

## PRESS RELEASE

# INFORMA MARKETS VIETNAM ORGANIZES THE 10TH INTERNATIONAL PLASTIC & RUBBER TECHNOLOGIES & MATERIALS EXHIBITION FOR VIETNAM AND THE 15TH INTERNATIONAL TRADE EXHIBITION ON HVAC, REFRIGERATION AND SMART BUILDING TECHNOLOGIES IN VIET NAM

From July 25<sup>th</sup> to 27<sup>th</sup>, 2023, at the International Center for Exhibition (I.C.E) in Hanoi, Informa Markets Vietnam proudly hosts The 10th International Plastic & Rubber Technologies & Materials Exhibition for Vietnam (Plastics & Rubber Vietnam, Hanoi 2023), combines with The 15th International Trade Exhibition on HVAC, Refrigeration and Smart Building Technologies in Viet Nam (HVACR Vietnam 2023). This is a unique opportunity for businesses to explore the latest cutting-edge equipment and technologies showcased by top-tier global companies worldwide, network, build valuable business partnerships, and stay ahead of practical industry movement and knowledge.

As the global leading organizer of trade exhibitions with headquarters in the United Kingdom, **Informa Markets** maintains a diverse portfolio of events in Vietnam. With more than 80% of exhibitors hailing from developed countries in Europe, the UK, the US, Australia, Singapore, Japan, Korea etc., **Informa**'s exhibitions offer businesses in specialized industries the opportunity to access the latest technological solutions across the world. These exhibitions attract tens of thousands of trade visitors each year. Most visitors are leaders, managers, business owners, or high-level executives and specialists, promising to bring many opportunities for businesses to promote their products and establish partnerships in the Vietnamese market.

In this year's special edition for the North, **Informa Markets** brings together two exhibitions - **Plastics & Rubber Vietnam, Hanoi 2023** and **HVACR Vietnam 2023**. It will offer trade visitors in Vietnam and foreign exhibitors the opportunities to approach, collaborate, exchange innovative technologies and boost two-way trade.

According to Mr. BT Tee - General Director of **Informa Markets Vietnam**: *"In the past few years, the plastics industry has been urged to rethink the material's entire lifecycle by developing manufacturing processes that use fewer natural resources, emit less harmful gases, and create products that never end up as waste. Innovative technologies are now needed to deal with plastic more holistically. This is what **Plastics & Rubber** desire to bring towards Vietnamese enterprises. Besides, with the return of **HVACR Vietnam**, we hope to provide businesses with the opportunity to explore technical initiatives, open up the doors for them to invest in new technologies which reduce environmental impacts from manufacturing, increase economic benefits while still meet the increasing demand in the market."*

## ABOUT PLASTICS & RUBBER VIETNAM, HANOI 2023

**The 10th International Plastic & Rubber Technologies & Materials Exhibition for Vietnam (Plastics & Rubber Vietnam, Hanoi 2023)** will officially take place from July 25<sup>th</sup> – 27<sup>th</sup>, 2023 at Hanoi International Center for Exhibition (I.C.E), Hoan Kiem District, Hanoi. The exhibition is co-organized by **Informa Markets Vietnam** and **Messe Düsseldorf**.

### About Vietnam Plastics Industry

The Vietnamese plastics market is estimated to witness healthy growth at an estimated CAGR of greater than 8% (Mordor Intelligence, 2023 - 2028). The COVID-19 pandemic affected the Vietnamese market negatively. However, with the resumption of work in major end-user industries, especially of construction and consumer goods sector, the market is estimated to have reached pre-pandemic levels and even far beyond that. Plastics packaging and plastics in construction are two sub sectors holding the dominant position in Vietnam market.

Plastic packaging is the largest segment in Vietnam plastic industry, accounting for 35% of total market size by revenue in 2020 (FiinResearch). With a growth rate of 15% to 20% in the upcoming years, the packaging industry is one of Vietnam's fastest-growing sectors. This sector has over 900 factories, with approximately 70% of them located in the Southern region, primarily in Ho Chi Minh City, Binh Duong, and Dong Nai (Mordor Intelligence, 2023). Indicators such as light weight and thermal, chemical, and corrosion resistance make plastics a viable choice for packaging purposes in the Vietnamese market. Polyethylene terephthalate (PET) is one of the majorly used plastics for packaging purposes, mostly in the food and beverage industry.

In the short term, the increasing demand from the construction industry is expected to drive market growth. Vietnam's construction plastics segment accounts for around one-fourth of the total plastics industry (Mordor Intelligence, 2022). Developing the construction and real estate sector enhances the demand for plastic construction products. According to the plastic industry development plan of 2020, the plastics industry will be restructured toward reducing the proportion of packaging and consumer plastics and increasing the percentage of the construction and technical plastics segment. In addition, Vietnam's government desires to build a million affordable houses in more than 350 industrial zones. These infrastructural development projects and the increasing number of factories being installed are robustly pushing the demand for construction and technical plastics in the country.

The expansion of foreign investment is bringing more opportunities for businesses in the plastic industry. Vietnam has implemented various policies to attract FDI flows, such as the Investment Law or the amended Enterprise Law which offer favorable provisions for international businesses. Resolution No. 50-NQ/TW 2019 orientations for completing policies of foreign investment cooperation by 2030 also promises to generate advantageous conditions for companies looking to move their investment capital into Vietnam.

Many new agreements have come into effect such as EVFTA (8/2020), UKVFTA (05/2021), RCEP (01/2022), which helps plastics goods exported to member countries enjoy a zero-tax rate or close to zero. This is a great opportunity to enlarge the competitiveness of Vietnam's plastic products in the international market.

Plastic is indispensable to modern life, so it is virtually invisible. In many ways, it is an ideal material. Plastics are the building blocks of many value chains, including packaging, health care, construction, aviation, logistics, clothing, and progressively, the recycling industry. They play a vital role in driving industrial development, creating jobs, expanding opportunities, and rising wealth to improve people's lives. Since the use of plastic has increased, the environmental and social costs have strong impacts.

The market for recycled plastic is growing significantly. It is likely to make up less than 15% of total plastics supply by 2030 (Bain's Energy and Natural Resources Report, 2022). There are three key types of actions aimed at accelerating the momentum behind plastics recycling as followings:

- **New technology and Innovation:** One reason that recycling rates are so low is that the technologies involved aren't well-developed. Scaling up recycling also comes with challenges, though, as it gets increasingly difficult and costly to increase collection rates while also capturing smaller and less-efficient volumes of used plastic.
- **Strong business partnerships:** Scale, sustainable solutions will require partnerships that ensure a steady supply of renewable materials and a market for recycled material. Supply chain partnerships can help ensure a consistent flow of renewable inputs, which is essential to develop a market. These partnerships need to extend beyond the local initiatives that have emerged in some regions.
- **Legislation and Policies:** Recycling plastics players need the government to develop better policies for collecting and managing plastic waste, supported by better consumer education and behavior on waste sorting. They'll need policies to encourage investments and funding for new technologies which drive the future of the plastics industry.

Accompanying Vietnamese plastic businesses in the journey of transitioning to a recycled plastic landscape, **Plastics & Rubber** brings practical knowledge and cutting-edge technologies in the industry, promises to help businesses quickly access the initiatives to lead to a green future.

## About Vietnam's Rubber Industry

Vietnam has natural advantages in rubber tree planting due to its unique geographical conditions. Vietnam is the third-largest natural rubber producer globally, making up 17.4% of the global total rubber trade (The Vietnam Rubber Association, 2021). Natural rubber production ranks second in terms of agricultural export revenue, solidifying its position as one of Vietnam's major agricultural exports. The main export markets of Vietnam's natural rubber are China, India and South Korea, in which China occupies the largest proportion. In 2021, Vietnam exported about 1.52 million tons of rubber to China, accounting for about 71% of the total trade overseas volume. Despite many difficulties due to Covid-19 pandemic, rubber companies in Vietnam still achieved good business results as demand increased and export prices also reached the highest level in 10 years. It is forecasted that in the period of 2022 - 2023, rubber production, processing and export will continue to grow.

Several indicators suggest that the Vietnamese rubber market has remarkable room for development with a high profit margin (KBSV, 2021), including the recovery of automotive market in China; the wave of FDI into Vietnam and the movement of global supply chains.

- Currently, Vietnam's main rubber export market - China with a share of up to 64.2% - has shown signs of recovery in demand when the growth in car consumption is expected to reach 7% this year. China market will be the driving force for Vietnamese rubber export turnover.
- FDI into Vietnam will continue to maintain a CAGR of 7% in 2021- 2025 based on relocated supply chains, developing infrastructure, easing policies and trade agreements. Low labor & operating costs can attract foreign investment in the rubber industry in particular and other industries in general. Currently, Vietnam has the lowest labor cost in the region. Electricity prices, industrial park rents and corporate income tax incentives are also rated as the lowest in the region. This is an advantage that helps Vietnam become a desirable investment destination.
- Vietnam's infrastructure develops rapidly thanks to new public investment policy – Law on Public Investment 2019 (No. 39). Besides, Decree No. 35/2022/ND-CP prescribes the scheme and plan for construction and development of industrial parks and economic zones is also one of the factors promoting strong FDI capital allocating into Vietnam.

The rubber industry in Vietnam is under pressure to meet global standards. The majority of international companies, such as Nike and Adidas require suppliers to provide FSC Forest Management certification and satisfy a wide range of other standards. Meanwhile, rubber farm owners in the country are small and medium. Despite an explosion in exports of natural rubber products from \$2.9 billion in 2015 to nearly \$5.5 billion in 2020, many smallholder farmers who own most rubber farms in Vietnam face challenges accessing technology for planting, harvesting, and processing latex to comply with those criteria (Forest Trends, 2022).

With the desire to support Vietnamese rubber enterprises, help them to access the most advanced technologies, **Plastics & Rubber Vietnam** offers a range of exhibition spaces to demonstrate operating and auxiliary equipment for the rubber industry, as well as specialized seminars tailored to professionals in the field.

## About Plastics & Rubber Vietnam, Hanoi

As a vital partner for Vietnam's plastic and rubber industry over a decade, **Plastics & Rubber Vietnam, Hanoi 2023** returns back in Hanoi with the mission to open exhibition space to connect suppliers with corporate customers, providing opportunities for manufacturers to showcase new products and technologies. This allows businesses in the industry to explore the latest and most advanced technologies for their production lines. Moreover, in this year's edition, **Plastics & Rubber Vietnam, Hanoi** also featured a series of insightful seminars, offering diverse perspectives on the recycling of plastic and the practical use of recycled plastic and rubber materials in Vietnam.

Over 100+ exhibitors from 14+ countries/regions are set to converge at the exhibition, which covers a total display area of up to 3,300m<sup>2</sup>. Most exhibitors come from developed countries who are technology leaders such as Italy, Australia, Singapore, Hong Kong, Taiwan, etc. The exhibition is expected to welcome more than 3,500 specialized visitors from various sectors of Vietnam's plastic coming to network and discover.

During the 3 days of the exhibition, **Plastics & Rubber Vietnam, Hanoi 2023** will bring many renowned international enterprises coming to display, highlighting products in the following fields:

➤ **Machinery & Equipment for The Plastics & Rubber Industries**

- Ancillary Equipment
- Digitalization
- Machinery & Plant for Finishing, Decorating,
- Printing & Marking
- Measuring & Test Equipment
- Moulds & Dies
- Parts & Components
- Post-Processing Machines & Downstream
- Equipment
- Process Automation
- Welding Machines

➤ **Raw Materials, Auxiliaries**

- Additives
- Adhesives & Glues
- Coating Compounds
- Fillers
- Foam & Intermediates
- Paint & Resins
- Reinforcing Fibers & Materials
- Resins & Compounds
- Rubbers
- Starting Materials, Intermediate, Polymerization Auxiliaries
- Synthetic Fibers, Bristles, Tapes
- Thermoplastic Elastomers
- Thermoplastics

➤ **Semi-Finished Products, Technical Parts & Reinforced Plastics**

- Compounds / Recyclates
- Films
- Plastics Products & Parts
- Processing Technologies
- Semi-finished Products
- Technical Parts

➤ **General Services, Research, Science**

- Computer Software Service
- Consulting Services
- Government Agencies
- Institutions (Education & Training)
- Media
- Science & Consulting
- Subcontracting
- Trade Associations

➤ **Others**

More than just an exhibition space, **Plastics & Rubber Vietnam, Hanoi** brings a series of specialized seminars, featuring cutting-edge and highly relevant content for industry professionals in Vietnam. Continuing the topic of *Plastic Recycling* at the roadshow seminar program on April 11, 2023 in Hanoi, the series of seminars from July 25 to 27 will delve into developing a green plastic industry within a circular economy. These sessions will offer attendees valuable insights into the latest sustainable technologies and management methods relevant to the plastics and rubber industry, ensuring that businesses and professionals can keep up with the updated processing and production trends in recent years.

**Plastics & Rubber Vietnam, Hanoi 2023** promises to deliver an abundance of benefits to plastic and rubber businesses in the Northern region, making it a must-attend event. After this expo, we can anticipate an even more explosive version of **Plastics & Rubber Vietnam** next year in HCMC.

## HVACR VIETNAM EXHIBITION 2023

**The 15th International Trade Exhibition on HVAC, Refrigeration and Smart Building Technologies in Viet Nam (HVACR Vietnam 2023)** organized by **Informa Markets Vietnam** will officially kick off from July 25 to 27, 2023 at International Exhibition Center Hanoi (I.C.E), Hoan Kiem District, Hanoi.

### About HVAC, Refrigeration & Smart Building Technologies In Vietnam

In 2022, Vietnam has recorded the highest increase in GDP growth rate over the past 12 years. According to the General Statistics Office, Vietnam's GDP exceeds 400 billion USD with a growth rate of 8.02%, which shows steady economic development despite the long-term effects of COVID-19 and global recession. FDI is a key driver for this recovery, which as of December 2022, the capital generated by FDI projects was estimated at 22.4 billion USD, an increase of 13.5% over last year (MPI Vietnam, 2023).

The direct result of FDI is the requirement for improved infrastructure to support the expansion of cities and industrial production centers. As a result, the quantity and quality of HVAC systems must be enhanced to serve all industries, while ensuring medical, health and environmental standards. In the future, business needs to take into account the potential impact of virus transmission through building ventilation systems and develop solutions to mitigate potential risks. Upgrading of building operations, including heating, ventilation and air-conditioning systems, is crucial in reducing the risks of space propagation.

In the coming year, the HVAC industry is expected to experience significant growth with the adoption of new, eco-friendly technologies. This means that industrial heating and ventilation systems will be set to be powered by electricity or hydrogen, along with other smart technologies such as IIoT, Software as a Service (SaaS), and AI. Furthermore, the rising disposable income in Vietnam will lead to an increasing installation of advanced HVAC systems in residential homes. With a hot and humid climate and a population of nearly 100 million, Vietnam is currently one of the largest air-conditioning markets in Asia, with an expected market size of US\$2.9 billion by 2025 (Research&Market, 2020).

The positive shift in digital infrastructure in Vietnam has also contributed to the increasing demand for HVAC technology, dedicating to HVAC for data centers and servers. Currently, Vietnam has 27 data centers, of which the North accounts for 46%, the South constitutes 35% and the 18% remaining belong to the Central region. In 2022, Vietnam's data center industry experienced remarkable growth, as major players such as CMC, Viettel Cloud of Viettel, and VNG expanded their operations nationwide. These moves have further solidified the position of these companies as key players in the data center sector in Vietnam.

Vietnam is considered as promising young market in the data centers industry. The economy shifts digital days by days, and everything that happens online is housed in a data center. Thus, Informa Markets (IM) brings the Data Center feature out at HVACR Vietnam 2023 as a right fit for Vietnam market, opens up new business opportunities for new demands.

## About HVACR Vietnam

As the most prominent destination for HVAC community in Vietnam with many potential business opportunities, **The 15th International Trade Exhibition on HVAC, Refrigeration and Smart Building Technologies in Viet Nam** (HVACR Vietnam 2023) will return on July 25 - 27, 2023 at I.C.E Hanoi International Exhibition Center, Hoan Kiem District, Hanoi.

The upcoming event occupies a total exhibit space of 3,000 m<sup>2</sup>, with more than 150 exhibitors from over 10 leading technology countries, including Japan, Korea, Taiwan, Hong Kong, China, etc. With the reputation for successful organizing over a decade, **HVACR Vietnam 2023** is expected to gather more than 3,000 trade visitors. In this version, HVACR owns a diverse product portfolio, including air conditioning, heating & ventilation, HVAC controls & thermostats, IoT, Energy efficiency, Refrigeration and many other equipment and machinery. The exhibition is endorsed by many leading domestic and foreign companies, who choose **HVACR** to display their products such as **AUX Co., Ltd., Superlon Vietnam, ...**

Especially, HVACR technology for Data Center is first launched in the exhibition program. As the economy rapidly shifts from brick-and-mortar to online, the demand for data centers is expected to bloom. Capturing the trend, Informa Markets has taken the initiative to include HVACR technology for Data Centers in its exhibition catalogue, displays the new business opportunities and collaborations. According to Mr. BT Tee – General Director of Informa Markets Vietnam: *“In the digital era, every enterprise, especially for large-sized corporation should consider for the data center's service. Outsourcing your IT department to the data center allows your business to have structured & secured connectivity, dismiss operational cost for a server and improve business efficiency. We choose HVACR Vietnam as the first stage to bring HVAC Technologies for Data Center out since Data Center starts operation, ventilation and cooling system in HVAC field play an integral role to build its facility.”*

Besides the exhibition space, **HVACR Vietnam 2023** offer a series of specialized seminars designed by many leading experts and associations in the industry such as the Vietnam Society of Refrigeration and Air-Conditioning Engineers (VISRAE), Asia Pacific Urban Energy Association (APUEA), Vietnam Internet Association (VIA),... This states a valuable opportunity for businesses and professionals within the industry to enhance their knowledge, catch up with the latest trends in HVAC, refrigeration, and smart building technology to establish future success.

## ABOUT PLASTICS & RUBBER VIETNAM

Starting in 2007, **Plastics & Rubber Vietnam** has become the destination for all products, technologies and services for the plastic and rubber industry in Vietnam and the region. This year, **Plastics & Rubber Vietnam, Hanoi** takes place for the second time in the North to introduce to visitors a portfolio of the latest products, technologies, and effective solutions with the participation of domestic and international enterprises. The event is an excellent business networking opportunity for plastic manufacturers and processors to showcase their products, build brand image, expand new cooperation opportunities, as well as identify economic potential in the Vietnamese market.

This year, **Plastics & Rubber Vietnam, Hanoi** will officially return from July 25 - 27, 2023 at Hanoi International Exhibition Center (I.C.E), Hoan Kiem District, Hanoi. With an area of up to 3,300m<sup>2</sup> and more



than 100 exhibitors from over 14 countries/regions, **Plastics & Rubber** promises to bring quality programs and valuable opportunities for businesses to find business partners.

## **ABOUT HVACR VIETNAM EXHIBITION**

With the success of 14 previous editions, **HVACR Vietnam** is the leading international trade event for HVAC, Refrigeration & Smart Building Technologies in Vietnam. **HVACR Vietnam** is the ideal platform for global manufacturers & suppliers to showcase the latest products, connect with potential buyers and create partnerships with dealers & distributors. Participating in **HVACR Vietnam** is an effective way for businesses to access the latest scientific and technical advances in the industry from famous international brands; establish a new supplier network to improve the productivity of the current operating line.

Back on July 25 - 27, 2023 at International Exhibition Center (I.C.E), Hoan Kiem District, Hanoi, **HVACR Vietnam** will definitely be a valuable promotional activity, connecting businesses in the area. After this special edition of **HVACR Vietnam** for the Northern region, **HVACR Vietnam 2024**, which takes place with an expansive scale in HCMC next year will be the most anticipated for HVAC community in Vietnam.

## ABOUT INFORMA MARKETS VIETNAM

**Informa Markets** creates platforms for industries and specialist markets to trade, innovate and grow. We have a portfolio of more than 550 global B2B events and brands in numerous industries, such as healthcare and pharmaceuticals, infrastructure, construction and real estate, fashion and apparel, hospitality, food and beverage, health, nutrition, and many more. Through direct connection, deep digital content, and application data solutions, we help our international clients and partners to interact, experience and conduct business. We assist in realizing a variety of specialized markets and creating growth prospects as the top expo organizer in the world.

For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

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