

# OPEN DAY – SPANISH FOOD & WINE SHOWROOM IN HO CHI MINH CITY

July 18, 2025

*EXCLUSIVELY FOR VIETNAMESE IMPORTERS AND DISTRIBUTORS OF  
FOOD AND BEVERAGES FROM SPAIN*

July 18<sup>th</sup>, 2025, Hotel Caravelle, Ho Chi Minh City.

ICEX and the Economic and Commercial Office of Spain in Vietnam are pleased to invite your company to participate in this Open Day, which makes part of the Spain Food Nation campaign developed between ICEX and MAPA (Spanish Ministry of Agriculture, Fisheries and Food) for the promotion of Spanish products in the most important world markets.

## WHY PARTICIPATE

Coordinating and bringing together the regular importers of high-quality Spanish food & wine, it will bring a spotlight to the quality and variety of the Spanish Pantry already available in Vietnam.

The core of the event will focus in underlining the quality of Spanish products in the market so it will be restricted to gourmet & delicatessen items, top quality and high value articles, products with a denomination of origin, with an ecological certificate, etc.

The event will create a Single Point opportunity for existing and new corporate customers of the exhibitors to examine and complement their catalogues and pantry with Spanish products. The invitation-only guests will be managers, F&B Directors and head chefs of top Hotels and Restaurants, Corporate Gift buyers from the Spanish and Partners of Spanish Companies, as well as Media specialists and Social Influencers.

Wrapping the exceptionality of the event, the event will provide a wide range of services: each exhibitor will have a booth decorated under the joint image of Foods and Wine from Spain next to the logo of the company or reference brand, as well as parallel activities related to Spanish cuisine. Furthermore, participating in the Open Day will allow your company to enjoy free listing on catalogue of the event as well as promotion in Facebook through the official account of the Economic and Commercial Office of Spain in Vietnam.

María Naranjo Crespo  
Director of Food Industry

ICEX sponsors the Spanish food and gastronomy sector under the brand name



*This Service /Activity is likely to be co-financed by the European Regional Development Fund (ERFD)*



## OPEN DAY IN HO CHI MINH CITY

Over the past few years, the Spanish pantry in Vietnam has risen to a staple in the Gourmet, Organic and High-Quality shelf of the portfolio of Food & Beverage companies. Items like Iberico pork, extra virgin olive oil, Spanish Beef and Galician seafood are now well known among the new consumers in the market.

Looking back at 2024, Spanish products have strengthened their image among Vietnamese consumers, firmly establishing the Spanish flag as a symbol of quality.

Spanish olive oil remains the undisputed leader in its sector, holding 54,9% of the total market share. Meanwhile, the growing popularity of Spanish pork meat in Vietnam is largely driven by the prestige of Ibérico, recognized as a premium product.

Beyond these products, Spanish Beef, Wine, Olives, Seafood and Confectionary and preserved delicatessens have gained a solid reputation in the Vietnamese market.

While future trends are not without challenges, all analysis and last data anticipates a high demand for 2025, as household spending in the first quarter of 2025 rose 34.5% compared to the same period of 2024.

Increasing disposable income, rising demand for foreign cuisine, international tourism recovery and growth, emphasis on health and wellness, growing retail landscape and development of foodservice sector.

Those structural trends drive the expected increase in demand for high quality and healthy foods of which Spain is an international flagship.

Our Open Day will give an opportunity to suppliers of Spanish products to meet the current demand of the F&B sector, while showcasing new offers. It will take place in Ho Chi Minh City, the economic center of the country, at the prestigious Caravelle Saigon Hotel, in the heart of the city.

Name of the event: Open Day 2025 Spanish Food & Wine Showroom Ho Chi Minh City

Date: July 18, 2025

Venue: Opera Room, 3<sup>rd</sup> Floor Caravelle Hotel, 19-23 Lam Son Square, Bến Nghé, Quận 1, Thành phố Hồ Chí Minh

Organizer: Spanish Economic and Commercial Office

Exhibition fee (\*): 310 €. Price includes:

- Showroom material: One table, display, glasses, plates, cutlery, napkins and tableware. Wine distributors will have coolers, glasses spittoon, bread and water.
- Listing in the exhibitor's catalogue.
- Promotion in the Spanish Embassy, Spanish Economic & Commercial Office and ICEX social networks.
- Receiving the event report, related market reports, including the list of professional visitors.

### TENTATIVE PROGRAM:

09:00-13:30: Spanish Open Day for professional visitors

09:00-09:30 and so on: Spotlight and Show by exhibitor, in 30-minute shifts, upon request of the exhibitors

### IMPORTANT NOTICE

- All applications (with the attached application form) should be sent by 7<sup>th</sup> June, 2025
- Open Days are conceived for the promotion of companies already established in Vietnam, or

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companies whose products are already present in the Vietnamese market. Neither ICEX nor the Spanish Economic and Commercial Office will be liable to claims because of the exhibition of products not yet agreed to be sold in Vietnam.

- The Open Day is limited to a maximum of 10 exhibitors. Applicants that meet the conditions will be accepted in strict chronological order upon receipt of their applications.
- Only the participation of Vietnamese companies is accepted. Spanish companies can register in Spain but participate via their local importer, distributor, or legally established subsidiary.
- Companies participating as exhibitors will take full responsibility for the package, delivery and collection of their merchandise before and after the show. Neither ICEX nor the Spanish Economic and Commercial Office will provide cargo transportation service for these shows.
- In the event of cancellation of the exhibition due to force majeure or insufficient participants, communicated sufficiently in advance of the initially scheduled celebration date, Neither ICEX nor the Spanish Economic and Commercial Office will be liable for any possible damages that such cancellation could provoke.
- Online Exhibitor Catalogue: Once selected, Vietnamese distributor companies will receive instructions directly from the Economic and Commercial Office in Ho Chi Minh City to send the necessary information about the foods and beverages to be presented at the fair, as well as any other information may be required.
- For additional information, please do not hesitate to contact the Spanish Economic and Commercial Office:
  - [hcmc@comercio.mineco.es](mailto:hcmc@comercio.mineco.es)

## PAYMENT PROCEDURE TO PARTICIPATE IN THE OPEN DAY

1. <u>Beneficiary</u> Name: ICEX ESPAÑA EXPORTACIÓN E INVERSIONES Bank: BBVA -Pº Recoletos, 10, Ala Sur, Pl. 1º 28001 MADRID SWIFT: BBVAESMMXXX Account Number (IBAN): ES48 0182 4300 1429 0099
2. <u>Payment Concept</u> ODHCMC + NAME OF YOUR COMPANY
3. <u>Exhibition FEE:</u> 3.a For Vietnamese Companies <b>250 Euros</b>  3.b. For Spanish Companies* <b>250 Euros + 10% IVA</b>  <i>(* Payment by a Spanish company will only be accepted on behalf of its Vietnamese importer, distributor, or legally established Vietnamese subsidiary.</i>

Please read the attached Application for Participation to learn more about this Open Day and the

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procedure to participate in this unique event.

ICEX reserves the right not to select as a participant or to unilaterally cancel the participation of a previously accepted company if it becomes aware of bad business practices or fraudulent activities that could damage the image of Spain, the wine-gastronomy sector or the rest of the participating companies. . If said company had already paid the fee, ICEX will assess the expenses incurred and the possible refund of a percentage thereof.

After the deadline, ICEX may have to request more information from those companies with incomplete application forms. Interested parties must complete the information requested within a maximum period of four (4) business days from the day following receipt of the request.

The organizers will notify the companies of their acceptance or non-admission to the event. The selected companies must provide all the necessary information for the design of the online promotional documentation of the event and will also receive complete information regarding it.

## CONTACT

For any questions, contact the ICEX or the Spanish Economic & Commercial Service

In Vietnam: Spanish Economic & Commercial Office

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In Spain: ICEX España Exportación e Inversiones

Ventana Global

E-mail: [informacion@icex.es](mailto:informacion@icex.es)

Tel: +34 91 349 71 00

## DATA PROTECTION

*In accordance with the provisions of Organic Law 3/2018, of December 5, on the protection of personal data and guarantee of digital rights and Regulation 2016/679 of the European Parliament and of the Council, of April 27, 2016, regarding the protection of natural persons with regard to the processing of personal data and the free circulation of these data, we inform you of the following:*

- 1. In accordance with the provisions of the regulations, ICEX has a Data Protection Policy. For these purposes, the purpose of collecting and processing the personal data requested through this procedure is to manage your participation in the activity organized by ICEX. Your data will be included in the ICEX activity register to process your request.*
- 2. That you are obliged to provide the data requested by ICEX, implying the refusal to provide said data, the impossibility of participating in this activity.*
- 3. That you give your consent for the processing of your personal data by ICEX for the aforementioned purpose.*
- 4. That once the management of your participation in the activity organized by ICEX is completed, it will keep your data for the legally necessary period to be able to comply with legal obligations, without prejudice to the rights that you may exercise, at any time, in accordance with the provisions of the following point.*
- 5. That in no case will ICEX use the personal data collected for purposes other than those mentioned above. Likewise, the interested party declares that all the data provided by him are true and correct and undertakes to notify ICEX of any changes that may occur in them.*
- 6. That you have the right to oppose the processing of any of your data that is not essential for carrying out the activity and its use for any other purpose. At any time, you may exercise your rights of access, rectification, deletion, opposition, limitation of your treatment and portability, when such rights are applicable, by means of a*

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written communication to the email address of our Data Protection Delegate [delegadoprotecciondatos@icex.es](mailto:delegadoprotecciondatos@icex.es) providing a photocopy of your ID or equivalent document and specifying your request.

7. That, likewise, if you consider that your data has been improperly processed, you will have the right to file a claim with the Spanish Agency for Data Protection (C/ Jorge Juan, 6. 28001- Madrid [www.agpd.es](http://www.agpd.es)) prior to our Data Protection Officer.

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