

GENERAL INFORMATION

Name	Int'l Festival of Natural Products and Functional Foods in Vietnam - I3F Vietnam 2017
Time	14 – 16/ 07/ 2017
Venue	PhuTho Stadium 1 Lu Gia Str., 11 District , Ho Chi Minh, Vietnam
Sponsor Authorities	Government of the Socialist Republic of Vietnam Ministry of Health Ministry of Science and Technology Vietnam Administration of Food
Organizers	Vietnam Association of Functional Foods - VAFF Asia Trade Fair & Business Promotion – ATFA
Media sponsors	- INFO TV Channel - HiTV Television Channel & JoyFM Radio Channel - Health ⁺ Magazine - Suc khoe & Doi song Newspaper - Vietnam Investment Review (Dautu Newspaper) - Tu van Tieu dung Magazine - The gioi Dien anh Magazine - Tiep thi Tieu dung Online Newspaper - Vietnam Economic Times - Dien dan Doanh nghiep Newspaper - Lam Dep Magazine
Display Area	5,000m ²
Number of displayed booths (Est.)	200 booths
Visitors (Est.)	50,000 –80,000
Display product	<ol style="list-style-type: none"> 1. Fortification Food 2. Dietary Supplement 3. Botanica/ Herbal Dietary Supplement: Algae, Edible/ Medicinal Mushroom, Herbal... 4. Foods for Special Dietary Uses: foods for pregnant women, for infants, and for the elderly... 5. Foods for Specified Health Uses 6. Foods for Specified Medical purposes 7. Dairy & Dairy Products: fresh milk, milk powder, dietary dairy, dairy for infants and the elderly... 8. Beauty Products 9. Funtional Foods Ingredients 10. Beverage: energy drinks, vitamin drinks, tea, cordial... 11. Health Care Equipment

Key activities	<ol style="list-style-type: none"> 1. Product display & introduction 2. Press conference 3. Opening ceremony and VIP tour 4. Miss Functional Food Contest 5. Conference: “Functional Foods and Health” 6. “Gold medal for public health” awarding & closing ceremony 7. Health examination activities with modern health care equipments
Components of visitors	<ul style="list-style-type: none"> - Distributors - Agents - Manufacturers - Businesses or consultants, sales - Pharmacies - Hospitals, research centers - Professionals and Experts - Consumers
Free services (for exhibitors)	<ul style="list-style-type: none"> - Integrate enterprises’ information during advertising campaigns before, during and post event - Introduce company profile and products in the Catalogue of the event - Attend workshops, festivals and activities in and during the event - Show security & hygiene will be ensured by the organizer - Invitation to the Opening Ceremony and showdays
Service provided as requested	<ul style="list-style-type: none"> - Equipments & supplies for rent (non-standard equipments are available) - Booth design and construction (upgrading standard booth and special design) - Organize seminars and events as requested - Reportages, PR articles service - Logistic service, including document covering procedure on temporary import for re-export - Interpreters, Model, PG... - Decorate and advertise in the exhibition area - Ads in Festival’s catalogue
Media campaign	<ul style="list-style-type: none"> - Press conference before the event - Regular information on 30 local and overseas newspapers, magazines - Advertising on 03 Television channels and other radio channels - Advertising on the website with large number of visitors - Advertising via other channel: SMS, shopping mall, street banners, ... - Update information on Festival’s Official website - Newsletters to local and oversea customers - Direct invitation to customers and potential visitors.
Ticket	Free
Contact	<p>I3F VIETNAM 2017 Organizers: Asia Trade Fair & Business Promotion – ATFA Address: P303, No 88 Pham Ngoc Thach, Dong Da, Hanoi Tel: (844) 3573 6728/ 9 Fax: (844) 3573 6727 Email: i3f.atfa@gmail.com Website: www.i3fvietnam.vn Hotline: 091 228 3896</p> <p>VIETNAM ASSOCIATION OF FUNCTIONAL FOODS- VAFF Address: Floor 14, Cung Tri Thuc, D25*, Tran Thai Tong, Cau Giay district, HN Tel: (844) 3795 6592 Fax: (844) 3795 8157</p>