

The logo for NEPCON Vietnam 2022. It features the word "NEPCON" in a large, bold, white sans-serif font with horizontal lines through the letters. Below it, "Vietnam 2022" is written in a smaller, white sans-serif font. The background of the entire image is a vibrant blue and purple gradient with a complex, glowing circuit board pattern. Various electronic components like chips, capacitors, and connectors are depicted in a 3D isometric style. A central chip is highlighted with a pink and blue glow and contains the text "ELECTRONICS INSIDER 40". In the lower left, there are icons of trucks and a padlock, suggesting logistics and security themes.

NEPCON
Vietnam 2022

POST - SHOW REPORT

(WED-FRI)

14-16
SEPT 2022

09:00-17:00 hrs

I.C.E. Hanoi
Vietnam



NEPCON VIETNAM is the most influential and only **Electronic Trade Show in Vietnam** - the proving ground for latest technologies introduction and global innovators. This is where more than 300 brands do business and meet new partners, and the sharpest innovators hit the stage.

NEPCON VIETNAM 2022 focuses on the innovative concept of “Electronics 4.0 Insider”. The exhibition brought together nearly 200 brands and companies to showcase - SMT, Testing Technologies, Equipment, Supporting Industries, Intelligent Manufacturing and other relevant areas will also be exhibited.

Built by

RX Tradex

To become Exhibitor or Visitor, please contact

+84 286 287 3355 nepconvietnam@rxtradex.vn [nepconvietnampage](#) ID: NEPCON Vietnam www.nepconvietnam.com



FACTS & FIGURES NEPCON VIETNAM 2022

The exhibition closed with success and were warmly welcomed by 9,176 industrialists from across Vietnam and overseas, all of whom came to discover leading-edge technologies they desired, electronic components, Materials, Design & Tools, PWB (Printed Wiring Boards), LED & Laser Diode Technology and other industrial components/subcontracting for the electronic supporting industries with nearly 200 brands of technologies from 10 countries and 6 international pavilions were also there demonstrating the best of their technologies.



6 INTERNATIONAL PAVILLION

SINGAPORE PAVILLION – AEIS

TAIWAN PAVILLION – TEEMA

CHINA PAVILLION – CCPIT ECC | WES

SHENZHEN | DONGGUAN

KOREA PAVILLION - KFAIRS

10 COUNTRIES



24
VISITOR BY COUNTRY

3,120
GROUP VISIT

271
COMPANIES VISITED

50%
VISITORS
ARE STATE ENTERPRISE

33%
INTERESTED IN
ELECTRICAL & ELECTRONICS

PRE-SHOW ACTIVITY

MEDIA CONFERENCE & FORUM

TOPIC "OPPORTUNITIES FOR VIETNAMESE ENTERPRISES TO JOIN GLOBAL SUPPLY CHAIN: 4.0 SUSTAINABLE GROWTH FOR ELECTRONICS FIRMS"

DATE 19/07/2022

TIME 13:00 – 16:30

After the pandemic, Vietnam's electronics industry needs breakthroughs solutions and ideas to adapt to the changes with the increasing demand for lean production to help businesses, especially SMEs, to reduce costs and optimize production operations. The topic of Vietnam Electronic Forum 2022 within the framework of the NEPCON Vietnam international electronics exhibition, is an opportunity for businesses to share, exchange information and learn from each other for reaching sustainable development as well as keeping up to date with new trends, advanced technologies, and smart manufacturing solutions



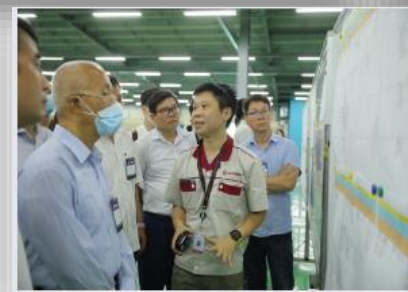
FACTORY VISIT & BUSINESS MATCHING

BUSINESS MATCHING SERVICE

IS READY TO SUPPORT NOW!

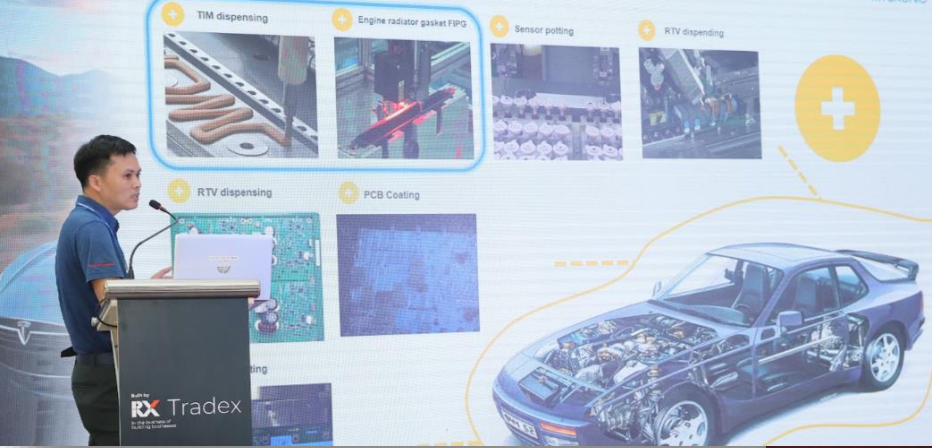
Only at VME, the business matching service will bring up opportunities for both supplier and buyers around the world. What are you waiting for? Let's connect with our business matching team and grab your chances for approaching clients and expanding market today!

DỊCH VỤ KẾT NỐI KINH DOANH
ĐÃ SẴN SÀNG
HỖ TRỢ DOANH NGHIỆP!



ON-SITE ACTIVITY – VIETNAM ELECTRONICS INDUSTRY FORUM



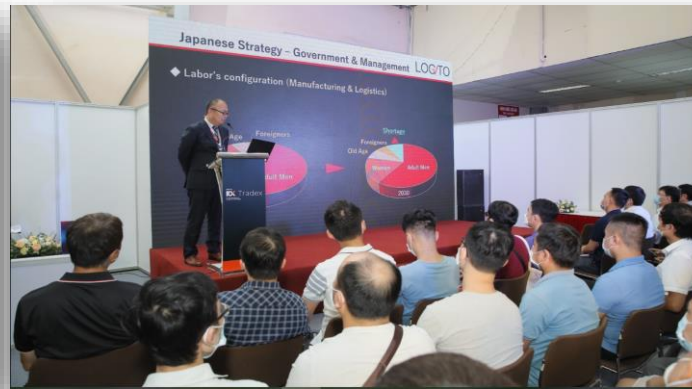


ON-SITE ACTIVITY – WORKSHOP BY TRANSTECHNOLOGY





ON-SITE ACTIVITY – WORKSHOP BY DJK





**ON-SITE ACTIVITY
– TRAINING
WORKSHOP BY
PNQ SOLUTIONS**



ON-SITE ACTIVITY – TRAINING WORKSHOP BY PNA CONSULTING





ON-SITE ACTIVITY – PUZZLE CHALLENGES & SECRET BOX



ON-SITE ACTIVITY – IPC HAND SOLDERING COMPETITION



EXHIBITOR SATISFACTION

KPIs of the event were reflected to be gratifying for exhibitors and could expect more interest in the next edition as $\frac{3}{4}$ of them would most likely return while also positively convince others to participate with an above average overall recommendation.

Basing on the exhibitor satisfaction with their perception for visitors, the show could try to invite more people to attend the event since exhibitors were neutrally impressed by the quality and quantity which also affects their opinion for the ROI.

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EXHIBITOR SCORE

NEPCON Vietnam 2022 delivered a good quality of leads to the exhibitors, which contributed to the overall topline measures of the show. Additionally, the Emperia app assisted them in efficiently gathering client data.



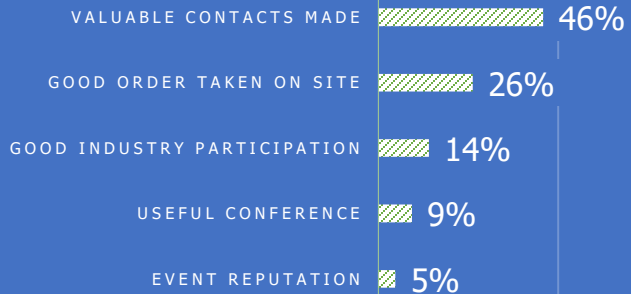
LOYALTY: 73%



LIKELIHOOD: 58%

Most important reasons for giving NPS

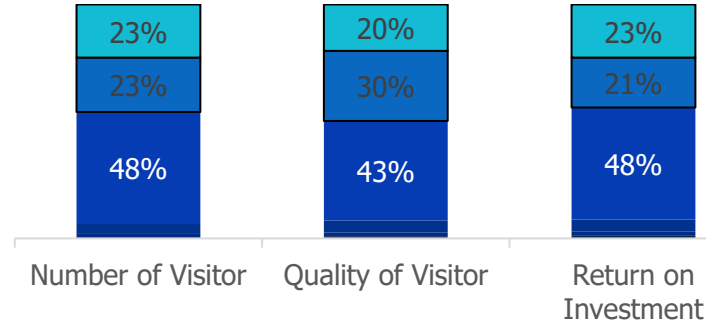
PROMOTERS' REASON



NEV 22 Overall Liking

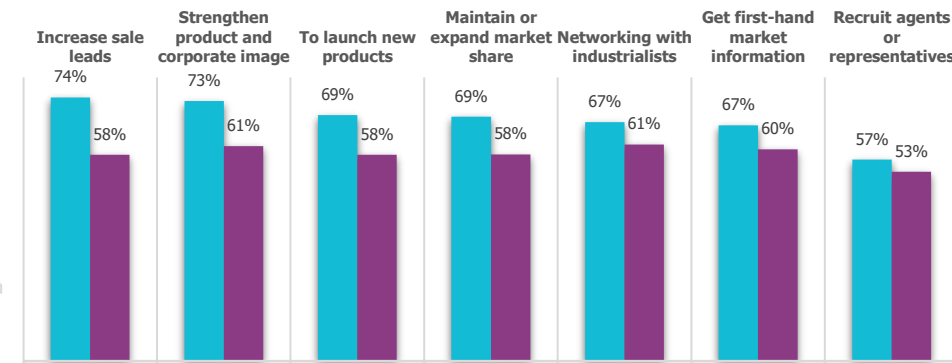
■ Completely satisfied ■ Very satisfied

TOP 3 Satisfaction

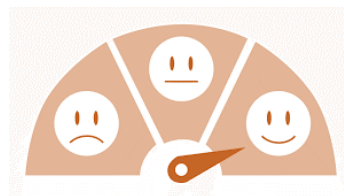


■ Top 2 Importance
■ Top 2 Satisfaction

Exhibitor Objectives



EMPERIA EFFECTIVENESS



Emperia makes it easier and more effective for collecting the data of potential buyers at the booth

EMPERIA EFFECTIVENESS



VISITOR SATISFACTION

According to the overall topline measures, NEPCON Vietnam did well for our visitors overall, with $\frac{3}{4}$ of them likely to return. While attending the show, they had the chance to meet quality items and contacts. The event organization also left an impact for their satisfaction

Built by

The logo for RX Tradex, with "RX" in a bold, stylized font and "Tradex" in a clean sans-serif font.

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KEY HIGHLIGHTS

- The only Electronic International Trade Show in Vietnam
- The 1st Electronic event with paper-less registration.
- The 1st Electronic event with digital application approach to optimize the Exhibitor's experiences.



ON-SITE

5,597

61%



PRE-REGIS

3,028

33%



RE-VISIT

551

6%



GROUP

3,120 34%



INDIVIDUAL

6,056 66%



VIP

1009 11%



OWNER
TOP MANAGEMENT

1,101 12%

PARTICIPANTS
3 DAYS

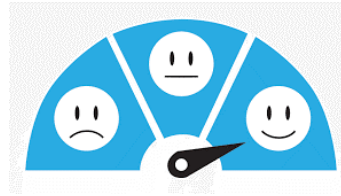
9,176



VISITOR SCORE

There is a bigger proportion of the visitors who have made positive takes on the overall products that they have seen at the event versus those who did not, which made the recommendation score outstanding.

In addition to the displayed products, there are also who benefitted on making new contacts (26%) and doing business to exhibitors at approximately 1-10 companies.



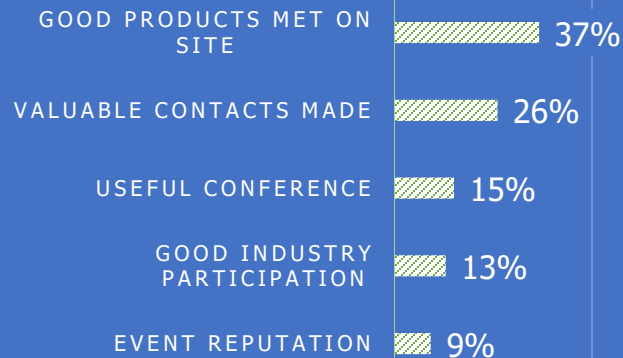
LOYALTY: 72%



LIKELIHOOD: 61%

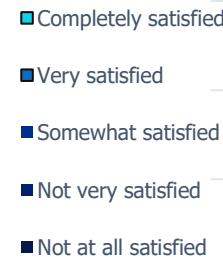
Important reasons for positive recommendation

PROMOTERS' REASON

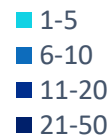
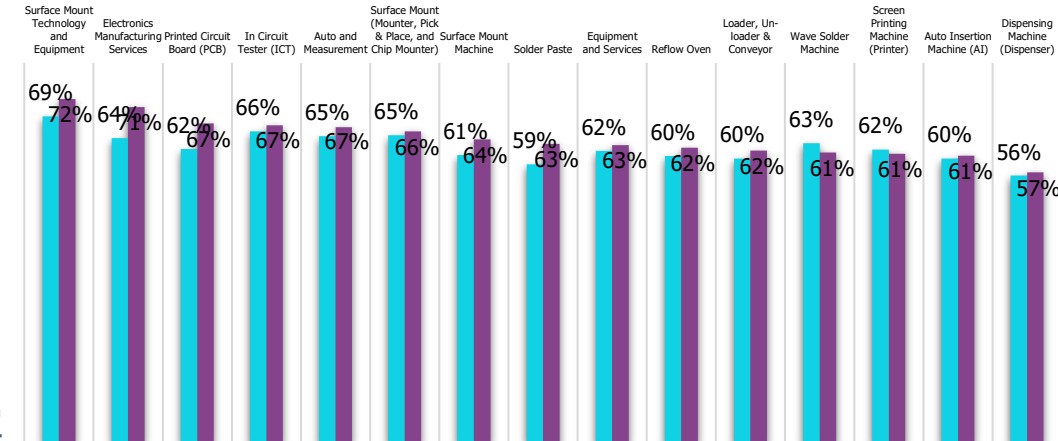


NEV 22 Overall Liking

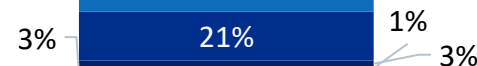
TOP 3 Satisfaction



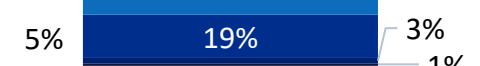
Top 10 Exhibit Product Application Importance x Satisfaction



How many companies did they have business talk/meeting with at the event?



Number of companies I already do business with

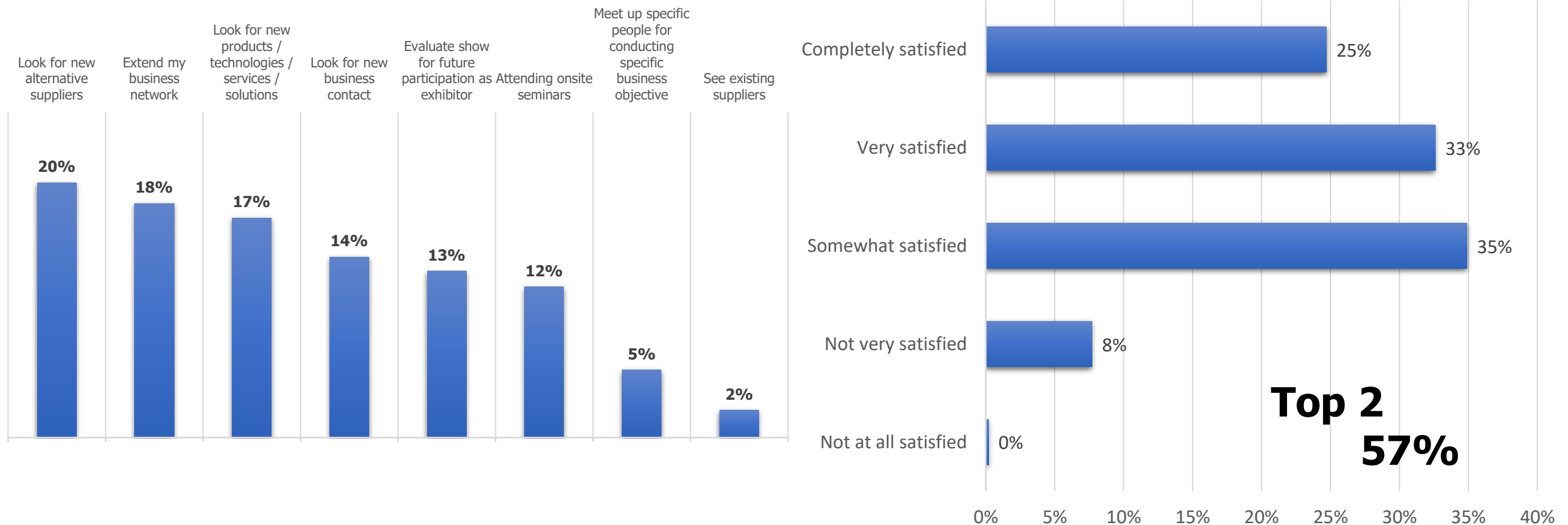


Number of new companies

VISITOR STATISTICS

Visitors have evaluated that their purpose for attending the event is to expand their market by looking for new alternative suppliers (20%), extend business network (18%) and look for new products (17%). Their satisfaction concerning these objectives garnered 57%.

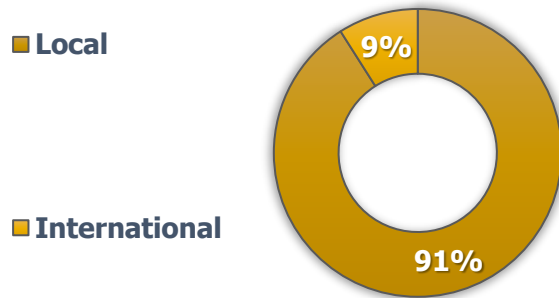
OBJECTIVES x SATISFACTION



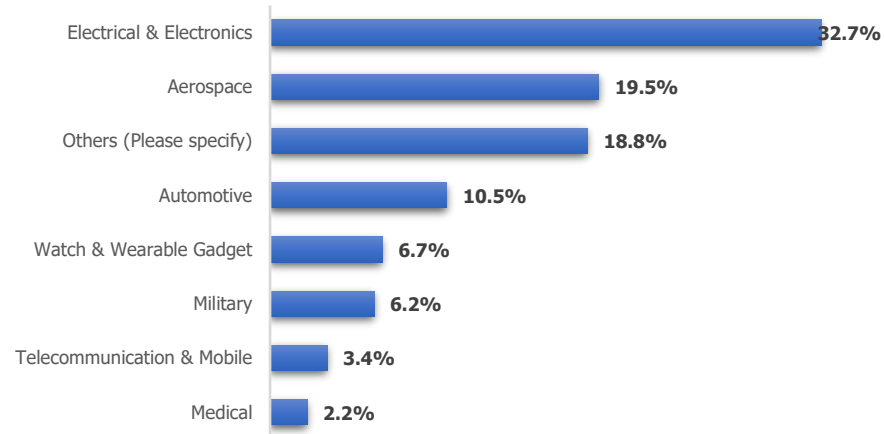


VISITOR ANALYSIS

VISITOR BY COUNTRY



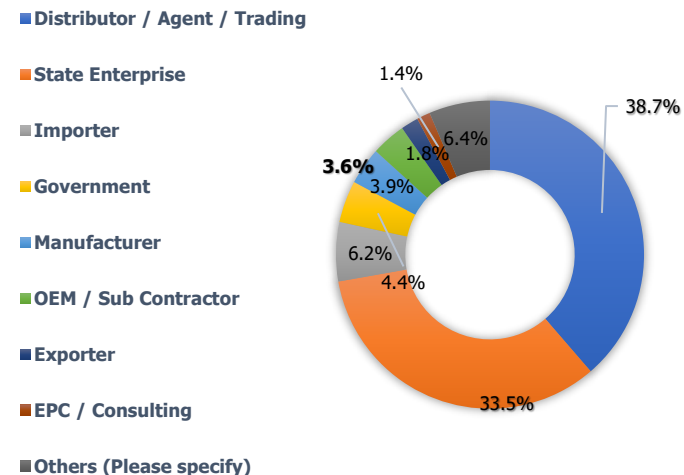
VISITOR INDUSTRY'S PROFILE



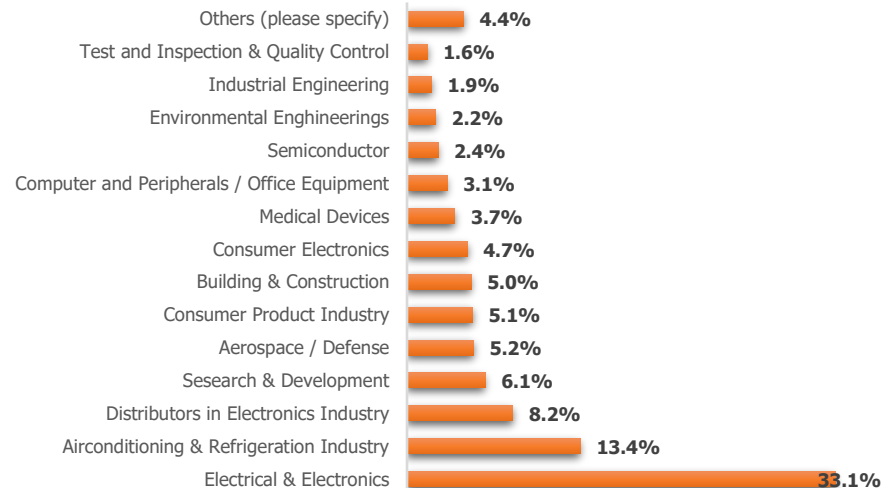
VISITOR MAIN OBJECTIVES



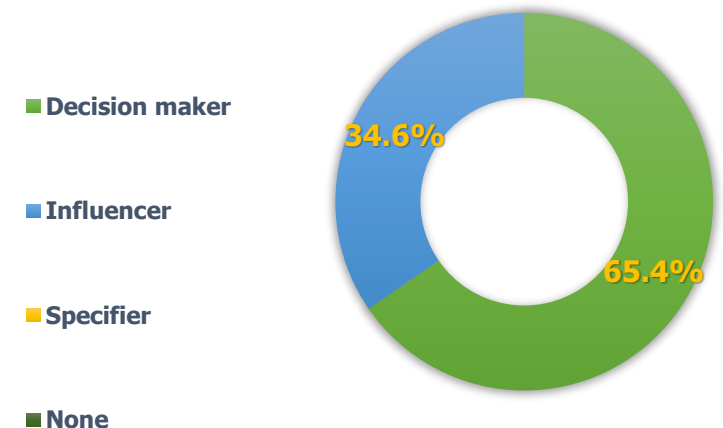
VISITOR MAIN BUSSINESS NATURE



EXHIBITOR'S INDUSTRY INTERESTED



VISITOR PURCHASING AUTHORITY



MEDIA COVERAGE

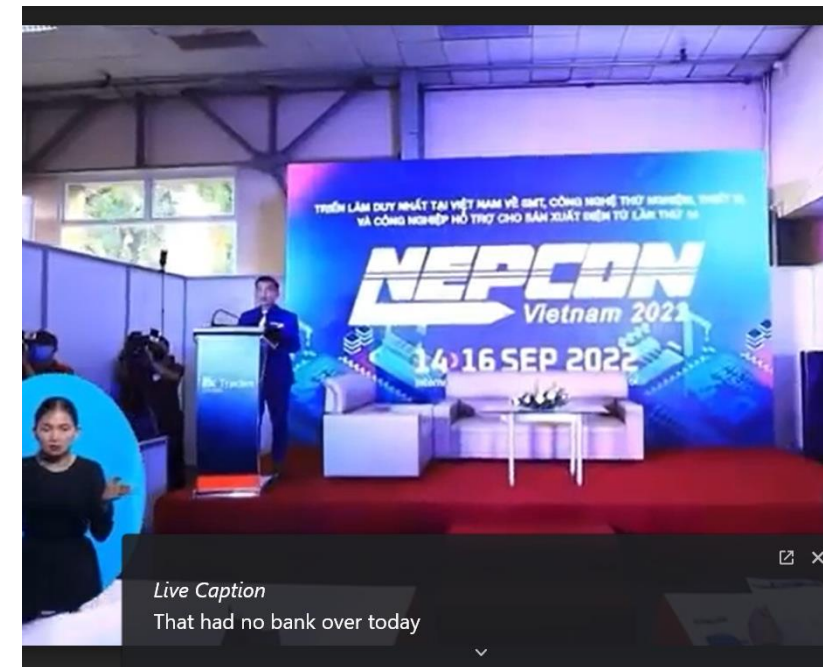
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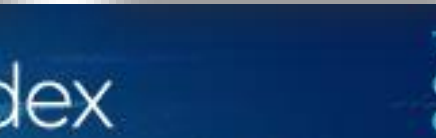
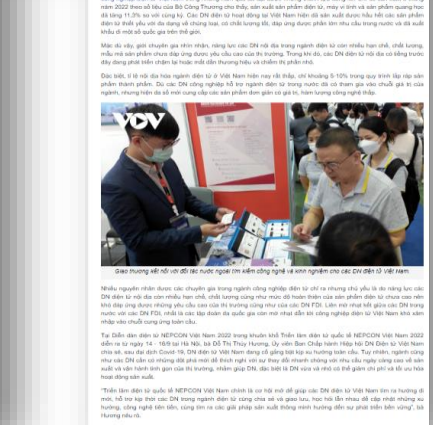
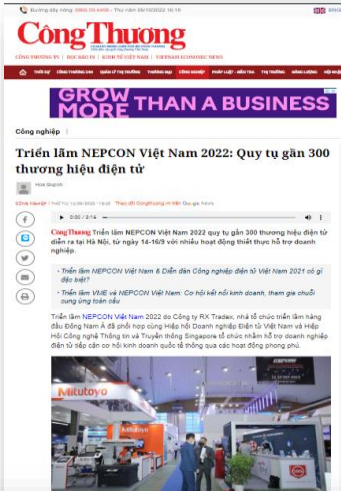
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MEDIA COVERAGE (News Channel)



MEDIA CLIPPING



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nepconvietnampage ID: NEPCON Vietnam www.nepconvietnam.com

MEDIA COVERAGE (50 online news and magazine)

No.	Media	Link
1	Thời sự VTV	https://drive.google.com/file/d/1ntU24kuHCNqx45XYgPE0UXw9Y8y8KHqc/view
2	Thời sự trưa HTV	https://drive.google.com/file/d/1SSZxV5ffirjCFEWhTVmogMk7kOjv-r10/view
3	Truyền Hình Công thương	http://truyenhinhcongthuong.vn/bai-viet/hon-300-thuong-hieu-cong-nghe-va-may-moc-dien-tu-gop-mat-tai-trien-lam-nepcon-2022_2576.html
4	Truyền hình Hà Nội	https://hanoitv.vn/ban-tin-cuoi-ngay-14092022-v209849.html
5	Truyền hình ViTV	https://drive.google.com/file/d/1CdWVW3C2eLNyk4n9JvyuAWgQkMF8THqS/view
6	Truyền hình Đảng Cộng Sản	https://dangcongsan.vn/video/ban-tin-thoi-su-ngay-14-9-2022-1885889.html?gidzl=AyobMTbINnSesgDUttHU5IIVf5B4SGyUDDAWkvHu34ypXVW6n2rJI6FK_L6LVLOMRD_vK3R1cyr_ssTV5W
7	Truyền hình VOV	https://fb.watch/ePp0EwYIIz/
8	Tạp chí Công Thương	https://congtuong.vn/trien-lam-nepcon-viet-nam-2022-quy-tu-gan-300-thuong-hieu-dien-tu-219951.html?gidzl=Bhg_LO_Zv0ijhBbJ2VZb2IwekLGI_BC9CQMzLKBr5WsykK04g3INsQZu5T3yEe1QQZaLZOIOMnK3Ula2W
9	Tự Động Hóa Ngày Nay	https://vnautomate.net/nha-san-xuat-cong-nghe-va-cong-ty-cong-nghe-deu-tim-co-hoi-phuc-hoi-kinh-te-tai-nepcon-vietnam-2022.html
10	Vietnam Economic News	http://ven.vn/nepcon-vietnam-2022-attracts-nearly-300-technological-brands-46190.html
11	Doanh nghiệp và Thương mại VASI	https://doanhnghiepvathuongmai.vn/bai-viet/nepcon-viet-nam-2022-san-xuat-tinh-gon-va-chuoi-cung-ung-cua-nganh-dien-tu.phtml?gidzl=qclqMm39isIHSh9S1jAoQT9tjL0Tr-DYpNgnKktUu3FABUa47Ok_D9fyx5DCsxfgbNveKZRxbJ010i6pQW
12	Báo Thế giới & Việt Nam	Hỗ trợ doanh nghiệp điện tử tái sản xuất, mở rộng thị trường (baoquocte.vn) https://phapluatxahoi.kinhthedothe.vn/khai-mac-nepcon-viet-nam-tai-ha-noi-304948.html
13	Pháp luật & Xã Hội	
14	Thông tấn Xã Việt Nam (Bnews)	https://bnews.vn/hon-300-thuong-hieu-cong-nghe-va-may-moc-dien-tu-gop-mat-tai-trien-lam-nepcon-2022/258262.html
15	Người làm báo Điện tử	https://nguoiambao.vn/khai-mac-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-2022-n57243.html
16	Báo Thương hiệu công luận	https://thuonghieugongluan.com.vn/hon-300-thuong-hieu-cong-nghe-va-may-moc-dien-tu-tham-gia-trien-lam-nepcon-2022-a179231.html
17	Tạp chí Thanh Niên	http://thanhnienviet.vn/2022/09/14/hon-20-quoc-gia-tham-du-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-2022/
18	Tạp chí Doanh nghiệp và Đầu tư	https://doanhnghiepvadauto.info.vn/nepcon-viet-nam-2022-quy-tu-gan-300-thuong-hieu-dien-tu-hon-20-quoc-gia.html

No.	Media	Link
19	Báo điện tử VOV	https://m.vovworld.vn/vi-VN/xa-hoi-doi-song/trien-lam-dien-tu-quoc-te-nepcon-viet-nam-quy-tu-hon-20-quoc-gia-1135007.vov
20	Đài Tiếng Nói VN - VOV	https://vov.vn/kinh-te/cong-nghiep-dien-tu-huong-den-su-tinh-gon-de-bat-kip-xu-the-post955712.vov
21	Doanh nghiệp & Hội nhập	https://doanhnghiephoinhap.vn/trien-lam-nepcon-viet-nam-2022-gan-300-thuong-hieu-linh-vuc-dien-tu-tren-the-gioi-gop-mat.html
22	Doanh nghiệp và Thương hiệu	https://doanhnghiepthuonghieu.vn/trien-lam-dien-tu-quoc-te-nepcon-viet-nam-thu-hut-hon-20-quoc-gia-tham-du-1178109673-p41967.html
23	Tạp chí Thương Trường	https://thuongtruong.com.vn/news/trien-lam-nepcon-2022-cao-hoi-cho-doanh-nghiep-dien-tu-tham-gia-chuoi-cung-ung-toan-cau-89590.html
24	Báo Quân đội nhân dân	https://www.qdnd.vn/kinh-te/tin-tuc/ket-noi-ho-tro-gan-300-thuong-hieu-dien-tu-705401
25	Thời báo Ngân hàng	https://thoibaonghanh.vn/co-hoi-de-doanh-nghiep-dien-tu-tham-gia-chuoi-cung-ung-toan-cau-131194.html
26	Chất lượng cuộc sống	https://chatluongvacuocsong.vn/nang-cao-chat-luong-nganh-cong-nghe-dien-tu-san-xuat-va-van-hanh-tinh-gon-40-d99330.html
27	Lao động Xã Hội	http://laodongxahoi.net/dien-dan-dien-tu-nepcon-2022-san-xuat-tinh-gon-va-chuoi-cung-ung-cua-nganh-dien-tu-1324630.html
28	Đời sống tiêu dùng	https://doisongtieudung.vn/trien-lam-nepcon-viet-nam-2022-dien-ra-tu-ngay-14-16-9-20220915080311034.html
29	Tạp chí Thi Đua Khen thưởng	http://thiudaqhenthuongvn.org.vn/kinh-te/dien-dan-dien-tu-nepcon-san-xuat-tinh-gon-va-chuoi-cung-ung-cua-nganh-dien-tu
30	Tạp chí Nhân đạo	https://nhandaonline.vn/trien-lam-nepcon-2022-cao-hoi-cho-doanh-nghiep-dien-tu-tham-gia-chuoi-cung-ung-toan-cau-a19803.html
31	Tạp chí Công nghiệp Môi trường	https://congnghiemoitruong.vn/trien-lam-nepcon-viet-nam-2022-gop-mat-gan-300-thuong-hieu-hang-dau-the-gioi-8679.html
32	Tạp chí Sở hữu trí tuệ	https://sohuutritue.net.vn/300-thuong-hieu-cong-nghe-may-moc-thiet-bi-trong-linh-vuc-dien-tham-du-trien-lam-dien-tu-quoc-te-nepcon-viet-nam-2022-d149100.html
33	Năng lượng mới - Petrotimes	https://petrotimes.vn/nepcon-viet-nam-2022-noi-hoi-tu-cong-nghe-tien-tien-cua-nganh-dien-tu-665667.html
34	Tạp chí Văn hóa Phát triển	https://vanhoavaphattrien.vn/blog-preview/15193
35	Tạp chí Điện tử	https://dientungaynay.vn/cuoc-song-so/gan-300-thuong-hieu-dien-tu-quy-tu-tai-nepcon-viet-nam-nam-2022
36	Tạp chí Do Uong	https://kinhtedouong.vn/trien-lam-nepcon-viet-nam-2022-dien-ra-tu-ngay-14--169-92093.html

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NEPCON
Vietnam 2022

THANK YOU

(WED-FRI)

14-16
SEPT 2022

09:00-17:00 hrs

I.C.E. Hanoi
Vietnam

