



Vietnam International Optoelectronics Expo (VIOE)

Global Electronic Intelligent Manufacturing Show - Vietnam (GEIMS Vietnam)

Vietnam has emerged as a significant global hub for electronics manufacturing and electronic product exports. It is poised for a decade of golden growth ahead. Don't miss out on this burgeoning electronics manufacturing market!

1

Take-off and rapid growth phase (2007–2018): In 2007, Samsung started to relocate its factories on a large scale from mainland China to Vietnam. Supporting investments from South Korea, Japan, Taiwan, Hong Kong, and other regions also actively poured into Vietnam. Trump's rise to power in 2017 accelerated investment by Chinese assembly plants in Vietnam. Vietnam has become one of the world's largest electronics manufacturing nations after mainland China. Those who entered the Vietnamese market before 2018 have reaped substantial benefits.

2

Plateau phase (2019–2024): The pandemic has caused new investments and factory expansions to slow down, leading to a plateau in Vietnam's electronics manufacturing sector. Some companies have faced difficulties in securing orders.

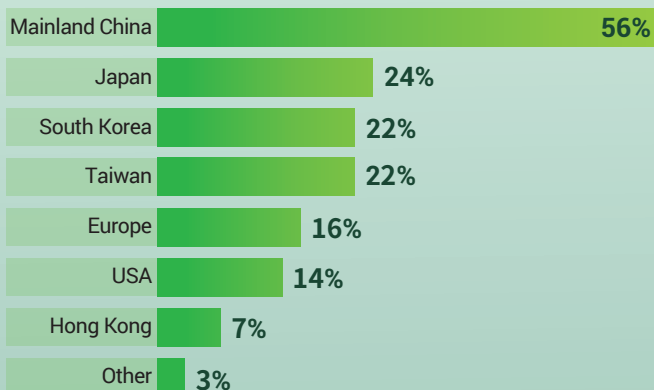
3

Further growth phase (2025–2035): Factories already invested in electronics manufacturing further reduced their production capacity in mainland China. Meanwhile, they expand their production capacity in Vietnam with more assembly lines. As the sourcing needs of these factories keep growing, more international trade orders that used to flow out of mainland China will be taken over by Vietnam. This will inevitably drive the rapid growth of small and medium-sized assembly factories in Vietnam.

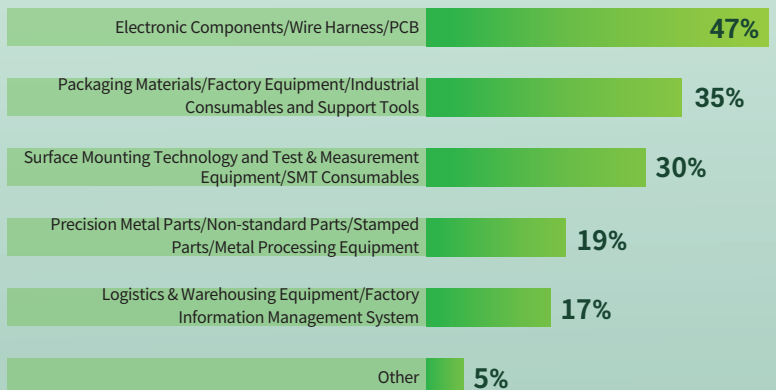
Vietnam's electronics manufacturing sector is experiencing robust demand for electronic components, presenting limitless business opportunities

- To qualify for tax incentives, at least 30% of upstream sourcing in product manufacturing must be done locally.
- Slow logistics and increased costs in cross-border sourcing can negatively impact efficiency.
- Suppliers are expected to provide on-site and timely services, along with quick responses.

Preferred Sourcing Countries/Regions for Local Factories in Vietnam:



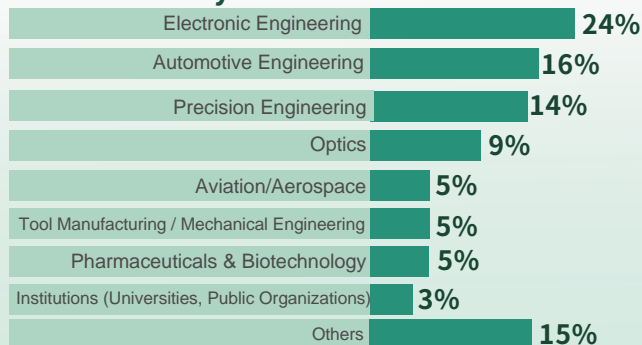
In-demand Products Local Factories in Vietnam Want to Source



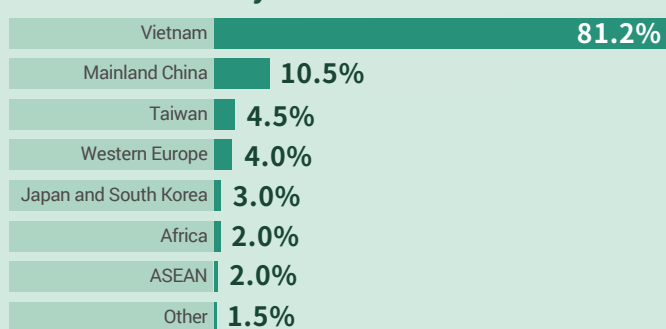
Key Data from GEIMS 2024



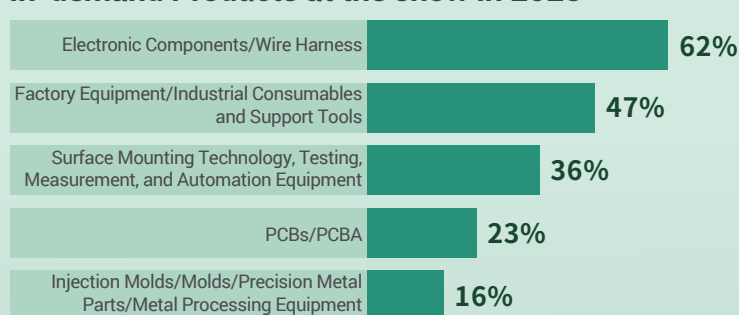
Visitor Industry Breakdown



Visitor Nationality Breakdown



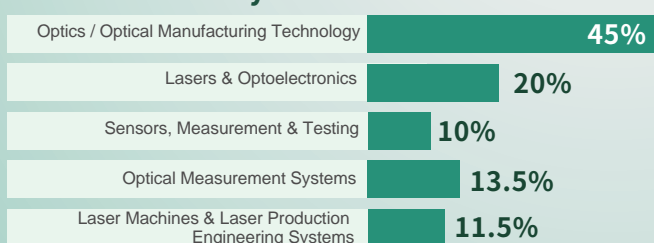
In-demand Products at the show in 2025



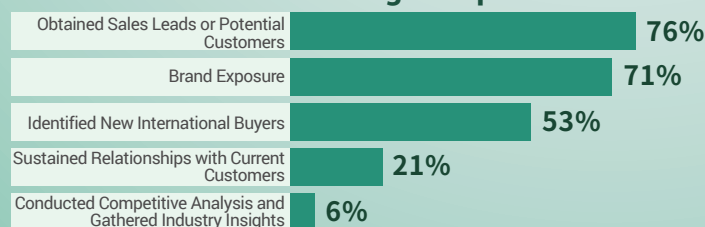
Local Buyers Attending the 2024 Event (Partial List)

EMS Assembly Companies	Foxconn, Longcheer, Huaqin, BYD Electronic, Goertek, Etron, Speed, Sunny Optical, Everwin Precision
3C Electronics Firms	Samsung, LG, Canon, Dell Vietnam, Viettel (a prominent Vietnamese company), VNPT (a prominent Vietnamese company), FPT (a prominent Vietnamese company)
Automotive and Related Component Manufacturers	VinFast (a renowned Vietnamese electric vehicle brand), Yamaha Motor, Minebea AccessSolutions Vietnam, Sanyo Vietnam, Nidec Instruments (Hanoi), Kyocera Document
Home Appliance and Related Component Suppliers	Toshiba, Tonly (TCL), JA Solar, Sunhouse, Canadian Solar, Matika
Industrial Control and Related Component Providers	EPI Vietnam, Advantech Vietnam, Vietek, Nordson Advanced, STTK Vietnam, QES Vietnam

Exhibitor Industry Breakdown



Achievements of Exhibiting Companies



Renowned Exhibitors (Partial List)



*In no particular order

Exhibitor Testimonial in 2024

Beijing Fuxingkai

"This is my first time visiting Ho Chi Minh City - this beautiful and vibrant metropolis has left an extremely positive impression on me. At today's exhibition, we're delighted to see such strong turnout and tremendous support from both the government and organizers. We firmly believe Vietnam's fertile ground holds immense potential for the optoelectronics industry. Here, we're confident of discovering abundant business opportunities and establishing valuable partnerships. Let's work together towards mutual success. Thank you!"



Scan the QR code to review the exciting moments at GEIMS 2024



Scan the QR code to follow GEIMS and stay updated with more show information

GEIMS Vietnam is Packed with Outstanding Features

Feature One

GEIMS enables you to broaden your business network by facilitating connections with numerous end manufacturers in Vietnam from sectors like 3C electronics, home appliances, automotive, healthcare, and telecommunications. You will have the opportunity to interface with prominent industry leaders including Samsung, LG, Foxconn, BYD, Goertek, Luxshare, Longcheer, Huaqin, VNPT, Viettel, VINFAS, and Yamaha, among others.

Logos of Some VIP Visiting Buyers in 2024



Feature Two

Concurrently with the show, GEIMS hosted one-on-one business matching meetings with Vietnamese factories, inviting key sourcing executives from end manufacturers to the event for direct interactions with exhibitors.

In 2024, the fair has already extended invitations to sourcing leads from 28 well-known Vietnamese factories such as Samsung Electronics Vietnam, Etron, Longcheer, BYD, and Huaqin. These representatives have participated in 297 targeted one-on-one meetings with the exhibitors present at the fair. This initiative has generated a significant buzz among both suppliers and buyers.

Attending Buyers



Feature Three

During the show, the electronic manufacturing forum was also held, which included four professional discussion sessions. A total of 16 prominent speakers were invited to join and discuss the development trends of intelligent electronics manufacturing in Vietnam. They addressed 16 hot topics related to semiconductors, SMT technology, and the future of Vietnam's electronics industry, attracting 395 participants to the forum.



Feature Four

GEIMS Vietnam has formed robust strategic alliances with key Vietnamese stakeholders, including government agencies like the Ministry of Science and Technology, the Vietnam Electronics Industries Association, the Vietnam Union of Science and Technology Associations, the Vietnam Automation Association, and the Vietnam Automobile Manufacturers' Association. Additionally, partnerships with industrial parks such as BW, Frasers, VSIP, and service centers like the EIM's China-Vietnam SMT electronics service center and the ZYZ Vietnam Electronic Components Mall have been established. These strategic collaborations bolster the show's efforts in visitor recruitment and promotional activities, amplifying its overall impact.



One-stop Sourcing Event for Vietnam's electronics assembly sector! A Must-attend Event for Electronics Manufacturing Supply Chain Businesses to Expand into the Vietnamese Market

2025 Scope:

Date: 20–22 November, 2025

Venue: Hanoi International Center for Exhibition, Vietnam

8,000
square meters

200+ Exhibitors

7,000+
Projected Attending
Buyers

- ✓ **Optoelectronic Components:** Optical components, Optical fibers, Wires & cables, Instruments & meters, Photoelectric testing equipment, Opto-mechatronic integrated systems
- ✓ **Precision Optics:** Optical materials, Optical elements, Optical instruments, Optical processing equipment, Optical thin films, Optical coatings, Optical lenses, Camera modules, Imaging lenses
- ✓ **Laser Technology:** Laser materials & components, F-theta lenses & Galvanometer scanners, Laser sources / Laser systems, Laser equipment, Laser processing systems & components, Laser radiation protection solutions, 3D Printing & Additive manufacturing
- ✓ **Core Display Technologies:** LED Displays, LCD Displays, OLED Displays, MiniLED Displays, MicroLED Displays Associated Components & Equipment, Digital Signage Solutions, AR Glasses, VR Headsets
- ✓ **Machine Vision Category: Core Components:** Imaging Devices, Optical Systems, Lighting & Control, Processing Hardware; **Subcomponents & Accessories:** CMOS sensors, Vision computing platforms, Industrial PCs/Industrial PCs, Cabling solutions; **Systems & Integration:** Vision Solutions, Intelligent Automation

GEIMS & VIOE Vietnam Delivers Outstanding Value

 <p>GEIMS empowers your business expansion across multiple industries in Vietnam, connecting you efficiently with both local and international buyers.</p>	 <p>At GEIMS, you'll engage in one-on-one in-depth meetings with industry leaders, including Chinese, Taiwanese, Japanese, Korean, and Vietnamese enterprises, ensuring precise business matching.</p>	 <p>Backed by strong local strategic partnerships, GEIMS enhances the show experience with unparalleled support.</p>	 <p>Leverage Global Sources online platform to maximize your exposure, combining online and offline channels to reach target buyers effectively.</p>	 <p>Coincide with Vietnam's "golden sourcing season", GEIMS is a must-attend event for assembly factories in Northern Vietnam.</p>
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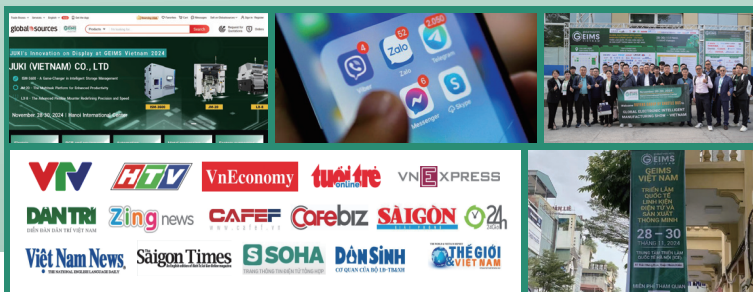
GEIMS & VIOE : A Hassle-Free Show Experience! Multiple Strategies for Efficient Buyer Invitation!

<p>01 Online Social Media Advertising: Utilize digital marketing channels such as Zalo, Facebook, TikTok, and Google Ads in Vietnam to promote the show and reach professional audiences.</p>	<p>05 Partner with Vietnamese industry associations, industrial parks, and media outlets to enhance the show's visibility and appeal, attracting more visitors.</p>
<p>02 Leverage prime advertising spots on Global Sources official website and Buyer App to attract buyers from Southeast Asia to visit the show.</p>	<p>06 The Global Sources Vietnam show marketing team invite local factories, offering free shuttle buses to encourage group visits to the show.</p>
<p>03 Set up Vietnam-based call center to implement IVI (Interactive Voice Response) for precise phone invitations to targeted visitors.</p>	<p>07 Launch targeted advertising campaigns in the northern electronic industrial clusters to attract the attention of key audiences.</p>
<p>04 Tap into a database of over 1 million industrial buyers worldwide, with regular email marketing campaigns.</p>	<p>08 Host electronic industry-related forums in Vietnam to maintain continuous exposure and engagement within the sector.</p>

GEIMS & VIOE Outreach Power!

- ✓ **Local Promotion:**
 1. Published 209 posts on Facebook, Zalo, and LinkedIn, attracting 195,692 views.
 2. Secured over 20 articles and interviews on local media outlets like Vietnam TV and Vietnam News Agency, reaching 200,000+ views.
 3. The Vietnam call center team conducted IVI invitations to 100,000+ professional buyers across Vietnam and Southeast Asia.
- ✓ **Promotion by Strategic Partners in Vietnam:**
 1. Sent precise invitations to 3,000+ factories in industrial parks like BW, Frasers, and VSIP, with shuttle buses arranged to facilitate visits.
 2. Participated in 10+ market forums and industry association events to promote GEIMS and enhance its local influence.
- ✓ **Promotion in Mainland China:**

Published GEIMS-related articles and videos, collaborating with 10+ industry media outlets, resulting in 50,000+ article views, 30,000+ video views, and 2 million+ ad impressions.



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