



Your gateway to the world of international exhibitions



## Invitation NL Pavilion

**Are you looking to grow your food business in one of Asia's most dynamic and fast-growing markets? We invite you to join the NL Pavilion at SIAL Vietnam 2026 and discover new opportunities and position your brand at the heart of Southeast Asia's booming food & beverage industry.**

### Why Vietnam?

Vietnam is one of Southeast Asia's fastest-growing economies, with a population of over 100 million, a strong economic growth (forecast around 8% annually) and a rising middle class.

Consumer demand is shifting quickly, creating strong opportunities for Dutch companies with innovative and premium offerings:

- Rising interest in **premium and imported food products**
- Strong focus on **food safety, quality, and traceability**
- Rapid growth of **modern retail and e-commerce channels**
- Increasing demand for **sustainable and innovative solutions**

### Why exhibit at SIAL Vietnam?

SIAL Vietnam is a leading B2B food exhibition in Ho Chi Minh City, connecting international suppliers with key buyers from across the region.

By joining the NL Pavilion, Dutch companies benefit from:

- Strong national visibility and collective branding
- Access to high-level, pre-qualified buyers
- Entry into a rapidly developing regional hub
- Networking within the global SIAL ecosystem

The event is co-located with Vietnam Food Expo, creating a powerful platform that attracts thousands of professional visitors and hundreds of exhibitors from around the world.

### Exhibitor Profile

- Fine food and international specialities
- Beverages (alcoholic and non-alcoholic)
- Fruits, vegetables, seafood
- Coffee & tea
- Food ingredients and raw materials
- Food technology and industrial solutions

### Visitor Profile

You will meet a targeted audience of:

- Importers, distributors and wholesalers

- Retail buyers (supermarkets and specialty stores)
- Foodservice professionals (restaurants, cafés, QSR chains)
- Hospitality groups (hotels and resorts)
- E-commerce and institutional buyers

### Why join the NL Pavilion?

The Netherlands is globally recognized for its innovation, quality and sustainability in food production. At SIAL Vietnam, these strengths perfectly match local demand for safe, high-quality and sustainable food solutions.

By participating in the NL Pavilion, you:

- Strengthen your market entry into Vietnam and Southeast Asia
- Build valuable partnerships with regional buyers
- Showcase your brand alongside leading Dutch companies
- Benefit from collective promotion and on-site support

### Participation in the NL Pavilion at SIAL Vietnam

The costs for participating in one of the NL Pavilions are € 725.00 (excl. VAT) per sqm of exhibition space. A compulsory registration fee of € 230.00 is also calculated per participating company. These costs are imposed by the exhibition organization. Co-exhibitors will be charged the same costs.

The conditions of participation, together with the registration form, can be found in the annex. To participate in this fair, you must complete the application form and sign it by an authorized representative within his/her organization who is registered as such with the Chamber of Commerce as authorized to sign. **If this is not met, the registration is not valid.**

Deadline for registration is **Friday 15 June. So be on time, first come first serve!**

Interested in joining or would you like to receive more information about the NL Pavilion, please contact OEM, Caroline Cramer, telephone: +31 6 15371456, e-mail: [cc@orange-management.com](mailto:cc@orange-management.com). We look forward to receiving your application