

I. INFORMATION ON THE FAIR

1. **Official Name of the Fair:** Viet Nam Golden Autumn Fair 2025 (VGAF 2025).
2. **Slogan/Theme:** Connecting People with Production and Business.
3. **Organizing Authority:** The Ministry of Industry and Trade of the Socialist Republic of Viet Nam
4. **Co-organizers:** The Ministry of Culture, Sports and Tourism, and the People's Committee of Hanoi
5. **Participating and Coordinating authorities:** Line ministries, ministerial-level agencies, and government bodies; Vingroup/Vietnam Exhibition Center (VEC); and People's Committees of centrally governed provinces and cities
6. **Date and Duration:** From 26 October to 04 November 2025
 - Opening Ceremony: 9:00 am, 26 October 2025
 - Closing Ceremony: 6:00 pm, 04 November 2025
7. **Venue:**
Vietnam Exhibition Center, Dong Anh District, Hanoi
8. **Participants:**
Domestic businesses; foreign-invested businesses operating in Viet Nam; and international businesses (if any).
9. **Scale:**
The Fair is expected to occupy the entire Kim Quy Exhibition Hall, with an indoor exhibition area of more than 100,000 m², comprising 10 halls, each nearly 10,000 m² (equivalent to approximately 3,000 standard booths).

II. FAIR ZONES

The VGAF 2025 is proposed to feature five (05) distinct zones. Each zone will have a specific theme, assigned executing agency, and detailed content as follows:

1. **"Industry, Trade, and Services – Prosperous Autumn" Zone**

- **Executing Agency:** Ministry of Industry and Trade (MOIT)
- **Location/Area:** Hall 1, 2 – 20,000 m²
- **Content:** This space is dedicated to exhibiting and promoting products and goods across the sectors of industry, trade, and services. The zone will organize booths and showcased goods by participating organizations and enterprises according to their specific industry fields, closely adhering to the Fair's unified visual identity system.

2. "Family Autumn" Zone

- **Executing Agency:** Vingroup / Vietnam Exhibition Joint Stock Company (VEFAC)
- **Location/Area:** Hall 3, 4, 5 – 30,000 m²
- **Content:**
 - *Hall 3, 4:* Exhibition and promotion space for branded products from enterprises within the Vincom retail system and shopping centers.
 - *Hall 5:* Exhibition and promotion space for wooden furniture, interior, and exterior materials.

3. " Viet Nam Autumn – National Charm" Zone

- **Executing Agency:** People's Committees of Provinces/Centrally-governed Cities
- **Location/Area:** Hall 6, 7 – 20,000 m²
- **Content:** This zone is designed for exhibiting and promoting typical and distinctive local products, as well as products bearing collective trademarks, certification marks, and geographical indications from various localities. Each province/city will organize a shared local exhibition space of approximately 200 m². Enterprises from all economic sectors within these localities that wish to participate should register directly with the Ministry of Industry and Trade for arrangement according to specific industry sectors.

4. "Quintessence of Hanoi Autumn" Zone

- **Executing Agency:** Hanoi People's Committee

- **Location/Area:** Hall 8 and Main Lobby – 17,000 m²
- **Content:**
 - *Hall 8:* Promotion and introduction space for typical industrial-commercial products; promotion space for OCOP products (One Commune, One Product) and traditional craft villages; along with various miniature landscapes and models.
 - *Main Lobby:* Promotion and introduction space for culture and tourism; cuisine promotion space; product demonstration and experience space; business networking zone; and various miniature landscapes and models.

5. "Vietnamese Cultural Quintessence" Zone

- **Executing Agency:** Ministry of Culture, Sports and Tourism (MOCST)
- **Location/Area:** Central Hall – 10,000 m²
- **Content:** A dedicated space for organizing activities that promote and commercialize products typical of Vietnam's 12 cultural industries. This will feature high-commercial-value products from fields such as cinematography, music, performing arts, fine arts, publishing, television, fashion, cuisine, tourism, and sports. Enterprises, organizations, and artists will have the opportunity to directly introduce and sell products, sign contracts, connect with partners, and expand their markets.

III. SUPPORT MECHANISM FOR EMBASSIES/ TRADE PROMOTION ORGANIZATIONS AND FOREIGN BUSINESSES

To maximize the participation and success of our international partners, the Organizer provides a comprehensive, complimentary support package to all participating Embassies, Trade Promotion Organizations, and foreign businesses:

- **Complimentary Exhibition Space and Basic Utilities:** Participants are entitled to 100% free rental of standard booths or free-of-charge open space for the construction of special/custom-designed booths. This includes the provision of basic electricity and water utilities required for the exhibition space.

- **Integrated Publicity and Promotion Services:** We offer complimentary publicity and promotional services in accordance with the Fair's official communication and media plan. This ensures your brand and presence are effectively showcased to target audiences and the wider business community.

- **Free Access to Networking Events:** International delegates are granted free access to all side events held during the Fair. These activities include specialized conferences, thematic seminars, dedicated business matching programs, B2B meetings, and other strategic networking opportunities.

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