



Vietnam International
Watch Expo

VIETNAM INTERNATIONAL WATCH EXPO

27-29 JUNE 2025

VENUE

QUEEN PLAZA KY HOA

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

ORGANIZERS



SUPPORTED BY



WWW.WATCH-EXPO.COM

CONTACT@WATCH-EXPO.COM

FACEBOOK.COM/VIETNAMWATCHEXPO

GATHERING OVER 300 BRANDS



VIETNAM INTERNATIONAL WATCH EXPO 2025 HONORS AND DISPLAYS EXQUISITE TIMEPIECES THAT REFLECT THE GREAT COMBINATION OF CLASSICAL ART AND MODERN TECHNOLOGY. VIWE BRINGS TOGETHER LEADING WATCH BRANDS FROM VIETNAM AND AROUND THE WORLD, HELPING TO EXPLORE THE BEAUTY, VALUE, AND BOUNDLESS CREATIVITY OF THE WATCH INDUSTRY.



"Why choose the VIETNAM INTERNATIONAL WATCH EXPO 2025?"

LARGEST SCALE IN VIETNAM

Introduce and promote products & services to potential partners and customers.

SUPPORTED BY PRESTIGIOUS WATCH ORGANIZATIONS

Strengthen and enhance brand recognition in the Vietnam market and over the world.

4 YEARS ORGANIZED

Exchange and cooperate with businesses in the same field domestically and internationally.

PROVIDING A UNIQUE EXPERIENTIAL SPACE, THE VIETNAM INTERNATIONAL WATCH EXPO 2025 IS NOT JUST A TRADE EXHIBITION, BUT ALSO A PLACE TO SHOWCASE THE PRIDE, PASSION, AND INNOVATIVE SPIRIT OF THE INTERNATIONAL WATCH INDUSTRY IN GENERAL AND VIETNAM IN



AT THE VIETNAM INTERNATIONAL WATCH EXPO

Affirming Quality: Enhancing and asserting the position of the Vietnamese watch industry on the global map, through showcasing and promoting quality products.

Inspiring Passion: Igniting inspiration and love for the art of watchmaking.

Contributing to Growth: Contributing to the sustainable development of the watch industry by creating a professional playground with a global character that reflects modern market trends.

Connecting the Community: Creating a platform for the watch-loving community, manufacturers, and traders to share, learn, and grow together.



MR. LEE RONGHUA
CEO GREAT FUTURE EXHIBITION CO., LTD

HIGHLIGHT MOMENT AT VIWE 2024

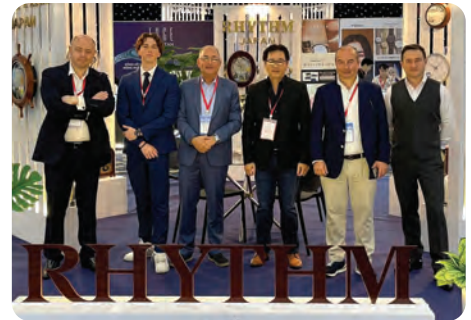


EXHIBITORS TESTIMONIALS



**Mr. Aaron Wang - Huawei Vietnam
Consumer Business Director**

This is our first time to participate in the Vietnam International Watch Expo. Vietnam is a great potential market. Huawei smart watches have occupied an important position in Vietnam. We hope to use the Vietnam International Watch Expo as a good platform to let more partners and consumers know, understand and experience Huawei smart watches.



**Mr. Tran Ngoc Tuan
Director of Dong Viet Co., Ltd**

After 3 days of the Vietnam Watch Expo 2024 in Ho Chi Minh City at the end of June, I saw a change for the better in terms of booth distribution and selection of brands participating in the show.

More presence of reputable brands from Switzerland and Japan, famous brands for aesthetics, etc.

Booth layouts are more practical and beautiful in terms of visual, material investment, and design.

Dong Viet Company is a distributor of Japanese Rhythm that's about fashion and decorative timepieces. We participated in many trade shows, but this is the first time we have made the largest investment in the booth's design and construction, and we have succeeded in attracting a large number of new clients.

I highly appreciate this exhibition and hope to continue to invest and cooperate for future exhibitions.

**Mr. Luo Bin - General Manager
-Shenzhen Rosdn Intelligent
Technology Co.,Ltd**

It was my first time to participate in the Vietnam International Watch Expo. I felt the vitality and potential of the Vietnamese watch market. The exhibition brought together many industry elites, and I was very pleased to have rich connections with customers. The live events were exciting and unforgettable. I have higher expectations for the future Vietnam International Watch Expo, and I believe it will bring more surprises. I will continue to pay attention to and support this grand expo and witness its development and growth together!



**Mr. Tran Lam Minh Thuong
CEO Mercury Network Co., Ltd**

As one of the exhibitors, Thuong Tran Watch not only sees this as an opportunity for watch enthusiasts to gather and admire unique and new products but also as an essential forum for businesses to meet, share ideas, and cooperate, creating a solid foundation for the development of the Watch industry in Vietnam. As a person who reviews and uses watches, I find participating in the VietnamWatch Expo 2024 is a valuable opportunity and a wise decision. After the event, my business and I personally had the honor to cooperate with many major partners, such as Tophill, Citizen, Newsky, etc. Furthermore, the professionalism of the VIWE 2024 Organizing Committee has greatly aided in encouraging business collaboration, and communications for exhibitors. I hope the exhibition will grow and achieve more success in the future.





Covered by a network of 30+ mainstream domestic and international press agencies, and televised advertisements on reputable channels/stations.



Business advertisements on the official communication channels of the event (Facebook/Website).



Banners on high-traffic, websites and industry association websites.



SMS and email marketing sent to potential customer data.



10,000+ invitations to exhibitions & seminars.



10,000+ catalogues with product images + logos + information of exhibitors.

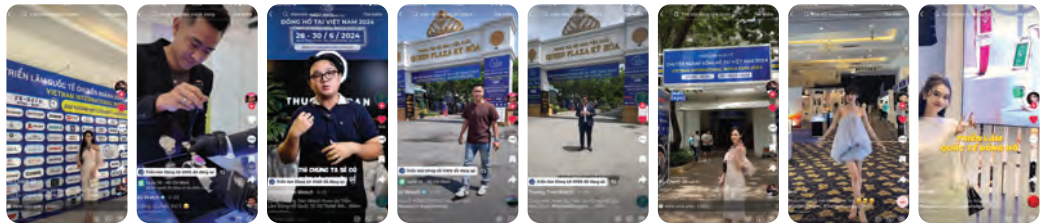
PROFESSIONAL COMMUNICATION PLAN



1. ONLINE PRESS AND TELEVISION CHANNELS

2. SOCIAL MEDIA COMMUNICATION

The number of views on TikTok
1,939,386



3. OFFLINE COMMUNICATION ACTIVITIES

4. MOBILE MARKETING

5. ADVERTISING MATERIAL

Short Message Services (Zalo OA)

150,000

Phone calls

12,000

Invitation

40,000

Gifts, other printed materials

10,000



VISITORS TESTIMONIALS

When I first heard about a watch exhibition in Ho Chi Minh City, as a person who has a strong passion for watches, I was very eager to drag my son along to visit the Exhibition. My first impression was the professionalism and thoughtfulness of the Organizer in the way that they welcomed and arranged the exhibition space. I was immersed in a gentle, elegant and extremely comfortable space, freely admiring countless beautiful and sophisticated watch styles from many different brands from international friends that I rarely have the opportunity to approach. It especially satisfied my passion when I can choose variety favorite watch styles to bring home. If you don't know where to spend your money, going to the watch exhibition will help you have great experiences like me: spending money to bring joy and lots of time home, making your life richer and meaningful.

Mr. Vương Hoài Lưu - Da Nang City

"Vietnam Watch Expo 2024 was an incredible experience for me. I was thoroughly impressed by the scale and completeness of the event. I secured some fantastic deals with the OEM/ODM exhibitors, who were highly knowledgeable and provided valuable insights into design and models. This has been incredibly helpful as I work to expand my retail store network."

VISITORS SATISFACTION



>97%

Leading role of exhibition (good to excellent)

>95%

Will probably attend again (positive)

>60%

Would recommend expo to business partners (positive response)

8,668 professional visitors from Vietnam, Singapore, Malaysia, Thailand, Cambodia, China, Hong Kong, Taiwan... and other countries and regions. Among them, Vietnamese visitors mainly come from Ho Chi Minh City, Hanoi, Bing Duong... and other provinces and cities.

CONTACT US



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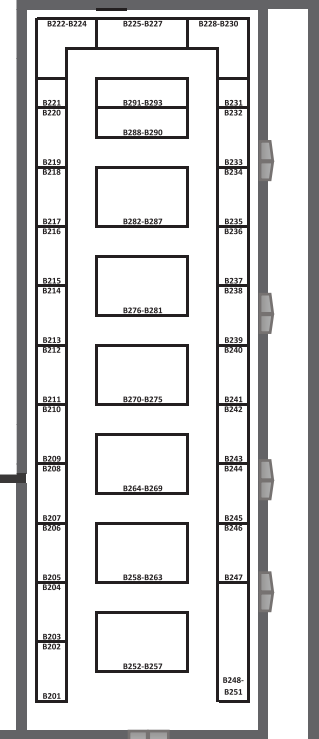


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HALL B



HALL A



BOOTH TYPES

**PACKAGE STAND (min 9m2)
400 USD/m2**

- Includes:

- 2.5m Partition
- 1 Fascia board with company name
- 1 Information counter
- 2 Folding chairs
- 2 Fluorescent tubes
- 1 Waste basket
- 1 Power socket (220A/5V)
- Floor carpet



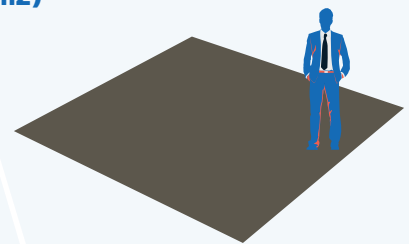
**RAW SPACE (min 18m2)
360 USD/m2**

- 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.)

**UPGRADE PACKAGE STAND (min 9m2)
420 USD/m2**

- Includes:

- 2.5m Partition
- 1 Fascia board with company name
- 1 Round table
- 4 Folding chairs
- 2 Fluorescent tubes
- 2 Glass showcases
- 1 Waste basket
- 1 Power socket (220A/5V)
- Floor carpet



- Open-side will be extra charged USD 100 per one corner
- Above price is not included 10% VAT

CONTACT US FOR DETAILED INFORMATION

HIGHLIGHT BRANDS



HIGHLIGHT MOMENT AT VIWE 2024

