



DANANG HOTEL '20

**DANANG'S 1st
MAJOR
INTERNATIONAL
HOSPITALITY
EQUIPMENT &
SUPPLIES
EXHIBITION**

**24-26 | SEPT
2020**

 **DA NANG EXHIBITION
& CONVENTION CENTRE**



Organised by :

M **AMBTarsus**
EVENTS GROUP

www.ambtarsus.com

YOUR WINDOW OF OPPORTUNITY INTO VIETNAM'S EXPANDING HOTEL INDUSTRY



Boosted by the booming intra-Asian travel, relaxed visa policies and the massive improvements to transport infrastructure, Vietnam is well on its way to achieve another record-breaking tourism year. In the first six months of 2019 alone, Vietnam welcomed 8.6 million foreign visitors, a 7.5% increase from the same period the year before. The country earned VND338.2 trillion (US\$14.5 billion) in tourism revenues, up 8.4% year-on-year.

Vietnam's centrally-located coastal city Da Nang is transforming into a global destination. Named among the top 10 holiday destinations in Asia, the number of hotel rooms in Da Nang has roughly tripled in the past five years. In the same period, the city's domestic and foreign visitor arrivals soared by about 2.5-folds. These promising developments have driven up the demand for a greater variety of quality products, technologies and services for the hotel industry in order to keep pace with the continued infl-ux of visitors to the city.

DANANG HOTEL 2020 - Danang's First Major International Hospitality Equipment & Supplies Exhibition is set to help industry players capitalise on these developments to further advance the growth of the city's tourism industry. The Expo will be held at the Da Nang Exhibition and Convention Centre in Vietnam from 24 to 26 September 2020. This is where thousands of HORECA industry players will gather to do business, source for new supplies, get updated on the latest trends and development, and network.

Held in conjunction with DANANG FOOD 2020 and DANANG CAFÉ 2020, DANANG HOTEL 2020 is a comprehensive event for the hospitality and foodservice industry. Come showcase your product portfolio to interested buyers by contacting Mr. Ian at ian@ambtarsus.com.



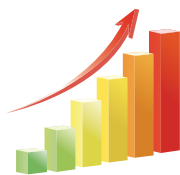
In Airbnb's 2018 rankings of trending travel destinations, Danang finished No. 5 globally and No. 1 in Southeast Asia. Airbnb is the world's largest vacation booking website.

THE NO.1 PLATFORM FOR YOUR MARKETING PLAN

- Meet over 6,000 professionals from the HORECA industry
- Boost your company branding and market positioning
- Source for new distributors, agents, and strategic partners in Danang, Vietnam
- Create new partnerships
- Introduce your latest innovations through New Product Launches or Promotional Campaigns
- Danang is quickly becoming a MICE hub, owing to good facilities, accessibility and natural attractions



MARKET INSIGHT



- ◆ According to Pullman Da Nang Beach Resort's General Manager, Fraser Ross, Da Nang boasts 15% more guest rooms in 2019 than a year ago.
- ◆ Asian Hospitality Company Centara Hotels and Resorts, part of the Thai conglomerate Central Group, is looking to open at least 20 new hotels across Vietnam in the next 5 years. The company's targeted destinations include key economic hubs as well as high-growth areas like Da Nang.
- ◆ The Danang Tourism Department has recorded 260 accommodations with 8,736 rooms throughout the city in 2011, which increased dramatically to 693 accommodations and 28,780 rooms in 2017. Furthermore, it is expected that in 2018-2020, Danang will introduce 86 more accommodations a year with 6,000 rooms.
- ◆ According to an article by news site Vietnamnet, investors have also poured money into 1-3-star hotels. There are over 500 accommodations of this type with 14,000 rooms. New hotels have risen on routes near the beaches in Son Tra and Ngu Hanh Son districts.

CO-LOCATED WITH



Three dynamic exhibitions covering the entire Food & Beverage, Hospitality and Café industries. Delivering more value to your participation! The three-day event will bring together thousands of buyers and decision makers to source all things HORECA-related under one roof!

Pavilions from the below countries and regions are being organised. If your company is based in these areas, you may be able to enjoy subsidies, tax incentives and special upgraded booths.

Contact Mr. Ian at ian@ambtarsus.com for more information.



DANANG CULINARY & HOSPITALITY COMPETITIONS

AN ACTION-PACKED EVENT FOR DANANG'S F&B AND HOSPITALITY INDUSTRY
A BATTLE OF FLAVOUR, A BATTLE FOR THE BEST

Held in conjunction with DANANG HOTEL 2020, the Danang Culinary & Hospitality Competitions are set to stir up the country's F&B and hospitality scene. Hundreds of chefs and F&B and hospitality professionals will gather to compete, and a panel of local and international judges will be in town to set the standards for the following competitions:

- Danang Culinary Competition
- Danang Sommelier Competition
- Danang Bartender Competition
- Danang National Barista Championship
- Danang Buffet Platter Competition
- Danang Fruit Carving Competition
- Danang Cake Decoration Competition
- Danang Table Setting Competition
- Danang Bed Making Competition



DANANG FOOD FIESTA - Presenting Viet's BEST

Danang Food Fiesta is a culinary showcase, held to promote Vietnamese cuisine. Featuring cooking demonstrations by celebrity chefs, this is the chance to discover the best of Vietnam's cuisine. Cuisine from all three regions of Vietnam will be presented daily.



Can't find your desired package? Feel free to contact Mr. Ian at ian@ambtarsus.com and we'll tailor fit a package that fits your marketing requirements!



THE VENUE



Address: 9 Cach Mang Thang Tam St, Cam Le Dist, Da Nang City, Vietnam.

Da Nang Fair & Exhibition Center, one of the key works of Da Nang city, has three floors and a total area of 140,000 sqm. Widely spaced and strategically located, the Exhibition Center is a convenient place for companies, businesses and foreign galleries to advertise, and introduce their products and services. Conveniently located near a great variety of attractions and accommodations from luxurious hotels to affordable guesthouses, the Hall is also easily accessible to visitors with ample parking lots.

COST OF PARTICIPATION



BARE SPACE ONLY
- US\$358* per sqm

WALK ON PACKAGE
- US\$380* per sqm

Inclusive of

- Needle punch carpet
- White polyester laminated panels for back wall & two side walls and fascia board
- Adhesive Vinyl letters for exhibitor's name and booth numbers on the fascia board
- Fluorescent lights (40 watts)
- 1 Information Counter
- 2 Folding Chair
- Wastepaper Basket

EXHIBIT PROFILE

- Accounting Payroll/F&B Software & Systems
- Bar Equipment & Supplies
- Broadband & Internet Services
- Building Management System
- Cleaning Equipment & Supplies
- Coffee Equipment & Supplies
- Conference/Event Management Systems
- Entertainment Systems
- Energy Saving/Green Technology
- Foodservice Equipment & Supplies
- Food, Wine & Beverages
- Front Office/Reservation Management Systems
- Furniture/Fittings/Furnishing Supplies
- Gardening Equipment & Supplies
- Housekeeping Supplies & Services
- Laundry/Dry Cleaning Equipment & Supplies
- Property Management Systems
- Point Of Sale Systems
- Refrigeration/Cold Room Equipment
- Recreational Equipment/Gym/Swimming Pool
- Safety & Security Systems
- Storage Systems
- Sound, Light & Pa Systems
- Tableware, Cutlery & Supplies
- Toiletries
- Uniforms
- Vending & Dispensing Equipment



THE PROFESSIONAL ORGANISER



DANANG HOTEL 2020 is organised by AMB Tarsus Events Group (www.ambtarsus.com) which is the leading organiser of international trade exhibitions in Asia's key emerging markets. Similar shows it has organised include LAOHOTEL in Laos, CAMHOTEL in Cambodia, and MYANHOTEL in Myanmar.

Organised & Managed by :

AMB Tarsus Exhibitions Sdn. Bhd.

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AMB Tarsus Exhibitions, an associate of AMB Tarsus Group, a joint venture with Tarsus Group PLC, is a leading international trade show organiser in the region covering Malaysia, Cambodia, Myanmar, Sri Lanka, the Philippines and Vietnam since 1996. It is a market leader in key industry sectors including food & drinks, hospitality building and construction, water, energy, security, agriculture, oil & gas, infrastructure and auto aftermarket. It serves as the regional headquarters for the Southeast Asia region and provides marketing, sales and finance support to its offices outside Malaysia.