

# Vietnam Wood

The 15<sup>th</sup> Vietnam Int'l Woodworking Industry Fair

*Explore Cutting-Edge "Smart Factory Solutions"  
for the Wood Industry at VietnamWood 2023*

**20 – 23.9.2023**

Saigon Exhibition and Convention Center (SECC)  
Ho Chi Minh City, Vietnam

**POST-SHOW RERORT**

VietnamWood2023 has concluded with great success, drawing nearly 12,000 attendees. The exhibition showcased international trends and new products in the woodworking industry. Approximately one-third of the visitors intended to explore digital transformation and upgrading solutions through this platform. Furthermore, over fifty percent of the attendees expressed high satisfaction with the exhibitor arrangements. We are confident that this event will advance the Vietnamese woodworking industry to new heights.





PART 01

OVERVIEW

# 01

## General Information

### □ Dates

September 20 (Wed.) - 23 (Sat.), 2023  
Times: 09:00 ~ 17:00 (Last day will close at 15:00)

### □ Venue

SECC-Saigon Exhibition & Convention Center  
(799 Nguyen Van Linh Parkway, Tan Phu Ward, District 7, Ho Chi Minh City, Vietnam)

### □ Organizer

Ministry of Industry & Trade - Vinexad National Trade Fair & Advertising J.S.C (VINEXAD)  
Yorkers Trade & Marketing Service Co., Ltd.

### □ Co-organizer

Handicraft and Wood Industry Association of Ho Chi Minh City (HAWA)

### □ Endorsed and Supported by

European Federation of Woodworking Machinery Manufacturers (EUMABOIS)

### □ Strategic Partner

NürnbergMesse Group

### □ Supporters

Binh Duong Furniture Association (BIFA)  
Vietnam Association of Mechanical Industry (VAMI)  
Vietnam Timber & Forest Products Association (VIFOREST)

### □ National pavilions

Austrian Economic Chambers (WKO)  
Canadian Wood ( Forestry Innovation Investment Ltd)  
Quebec Wood Export Bureau (QWEB)  
German Woodworking Machinery Manufacturer's Association (VDMA)  
French Timber Association (FTA)  
Italian Trade Agency (ICE)  
Italian woodworking machinery and tools manufacturers' association (ACIMALL)  
Development Agency BRICS  
Taiwan Woodworking Machinery Association (TWMA)  
North Carolina Department of Agriculture & Consumer Services (NCDA&CS)  
American Hardwood Export Council (AHEC)

### □ Show Management

Chan Chao International Co., Ltd.

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# 01

## Exhibit Profile



- ❑ Machines & Equipment for Forestry & Primary Processing
- ❑ Machines & Technical Equipment for Secondary Processing
- ❑ Machines & Plants for Special Product Groups
- ❑ Machines & Technical Equipment for Surface Finishing
- ❑ Use of Residual Wood, Generation of Energy & Heating Using Wood Fuels
- ❑ Woodworking Materials & Consumables
- ❑ Furniture fittings & accessories
- ❑ Technical Services
- ❑ Tools & Auxiliaries
- ❑ Related products

# 01

## Show Fact Sheet



Gross Space(m2)

**13,500**

Exhibitors

**320+**



Visitors

**11,876**

Countries & Regions

**28**

National Pavilions

Austria, Canada, China, France, Germany, Italy, Russia, Taiwan, the USA.

**9**

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VietnamWood  
20-23.9.2023  
Triển lãm  
ngành công nghiệp  
chế biến gỗ

SECC | Trung tâm Hội  
Thành phố Hồ Chí Minh

Khu vực trưng bày đặc biệt  
VIETNAM  
furnitec23

PART 02

FRINGE PROGRAMME





# 02 Wood-Tech Seminar



9/21  
(Thu)

Time	Topic	Speakers
10:00 – 12:00	<b>SMART FACTORY KEEP MOVING FORWARD SIMPLE</b> - Introduce state-of-the-art smart technologies in woodworking industry	<ul style="list-style-type: none"> <li>Mr. Tran Hoai Son - Regional Sales Manager, Wenig</li> <li>Mr. Peter Hartmann - Senior Consultant, HOMAG</li> <li>Mr. Nino Bacci - Sale Director, BACCI</li> </ul>
14:00 – 16:00	<b>GREEN FACTORIES TOWARDS NET ZERO CARBON</b> - Keynote - Panel discussion: Environmental issues in factory (air pollution, noise pollution,...)	<ul style="list-style-type: none"> <li>Mr Do Huu Nhat Quang - Business Development Director, GreenViet Green Building Consultancy</li> <li>Mr. Le Anh Tuan - Business Development Manager, GreenYellow</li> </ul>

9/22  
(Fri)

Time	Topic	Speakers
10:00 – 12:00	<b>MACHINERY HEATH MANAGEMENT, SMART MAINTENANCE</b> - Introduce computerized maintenance management system (CMMS) - a software solution designed to help enterprises keep track on maintenance management of all machines and equipment within the factory.	<ul style="list-style-type: none"> <li>Mr. Lê Đình Hiến - Digitalization Champion SKF, Ball bearing SKF</li> <li>Dr. Do Nguyen Hung - Vice President, Schneider Electric Vietnam</li> </ul>
14:00 – 15:30	<b>EUDR AND GREEN SUPPLY CHAINS</b>	<ul style="list-style-type: none"> <li>Mr. To Xuan Phuc - Forest Trend Expert.</li> </ul>
15:30 – 16:00	<b>SMART FACTORY KEEP MOVING FORWARD SIMPLE</b>	<p>HOMAG</p> <ul style="list-style-type: none"> <li>Mr. EDDY OOI - APAC Regional Manager, Robert Bürkle GmbH</li> <li>Mr Ha Van Toan – Managing Director, KEYCES</li> </ul>

# 02

## On-Site Activity

### up to YOU

UP TODAY?!

#### DrinkUp

**Cách để đổi nước MIỄN PHÍ**  
Bước 1 : Tìm kiếm từ khóa VietnamWood trên Facebook  
Bước 2 : Theo dõi trên Facebook hoặc "Like" một bài post bất kỳ.  
Bước 3 : Đưa cho nhân viên và bạn sẽ nhận được MỘT VOUCHER NƯỚC MIỄN PHÍ

**How to get FREE DRINKS**  
Step 1 : Search VietnamWood on Facebook.  
Step 2 : Follow us on Facebook or "Like" one of our posts on Facebook.  
Step 3 : Show it to the staff, and you can get ONE FREE DRINK VOUCHER.

@ Booth.B161

#### PrintUp

**In túi vải VietnamWood cho riêng bạn!**  
100 (túi) mỗi ngày - Tham gia để trở thành 100 khách hàng may mắn!

Bước 1 : Quét mã QR để hoàn thành "ĐĂNG KÝ SỐ"  
Bước 2 : Trình trang cuối của bảng khảo sát cho nhân viên  
Bước 3 : Tiến hành in và nhận túi ngay tại quầy

**Print Your Very Own VietnamWood Bag!**  
100 (pcs) in 1 day - Join the lucky 100!

Step 1 : Scan the QR CODE to complete the "ONLINE SURVEY".  
Step 2 : Show the finished page to the staff.  
Step 3 : On-site limited-edition backpack printing permitted.

@ Booth.A201

#### FaceUp

@ Booth.B161

Lưu giữ trải nghiệm với Selfie Fun tại VietnamWood!  
Cùng đến và khám phá!  
Wood You Believe the Selfie Fun at VietnamWood?  
Come here and check it out !!



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**Quầy Đăng Ký**  
Onsite Registration Counter

**Việt NamWood**  
The 1st Vietnam Int'l Woodworking Industry Fair  
HanoiTec23

Điền vào bảng câu hỏi.  
Fill up the questionnaire.

In thẻ ra.  
Print out the Badge.

Trình thẻ đeo tại cổng vào.  
Show your badge to the entrance.

1



2



3



**PART 03**

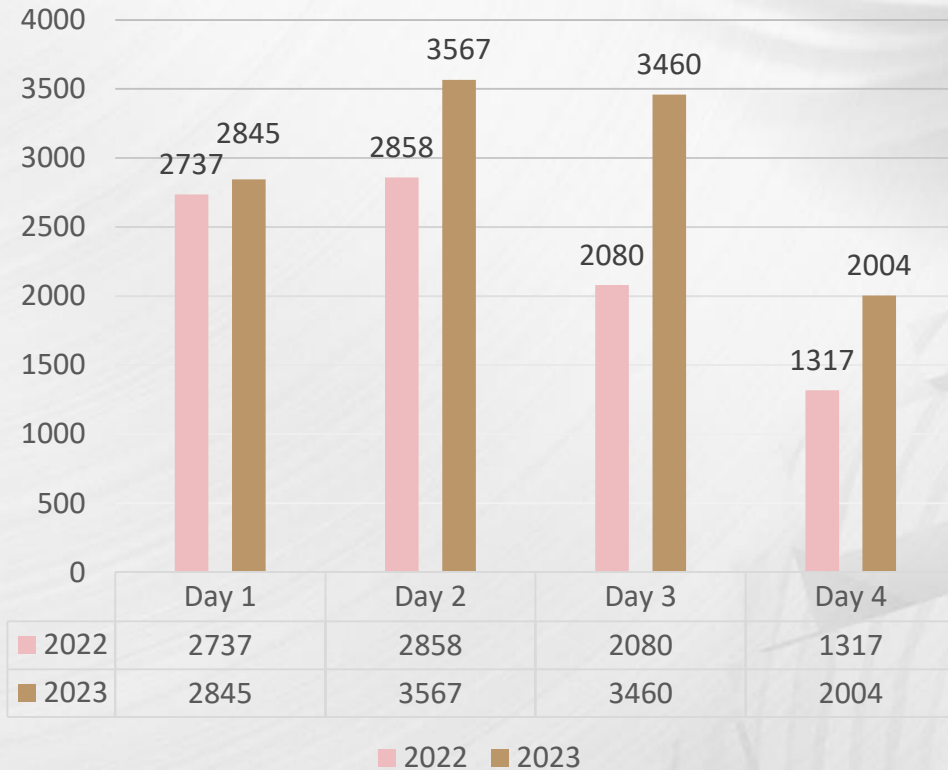
**SHOW FIGURES**

# 03

## Key Figure

**11,876**  
2023 VISITORS IN TOTAL

VISITOR STATISTICS



**16 %** **First-Line MANAGEMENT**  
(Manager, Assistant Manager, Supervisor, Team Leader)

**14 %** **TOP MANAGEMENT**  
(Stockholder, Co-Founder, CEO, COO, CTO, Vice President)

**13 %** **OWNER / PRESIDENT**

The Main Purpose Of Visit  
(MULTIPLE ANSWERS)

**43%**

Look for new suppliers / agents

**32%**

Searching for digital transformation solutions

**20%**

Procurement

**21%**

Attend Seminar

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# 03 Visitors Profile

## Visitors Industry



### VISITOR FEEDBACK



"We seek new raw material sources from Canada, Central America, and South America to enhance production methods. I recommend people visit and stay updated with advanced techniques, market insights, and technology with VietnamWood."

by Lê Khiêm Tân Thành Đạt

# 03 Exhibitor Voices



The Vietnam market is very important for the furniture company so that the reason why we want to enter this market. Our strategy is to focus on smart machines that save the manpower, increase advantages for customers, and help factories to improve their management by saving both manpower and materials.

**Joe Chang**  
General Manager  
KuangYung Machinery Co.,LTD  
(Chairman of Taiwan Woodworking Machinery Association)



VietnamWood is a very important stage, a very established show, both for the exhibiting company and for the customers to see the new technology and development in the market. As you can see, this is the first time SCM participating with our own booth. And this is the demonstration of the company commitment to the market and the way we want to be close to the customers in Vietnam and the south Asian.

**Vittorio Polonia**  
Sales Area Manager SEA  
SCM



The Vietnamese market continues its economic growth. It's a very attractive market worldwide, so the Vietnamese market is a very important market for Shoda, which aims to be the NO.1 CNC router in the world. We would like to introduce the latest Japanese technology through CNC routers to the Vietnamese market.

**Hiro Shoda**  
CEO  
SHODA

Vietnam is a very growing market in Asia, the fifth in the world for furniture. It is a key for us, so that is why we are here. Our strategy is to offer the best machine and solution for our customers to save labor, increase capacity, and use automation.



**Tran Hoai Son**  
Regional Sales Manager , Vietnam  
Micheal Weing Asia PTE LTD



Since last 30 years, we have cooperated with ChanChao, bringing us to the Vietnamese market. So, for almost right now is 25 years, we have participated 12 times, and since the Vietnamese market getting important, we never miss any show in HCMC in VietnamWood. Next time, I will also focus on developing our products and to be suitable for the market; definitely I will join the show.

**Michael Chang**  
CEO  
Leadermac Machinery CO.,LTD

Vietnam has been an export-oriented market for American Hardwood, with products being re-exported to Europe and sent back to the US. Our current focus is to work with our partners in Vietnam to strengthen our relationships with architects and develop the domestic market. This is our current strategy.



**John Chan**  
Regional Director of Southeast Asia & Greater China  
American Hardwood Export Council

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France Pavilion

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USA Pavilion

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Russia Pavilion

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USA Pavilion

THÊM NHIỀU SẢN PHẨM HƠN  
MORE EXHIBITS  
HALL A  
↑

American Hardwood

American Hardwood

PART 04

SHOW GALLERY

FRENCHTIMBER  
B129 GROUPE LEFEVRE  
CÔNG TY GỖ THÊN THÀNH PHÁT  
B130 FRENCH TIMBER  
B131 RAISON BOIS ET DEBITS

WUXI WANLI ADHESION MATERIAL

GUANGDONG SHUNDE STARGOODSHOW EXHIBITION  
B134

B135

B136  
PET film  
PETG film  
For furniture & building  
DONGGUAN YITU NEW MATERIALS

# VietnamWood

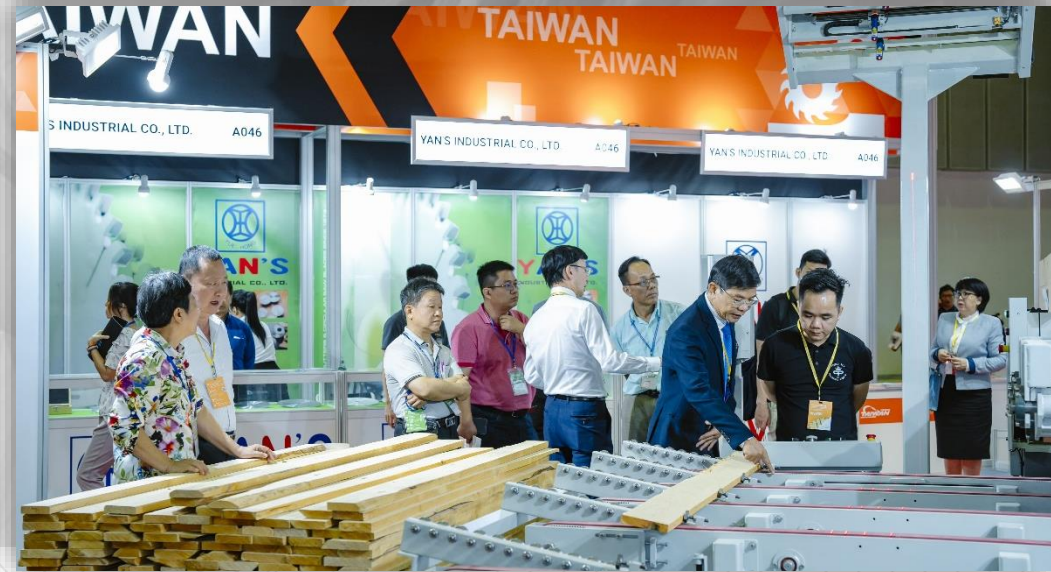
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**SEE YOU IN 2025**

**15 – 18 OCTOBER**

**VietnamWood**

**Woodworking Industry Fair**

Special showcase

VIETNAM  
**furnitec23**