



VIETNAM INTERNATIONAL FISHING GEAR EXPO

31/1020
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QUEEN PLAZA
KY HOA

16A LE HONG PHONG, WARD 12, DISTRICT 10, HCMC, VIETNAM

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ORGANIZERS

GF | Great Future



OVERVIEW

2024

VIETNAM INTERNATIONAL FISHING GEAR EXPO



“越南渔具领域最受期待的活动
为来自国内和国际市场的数百家企业充当有效的桥梁。
它也是这项运动爱好者的国际游乐场”

OPENING CEREMONY 2023

OPENING SPEECH



MR. NGUYEN QUANG ANH
越南钓鱼运动协会主席 阮光英先生
The President of the Sport Fishing Association of Vietnam

本届VFGE 2023上，来自香港、中国、韩国、澳大利亚等世界各地的专业制造商、经销商、大型代理商云集。今年展出的产品异常丰富多样，展示了重大的技术进步和高质量标准。我希望通过这次展览，越南钓鱼爱好者将受益匪浅，为国内外企业提供大量的见面、联系、拓展市场、实现生产现代化、不断提高产品质量的机会。这反过来又有助于越南与世界各国之间双边贸易活动的发展。

At this year's VFGE 2023, a diverse gathering of professional manufacturers, distributors, and large agents from various countries around the world, such as Hong Kong, China, South Korea, and Australia, is taking place. The displayed products this year are exceptionally rich and diverse, showcasing significant technological advancements and high-quality standards. I hope that through this exhibition, enthusiasts of sport fishing in Vietnam will benefit greatly, opening up numerous opportunities for both domestic and international businesses to meet, connect, expand their markets, modernize production, and continually enhance product quality. This, in turn, contributes to the development of bilateral trade activities between Vietnam and countries worldwide.



ABOUT VFGE

在越南，钓鱼是目前最容易进行的户外运动之一。几乎任何人，无论年龄、身体状况、收入或社会地位如何，都可以参加。如今，钓鱼不再只是一种纯粹的娱乐活动，不仅男性热情参与，很多的女性群体也表现出强烈的兴趣，特别年轻人。

随着国际钓鱼大赛与2023越南渔具博览会的成功举办，在2024年10月31日至2024年11月2日，在越南胡志明市主办方将继续举办2024国际渔具展览会。该展会预计将吸引来自各个国家和地区的超过300家参展商和超过8,000名来自国内和国际参观者。

李荣华先生广东省钓具协会会长 粤召展览公司董事长

In Vietnam, Fishing is currently one of the most easily accessible outdoor sports. Almost anyone, regardless of age, physical condition, income, or social status, can participate. Nowadays, fishing is no longer just an entertainment activity exclusively for men but has also gained enthusiastic participation from a diverse group of women. With the strong response from this potential youth market, along with the success of the VietNam International Fishing Gear Expo 2023, the Organizing Committee continues to hold the VietNam International Fishing Gear Expo 2024 from October 31 to November 2, 2024, in Ho Chi Minh City, Vietnam. The event is expected to attract more than 300 exhibitors from various countries and territories, drawing over 8,000 visitors from both domestic and international locations.



MR. LEE RONGHUA

CHAIRMAN OF GREAT FUTURE CO., LTD. AND GUANGDONG FISHING ASSOCIATION



20
23

THE NUMBER OF THE YEAR

125

Exhibitors

5,386

Visitors

16,370,000^{USD}

Overall transactions at VFGE

Business visitors and attendees from

1. Việt Nam
VietNam
2. Trung Quốc
China
3. Thái Lan
Thailand
4. Hàn Quốc
South Korea
5. Đài Loan
Taiwan
6. Campuchia
Cambodia
7. Malaysia
Malaysia
8. Indonesia
Indonesia
9. Singapore
Singapore
10. Khu vực khác
Other

是什么让 VFGE 成为不容错过的展会

WHAT MAKES VFGE A MUST-ATTEND EXPO?

01

越南第一个也是规模最大的渔具行业展览会

THE FIRST AND LARGEST EXHIBITION IN THE FISHING GEAR INDUSTRY

03

强大的广告传播活动，涵盖线上线下平台

STRONG ADVERTISING COMMUNICATION ACTIVITIES, ENCOMPASSING BOTH ONLINE AND OFFLINE PLATFORMS

02

参与者将得到广泛的商业交流机会：联系潜在的业务合作伙伴，扩大市场范围。

BUSINESS NETWORKING OPPORTUNITIES: CONNECT WITH POTENTIAL BUSINESS PARTNERS, EXPAND MARKET REACH.

04

随时了解最新信息并进行构建有效的客户数据

STAY UPDATED WITH THE LATEST INFORMATION AND BUILD CUSTOMER DATA EFFECTIVELY

GREAT FUTURE EXHIBITION CO., LTD



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VFGE

媒体活动

MEDIA ACTIVITIES OF VFGE



1. 在线新闻和电视频道

ONLINE PRESS AND TELEVISION CHANNELS

报纸、杂志等多种媒体渠道对活动进行了报道
国内外网络平台刊物及新闻
越南的国际电视频道。

2. 线下交流活动

OFFLINE COMMUNICATION ACTIVITIES

在胡志明市地区所有钓鱼场开展 VFGE 推广交流活动，
包括组织参与国际VFGE钓鱼比赛并与来自国内和国际各地的 120 名钓鱼大师交流。



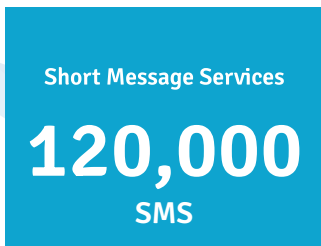
3. 社交媒体传播

SOCIAL MEDIA COMMUNICATION

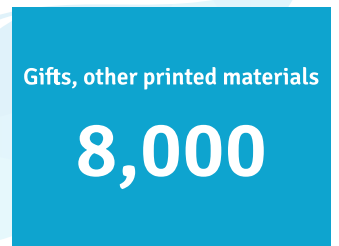
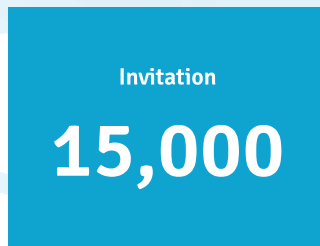
各大网上展示展会及企业参展交流活动
平台，包括网站、论坛、FACEBOOK 页面、FACEBOOK 上的钓鱼群组、INSTAGRAM、ZALO MEDIA、TIKTOK等



4. MOBILE MARKETING



5. ADVERTISING MATERIAL



98%

的VFGE 2023 的与会者感到满意并表示他们肯定会在明年再次参加。

ATTENDEES AT VFGE 2023 FELT SATISFIED AND EXPRESSED CERTAINTY THAT THEY WOULD PARTICIPATE AGAIN NEXT YEAR.



WHY SHOULD

BUSINESSES PARTICIPATE IN VFGE 2024

VFGE WELCOMES BUSINESSES IN THE FISHING INDUSTRY AND OUTDOOR ACTIVITIES

企业应该参加 VFGE，该展会提供了宝贵的交流和曝光机会，包括线上和线下。



1. 渔具店。
Fishing Tackle Shop.
2. 钓鱼竿及配件制造商。
Manufacturer of Fishing Rods & Accessories.
3. 渔具进出口单位。
Import-Export Unit for Fishing Gear.
4. 经销商和批发/零售代理商。
Distributor and Wholesale/Retail Agent.
5. 户外用品及野营装备业务。
Outdoor Accessories & Camping Equipment Business.
6. 其他。
Others.

“

88%

参加 VFGE 2023 的企业
对参展表示非常满意。

”



MR. YANG BAOSHU

广东省钓具协会常务副会长、广东牧钓工贸有限公司总经理杨保硕

Deputy Executive Chairman of the Guangdong Fishing Tackle Association and CEO of Mudiao Guangdong Trading and Industrial Co., Ltd.

来参加《越南国际渔具博览会》，我感到惊喜，最大的惊喜啊，很大哦！我没想到，这次展会之前搞了个《中越友谊钓鱼大奖赛》，这个比赛呢，举办的规模很大，很成功，还有很多中国的大师也过来，和越南的选手一起PK，大家一起互相交流经验

我们已经连续参加两届《越南国际渔具博览会》了，我收获了很多越南客户，我不但还要来参加这个展会，我还要邀请我们老家的企业，和广东省钓具协会的企业一起来参加这个活动

"We have participated in the specialized international fishing exhibition in Vietnam for two consecutive sessions. Before the exhibition, there was an international fishing competition with a large scale and great reputation in the Vietnamese fishing community. Many skilled anglers from China also came to compete. We highly appreciate this side event as it has significantly contributed to the success of the exhibition, attracting a large number of specialized visitors. We are confident that we will be present at the exhibition next year."



MR. HUANG CHANGSHUI

广东省钓具协会副会长单位、广州嘉乐渔具有限公司总经理黄长水

Vice President of the Guangdong Fishing Tackle Association and concurrently the General Director of Jiale Fishing Tackle Co., Ltd. in Guangzhou.

越南渔具市场很大，钓鱼人也很多，这个展会是面对国际性的一个展会，所以这个最大吸引我的地方。

我们做渔具的是要回馈钓鱼人，而且要赞助各种比赛，钓鱼人的踊跃程度、热情还有休闲，是越南的一个特征，这是非常值得参展和赞助钓鱼比赛的原因。

"Coming to Vietnam to participate in this year's exhibition, I perceive that the fishing tackle market in Vietnam is significant, with a large number of fishing enthusiasts. The exhibition is organized on an international scale and standard, which is the biggest attraction for me. We are not only here to participate in the exhibition but also to sponsor the fishing competition—an ancillary activity within the framework of the exhibition. The distinctive feature of Vietnamese anglers is their exquisite fishing skills, coupled with



MR. LIBIN

临湘市钓鱼运动协会会长、湖南瑞奇户外用品有限公司董事长李斌

President of the Linxiang Sports Fishing Association, China. President of the Outdoor Products LLC, Hubei, China

我们从2003年开始，将近有20多年的鱼饵生产经验，为全球前十名知名品牌的代工，其他很多品牌也出自于我们的工厂，这次来越南参展，我们找到了很多新客户，我们准备在越南推出我们自己的品牌，明年我会继续参加，并且还会带身边的朋友来参加。

"We are a company with nearly 20 years of experience in the field of manufacturing fishing bait. Many world-renowned brands have chosen our factory for OEM production. Participating in this exhibition in Vietnam, we have found many new customers, which has been very effective. Next year, we will continue to participate and, at the same time, invite industry colleagues to showcase and promote their products."

TESTIMONIAL

通过今年的VFGE展会，我们看到“知识-激情-分享”的准则进一步深化并传播给所有钓鱼者。我们展位的成员竭尽全力为每一位客人提供最舒适、最有趣的观光、购物空间。“Chi La”感谢主办方为热爱钓鱼的会员和广大钓具公司创造了一个有用的空间，让他们有机会互相见面、联系和分享经验。最后特别感谢每一位前来“Chi La”展位参观、购物的顾客，致以诚挚的谢意。希望我们有机会在 VFGE 2024 上再次相聚，分享我们在渔具领域的热情、成功和新机遇。

Through this year's VFGE exhibition, we also observed that the criteria of "knowledge - passion - sharing" are increasingly deeply ingrained and spreading to all fishing enthusiasts. We, as members of the booth, have devoted all our efforts to create a comfortable and enjoyable space for every visitor to explore and shop. "Chi La" would like to express gratitude to the organizers for providing a valuable space for fishing enthusiasts and fishing gear brands to meet, connect, and share experiences. Finally, a special thank you from "Chi La" is extended to our esteemed customers who visited and shopped at our booth. We hope to have the opportunity to meet again at VFGE 2024, where we can share our passion, successes, and new opportunities in the fishing industry.



MR. NGUYEN TUAN ANH

CEO of CHILA VIETNAM Company Limited



MRS. THANH THUY

CEO of Hoa Gia Thanh Company Limited

在VFGE 2023上，我们公司收获了很多，我们对这次活动经历的特殊喜悦深深的感谢。

这不仅仅是一场普通展览，更是一次神奇的旅程，钓鱼爱好者们尽情享受这充满活力的大家庭氛围。

我们的展位提供具有独特时尚设计和优雅品牌品质的新产品。我司进口独家经销日本Marukyu、NTN台湾等产品，并在产品推向市场前经过专业团队测试，适合越南市场。而这也是一次难得的机会，让我们公司能够与经销商系统、客户以及渴望为陪伴我们公司的合作伙伴带来感恩计划的互动。衷心感谢您的热情支持，我们一定会参加 VFGE 2024。再见！

At VFGE 2023, I am thrilled to share my immense joy and profound gratitude for the special experiences gained from this event. It is not merely an exhibition but also a miraculous journey where we immerse ourselves in the vibrant atmosphere of the fishing community. Our company exclusively imports and distributes products from Japan such as Marukyu, NTN Taiwan, which have been rigorously tested by a professional team before hitting the market, tailored to the Vietnamese market. This is also a rare opportunity for our company to connect with the distributor network, valued customers, and express our gratitude through special programs to partners who have been alongside us. Sincerely appreciate the enthusiastic support from everyone, and WITHOUT DOUBT, we will participate in VFGE 2024.

VFGE CUP VFGE 2024 27/10/2024

展前重磅活动——VFGE杯2024钓鱼大赛
Pre-Exhibition Major Event - VFGE Cup 2024 Fishing Competition



FLOORPLAN 2024

QUEEN PLAZA KY HOA
16A LE HONG PHONG, WARD 12, DISTRICT 10, HCMC, VIETNAM



信息和通讯赞助

Sponsorship for information and communication



展位类型

标准展位 (min 9m²)
PACKAGE STAND (min 9m²)

328
USD/m²

- 包括:
- Includes:
- 2.5M三面隔墙
- 2.5m Partition
- 1 楣板
- 1 Fascia board with company name
- 1 咨询台
- 1 Information counter
- 2 折叠椅
- 2 Folding chairs
- 2 荧光灯管
- 2 Fluorescent tubes
- 1 废纸篓
- 1 Waste basket
- 1 电源插座(220A/5V)
- 1 Power socket (220A/5V)
- 地毯
- Floor carpet

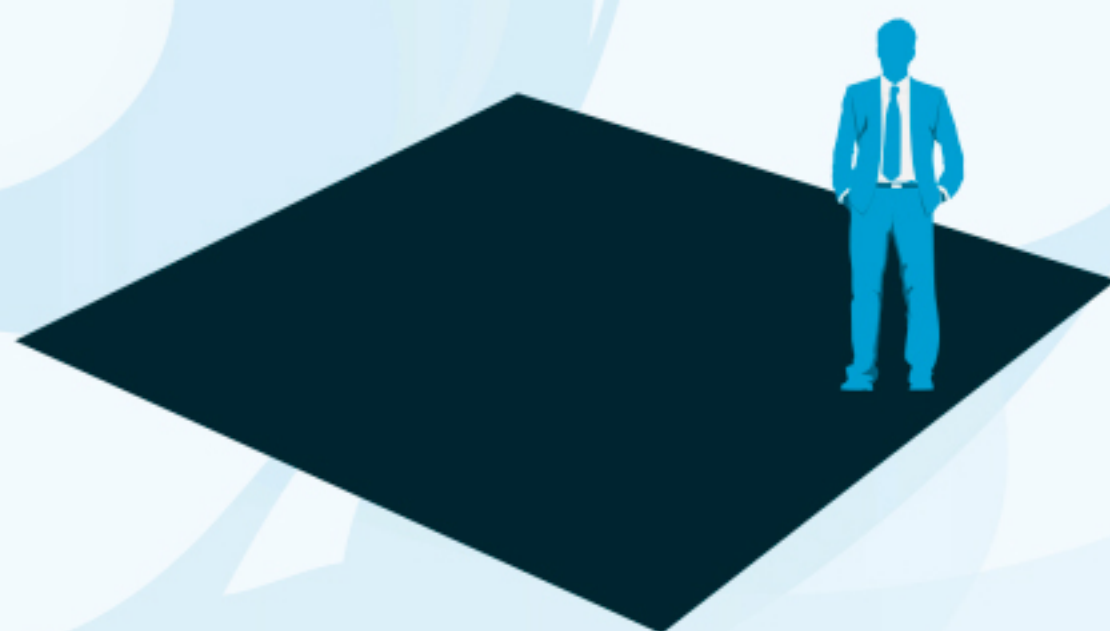


光地展位 (min 18m²)
RAW SPACE (min 18m²)

298
USD/m²

- 主办单位仅提供光地
- 参展商自行设计展位 (设计图必须先得到主办单位确认)
- 其他公用服务和附加服务将会额外收费 (管理费、施工押金、公司名录、电力等)

- Organizer provides raw space only
- Exhibitors make their own stand's design and construction (stand's design needs to receive confirmation from the Organizer)
- Utilities and additional services can be requested at an additional charge (management fee, construction deposit, electricity, etc.)



不含10%增值税
Not including 10% value-added tax (VAT)

双开口展位加收10%
Open-side will be extra charged 10% per one corner

CONTACT US FOR DETAILED INFORMATION

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组委会



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