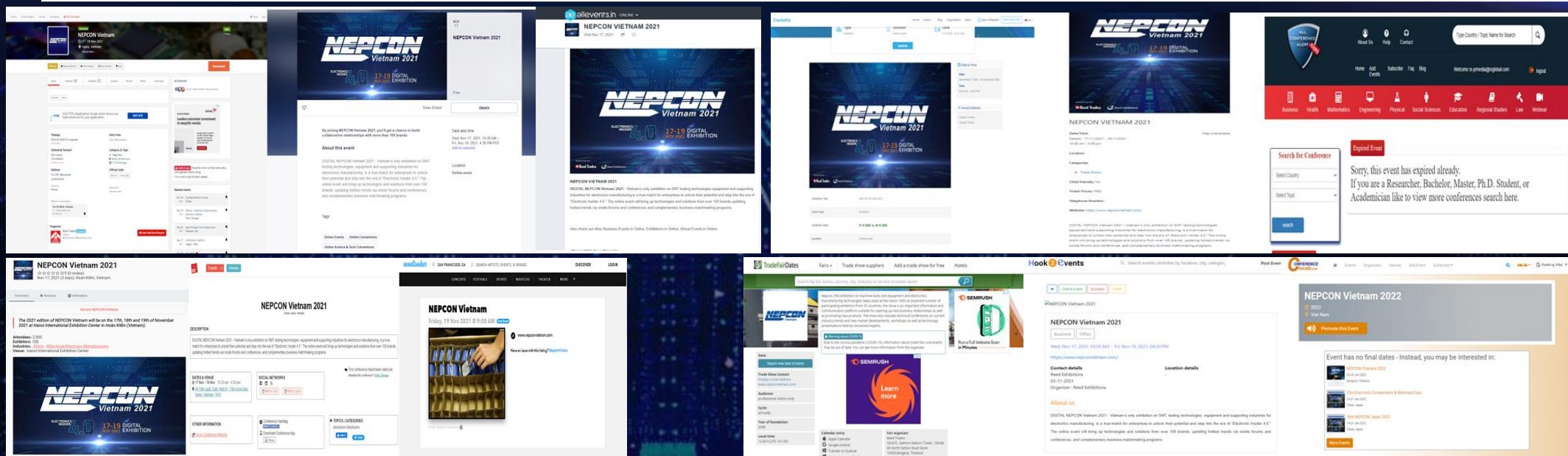


Event Pages

20

Event Page

28	29/10/2021	10Times.com	https://10times.com/nepcon-vietnam-hanoi
29	29/10/2021	Eventbrite	https://www.eventbrite.com/e/nepcon-vietnam-2021-tickets-201508305767
30	29/10/2021	AllEvents.in	https://allevents.in/online/nepcon-vietnam-2021/80001411202957
31	29/10/2021	tradefest.io	https://tradefest.io/en/event/nepcon-vietnam
32	01/11/2021	Vietnam.Events	https://eventstopten.com/?event=nepcon-vietnam-2021
33	02/11/2021	Online, eventseeker	https://eventseeker.com/online/nov-19-2021/418099004-nepcon-vietnam
34	02/11/2021	Eventsget	https://eventsget.com/events/nepcon-vietnam-2021-80544
35	02/11/2021	YourFreeEvent	https://www.youreventfree.com/events/nepcon-vietnam-2021/#.YZ4ihdBBzcu
36	02/11/2021	allconferencealert.com	https://www.allconferencealert.com/expire.html
37	02/11/2021	Tradefairdates	https://www.tradefairdates.com/Nepcon-Vietnam-M12747/Online.html
38	02/11/2021	Hook2Event s	https://www.hook2events.com/p/nepcon-vietnam-2021
39	02/11/2021	Clocate	https://www.clocate.com/conference/nepcon-vietnam/20500/
40	03/11/2021	Industry Events	https://www.industryevents.com/events/nepcon-vietnam-2021
41	04/11/2021	Conal	https://conferencealerts.com/show-event?id=239484
42	04/11/2021	SpinGo	http://www.spingo.com/calendar/event/8675449
43	05/11/2021	etradeasia.com	https://www.etradeasia.com/eventcenter/introduce.asp?event_id=2483
44	05/11/2021	Yelp	NEPCON Vietnam, Da'an District Events - Yelp
45	11/2021	Evnt	https://evnt.com/events/?ev_id=940386
46	08/11/2021	Neventum.C ventum	https://www.neventum.com/tradeshows/nepcon-vietnam
47		Tradeshaw	NEPCON Vietnam 2021 on Made-in-china.com





17-19 DIGITAL
NOV 2021 EXHIBITION

THANK YOU