

Host Institution
Ministry of Planning and Investment

Organizational Unit
Vietnam National Innovation Center



VIETNAM INTERNATIONAL INNOVATION EXPO 2023

Time: 28/10 - 01/11/2023

Location: National Innovation Center, Hoa Lac Hi-Tech Park, Thach That, Hanoi

"The National Innovation Center is a gathering, leading and connecting place to build a complete innovation ecosystem on a national scale"

Mr Prime Minister

NIC VIETNAM
NATIONAL
INNOVATION
CENTER

VIIE 2023 KEY PILLARS



Smart Manufacturing



Smart City



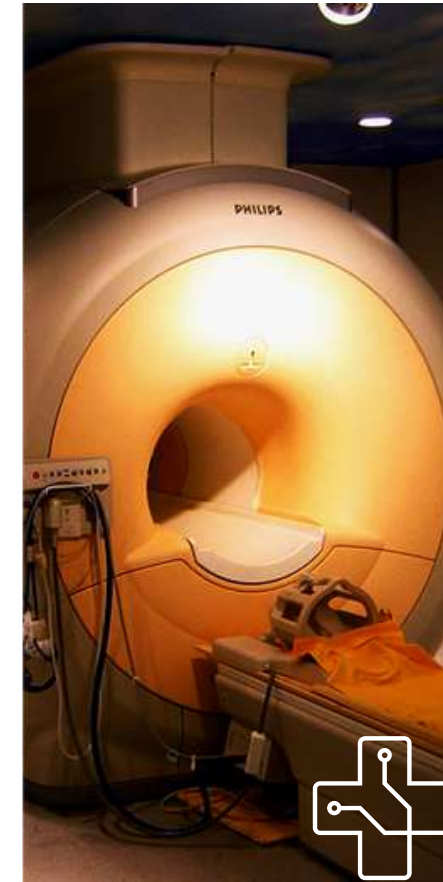
Hydrogen



Digital Media



Semiconductor



Healthcare

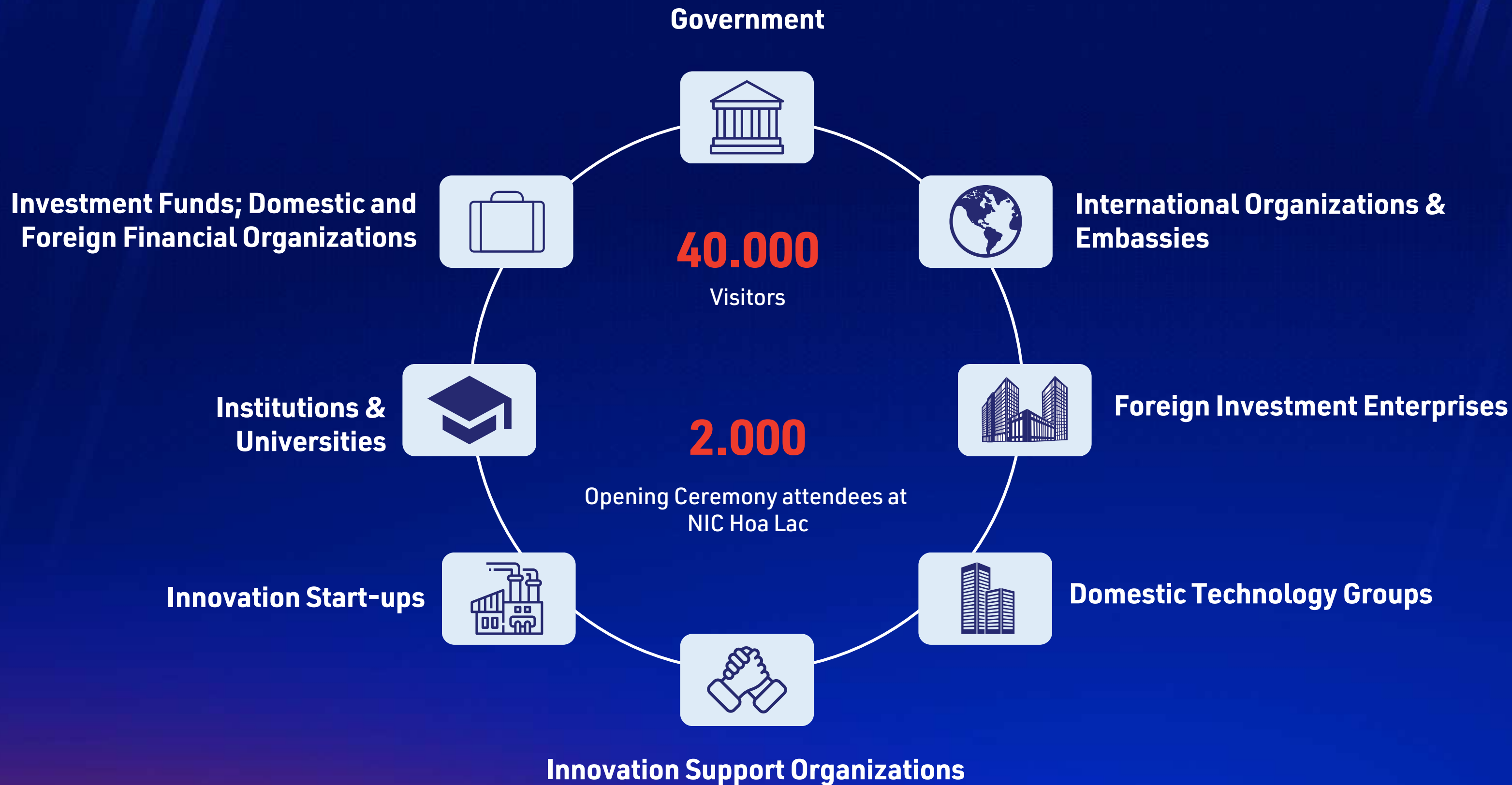


Environmental Technology



Cybersecurity

PARTICIPANTS



VIIIE 2023 KEY VALUES



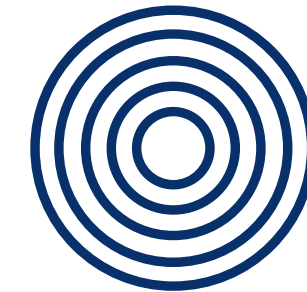
INVOLVE

The convergence of wisdom, knowledge, technology, and breakthrough solutions of Vietnam and the world in key areas.



INNOVATE

As a place to suggest, share and connect innovative ideas and technology solutions, affirming Vietnam's growing position in innovation in the region.



INSPIRE

A place to spread benefits, vision, creative inspiration and expand unlimited cooperation opportunities.

MAIN ACTIVITIES

Event schedule in Hoa Lac Opening week

| | Opening Ceremony | Technology Experience | International Innovation Expo | Vietnam Venture Summit | International Industrial Conference | STEAM Activities | Recreational Activities |
|-------------------------|---|---|---|--|--|---|--|
| | | | | | | | |
| Target Audience | <ul style="list-style-type: none"> VVIP The main subjects of the ecosystem | <ul style="list-style-type: none"> General public | <ul style="list-style-type: none"> General public Innovation Entrepreneur | <ul style="list-style-type: none"> Startups Investors | <ul style="list-style-type: none"> Experts Enterprises | <ul style="list-style-type: none"> Students Institutions | <ul style="list-style-type: none"> Students General public |
| Main Activities | <ul style="list-style-type: none"> NIC Hoa Lac Inauguration ceremony VIIE 2023 Opening Ceremony | <ul style="list-style-type: none"> Experimental zones | <ul style="list-style-type: none"> Product exhibition from other countries | <ul style="list-style-type: none"> Vietnam Venture Summit | <ul style="list-style-type: none"> Workshops Seminars | <ul style="list-style-type: none"> Robotics VEX IQ competition | <ul style="list-style-type: none"> Gala Better Choice Awards |
| Other Activities | <ul style="list-style-type: none"> VVIP visit exhibitors and representative enterprises | <ul style="list-style-type: none"> Tour AR Product launch AR game creation contest | <ul style="list-style-type: none"> Techno-tainment Business matching Experience tour | <ul style="list-style-type: none"> Startup pitch Startup exhibition Business matching | <ul style="list-style-type: none"> Scientific exhibition Business showcase | <ul style="list-style-type: none"> Robotics workshop Maker space & product design | <ul style="list-style-type: none"> Indie band Experiential Activities for family |
| Main Partners | <ul style="list-style-type: none"> Ministries Embassies Conglomerates | <ul style="list-style-type: none"> Global big tech Startup communities | <ul style="list-style-type: none"> Embassies Chambers of commerce | <ul style="list-style-type: none"> VCs Startup communities | <ul style="list-style-type: none"> Universities Institutions | <ul style="list-style-type: none"> STEAM for Vietnam US Embassy | <ul style="list-style-type: none"> Agencies Student clubs |

VIIE 2023 SCHEDULE



Saturday

Sunday

Monday

Tuesday

Wednesday

28/10

29/10

30/10

31/10

1/11

Opening Ceremony

Technology Experience

International Innovation Expo

Side Events

Semiconductor Conference

Energy & Environmental
Conference

MarTech Conference

Vietnam Venture Summit

Game Industry Conference &
E-Sports Tournament

Innovation Corporate
Conference

STEAM Activities

Recreational Activities

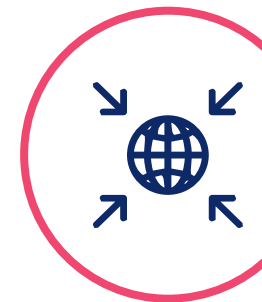
Gala Better Choice Awards

1 | NIC Hoa Lac Inauguration Ceremony



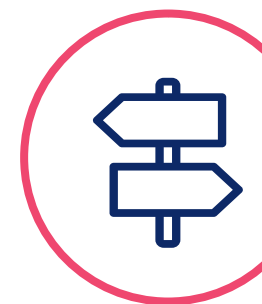
Participants

- VVIP | Leaders of the Party and State
- Diplomatic missions & International organizations
- Enterprises
- Research Institutions & Universities
- Innovation ecosystem partners
- Public figures



Key activities

- Opening Remarks of Leaders
- NIC Hoa Lac Inauguration Ceremony
- Opening Ceremony VIIE 2023
- Best Choice Awards



Other activities

- Leaders visit exhibition areas and experience technology
- Leaders meet with successful innovative partners and enterprises

170+ PARTNERS

From the Ministries; Industries;
Ministerial-level agencies; People's
Committees; Departments



50+ PARTNERS

From International
Organizations & Embassies



100+ PARTNERS

From Investment Enterprises &
Foreign Technology Corporations



550+ PARTNERS

From Technology Corporations &
Domestic SME enterprises.



80+ PARTNERS

Communication Agencies



70+ PARTNERS

From Incubators; Accelerators; NGOs;
Associations; Overseas Vietnamese
Organizations



130+ PARTNERS

From Start-ups



200+ PARTNERS

From Domestic and Foreign
Research Institutions & Universities

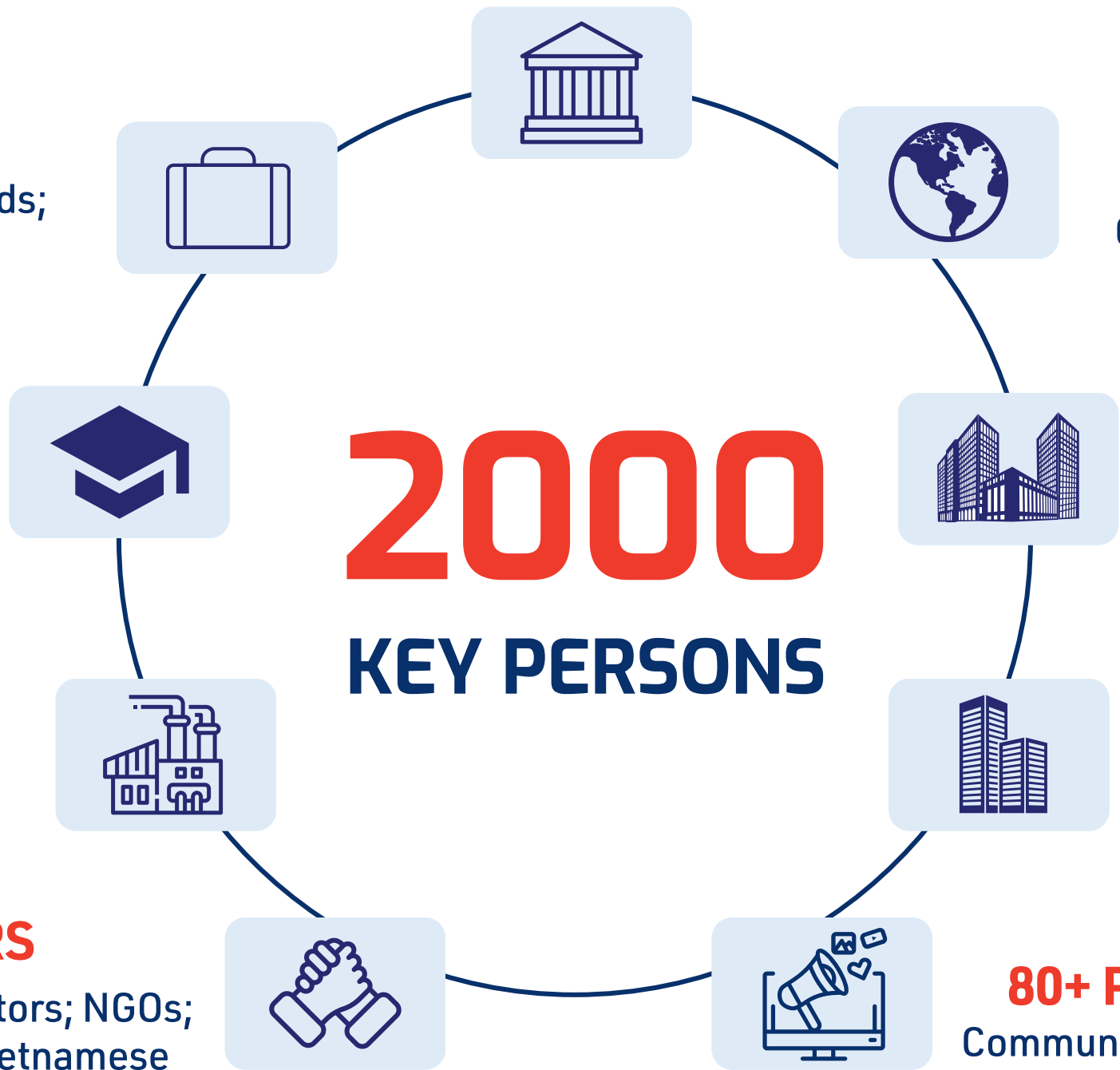
80+ PARTNERS

From Banks; Investment Funds;
Consultant Groups



2000

KEY PERSONS



Inauguration Plan

28/10/2023

- Timeline: 09:00 am –11:00 am
- Leaders of the Party and State; Leaders of Central and Local Authorities; Leaders of International Organizations; Representatives of Corporations and Investment Funds experience pioneering technology.
- Opening ceremony of NIC Hoa Lac & Opening announcement of VIIE 2023
- Technology Showcase
- Awarding the Innovation Award of the Vietnam Innovation Challenge
- Signing & Announcing significant cooperation contents of NIC with domestic and international partners.

2 | TECHNOLOGY EXPERIENCE



Participants

- Tech-savvy people



Key activities

- Technology Exhibition with 3 Zones: Technopolis, Eco-Valley and Industry Hub focusing on NIC main industry pillars
- Virtual reality experience



Other activities

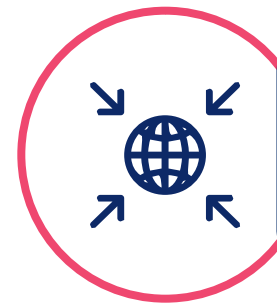
- New product launching Augmented Reality (AR)
- Game Creation Contest
- Augmented reality technology tour

3 | INTERNATIONAL INNOVATION EXPO



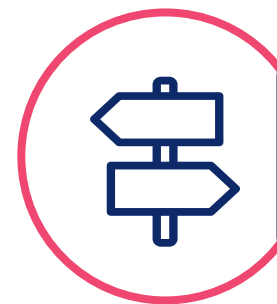
Participants

- Innovative enterprises from countries around the world
- The public



Key activities

- The exhibition themed "Country pavilion" showcases remarkable products, technologies, and innovations with a focus on countries that
 - (i) have introduced numerous innovations
 - (ii) are celebrating special milestones in diplomatic relations (10 years, 50 years)



Other activities

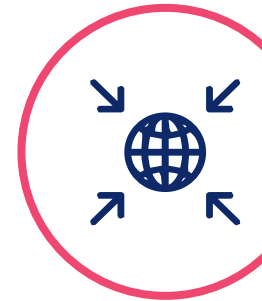
- Cultural exchange activities
- Augmented reality technology tour
- Connecting domestic and foreign businesses
- Business matching

4 | VIETNAM VENTURE SUMMIT (VVS)



Participants

- Enterprises
- Entrepreneurs
- Investors
- Investment Funds



Key activities

- Presentations & Speeches
- Seminars



Other activities

- Introducing potential innovative businesses and start-ups
- Speed matching
- Consulting for start-ups

5 | INTERNATIONAL INDUSTRY CONFERENCE



Participants

- Domestic and global experts in several key areas of NIC



Key activities

- Presentations & Speeches focusing on Semiconductor; Hydrogen - Clean energy, Digital media; Smart Factory; and among others

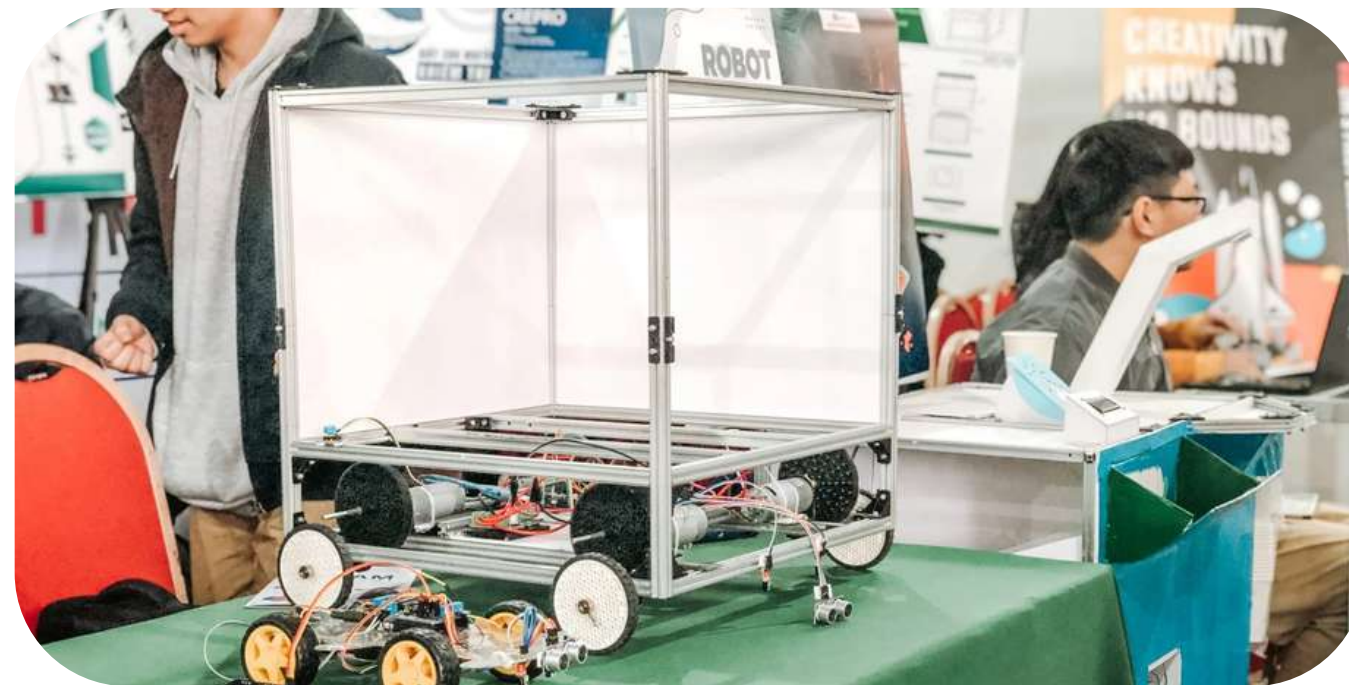


Other activities

- Introducing potential innovative businesses and start-ups
- Connecting innovation ecosystem

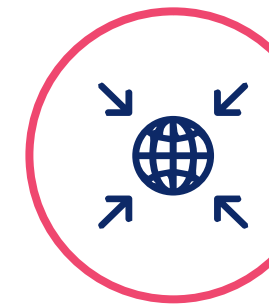


6 | STEAM ACTIVITIES



Participants

- Students
- Institutions & Schools



Key activities

- Robotics VEX IQ Competition
- STEAM activities of high schools, universities



Other activities

- Robotics class/workshop
- Maker space: Creating products & Experiencing technology

7 | BETTER CHOICE AWARDS



Participants

- The public



Key activities

- Gala Better Choice Awards
- Connecting young people through concert & Entertainment tech activities

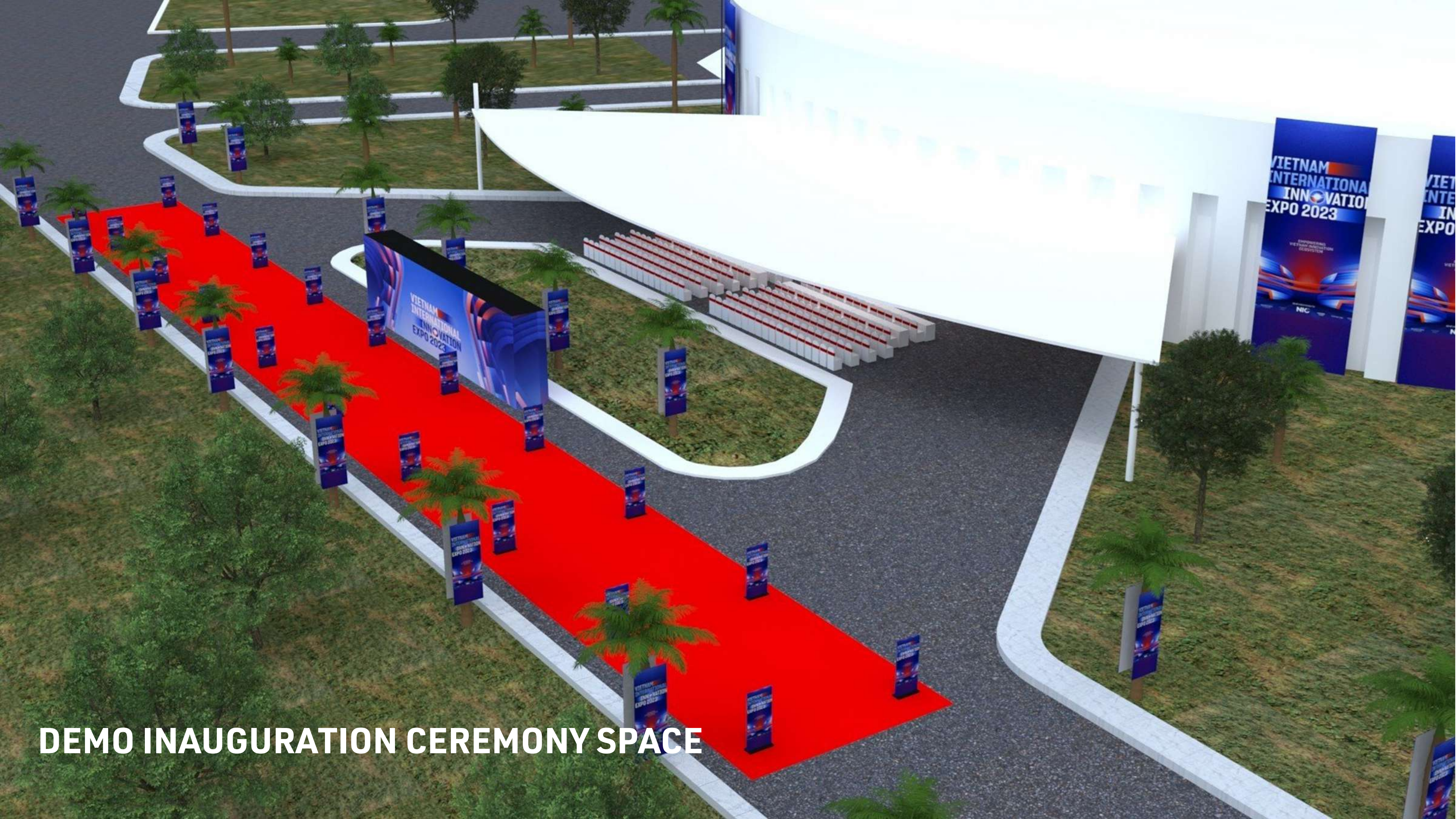


Side activities

- Daily art performance by youth bands
- Workshop: Manufacturing entertainment products



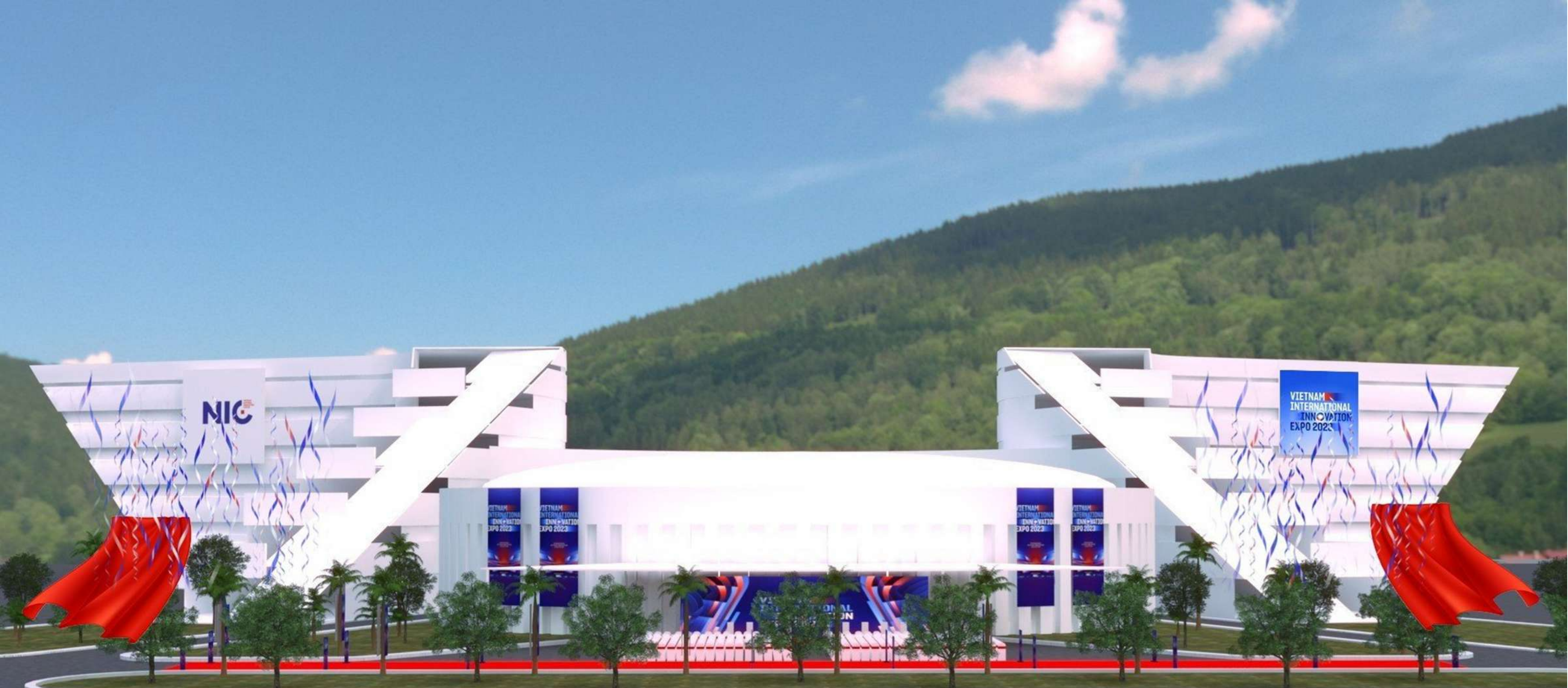
EXHIBITION SPACES



DEMO INAUGURATION CEREMONY SPACE



DEMO INAUGURATION CEREMONY SPACE



DEMO INAUGURATION CEREMONY SPACE



ĐỘ KỸ THUẬT VÀ ĐẦU TƯ
NIC

LỄ KHAI MẠCH KHU VỰC HỒA LẠC & KHAI MẠC
TRẦN LÂM QUỐC TẾ MỚI HỒA LẠC TỈNH VIỆT NAM 2023

**VIETNAM
INTERNATIONAL
INNOVATION
EXPO 2023**

DEMO OPENING CEREMONY SPACE



DEMO OPENING CEREMONY SPACE

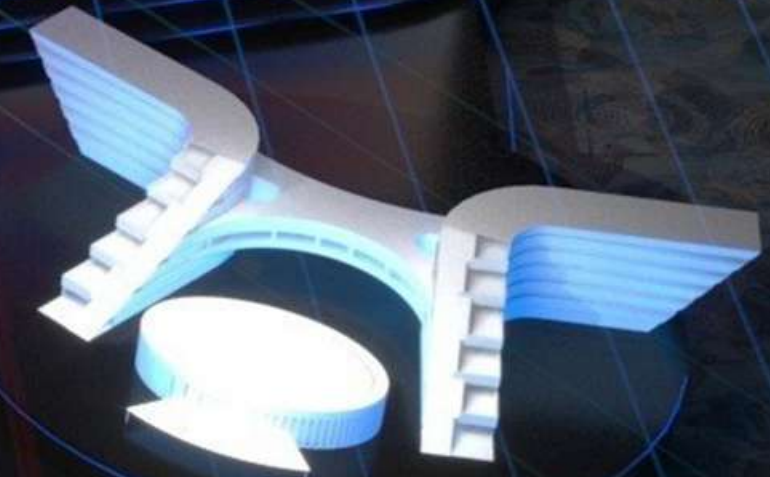
DEMO OPENING CEREMONY SPACE



ĐIỂM ĐÓNG VÀ ĐÀO TẠO
NIC

LỄ KHAI MẠCH THỊ trường INNOVATION & NGÀNH MỚI
TRƯỜNG ANH QUỐC, 15 THÁNG 10 NĂM 2023

**VIETNAM
INTERNATIONAL
INNOVATION
EXPO 2023**





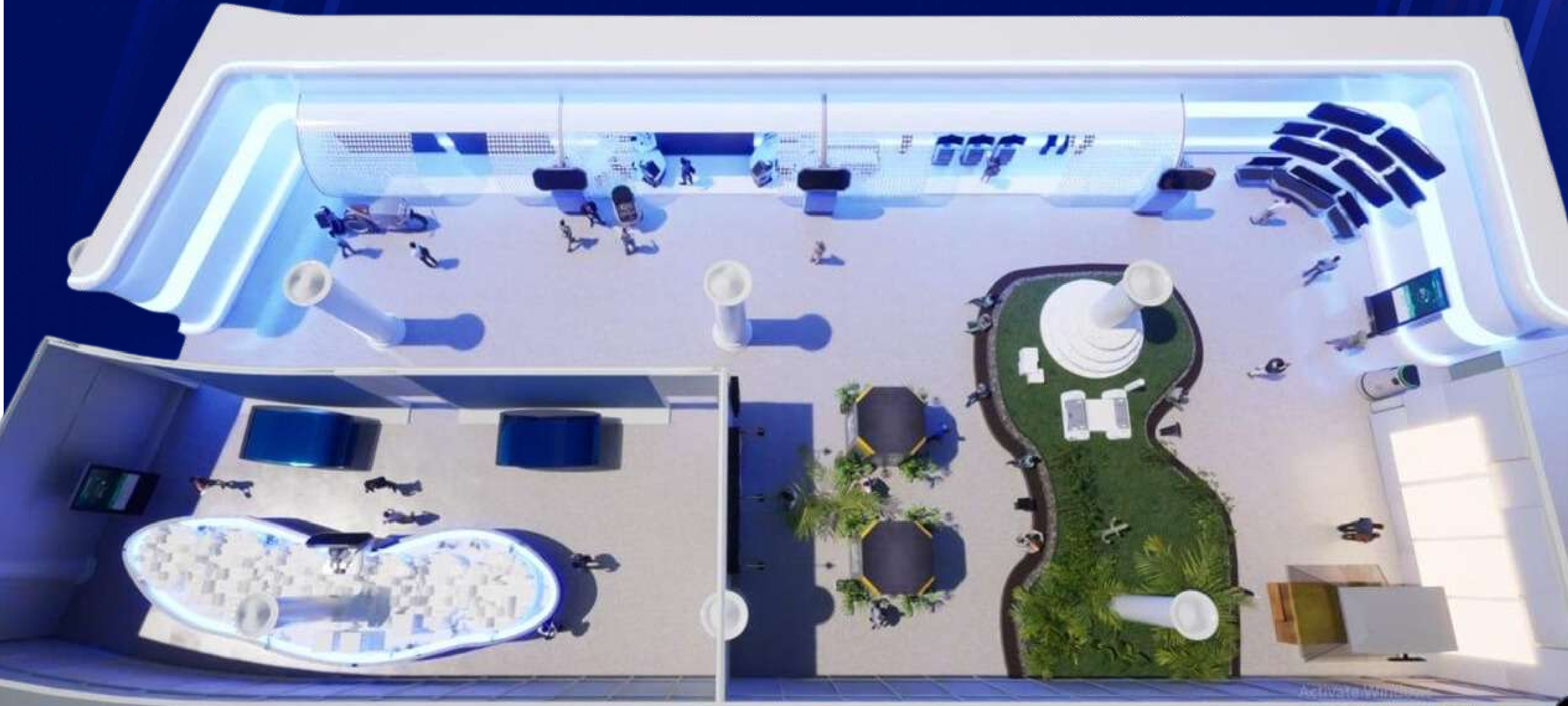
ECOVALLEY



DIGITAL LAB



SMART CITY & NIC HERITAGE GALLERY



TECHNOLOGY EXHIBITION BOOTH

SPECIAL BOOTH

Creative space



- Customized space suitable for specific display solutions and large products.
- Designed creatively and flexibly according to the needs of the participating units.

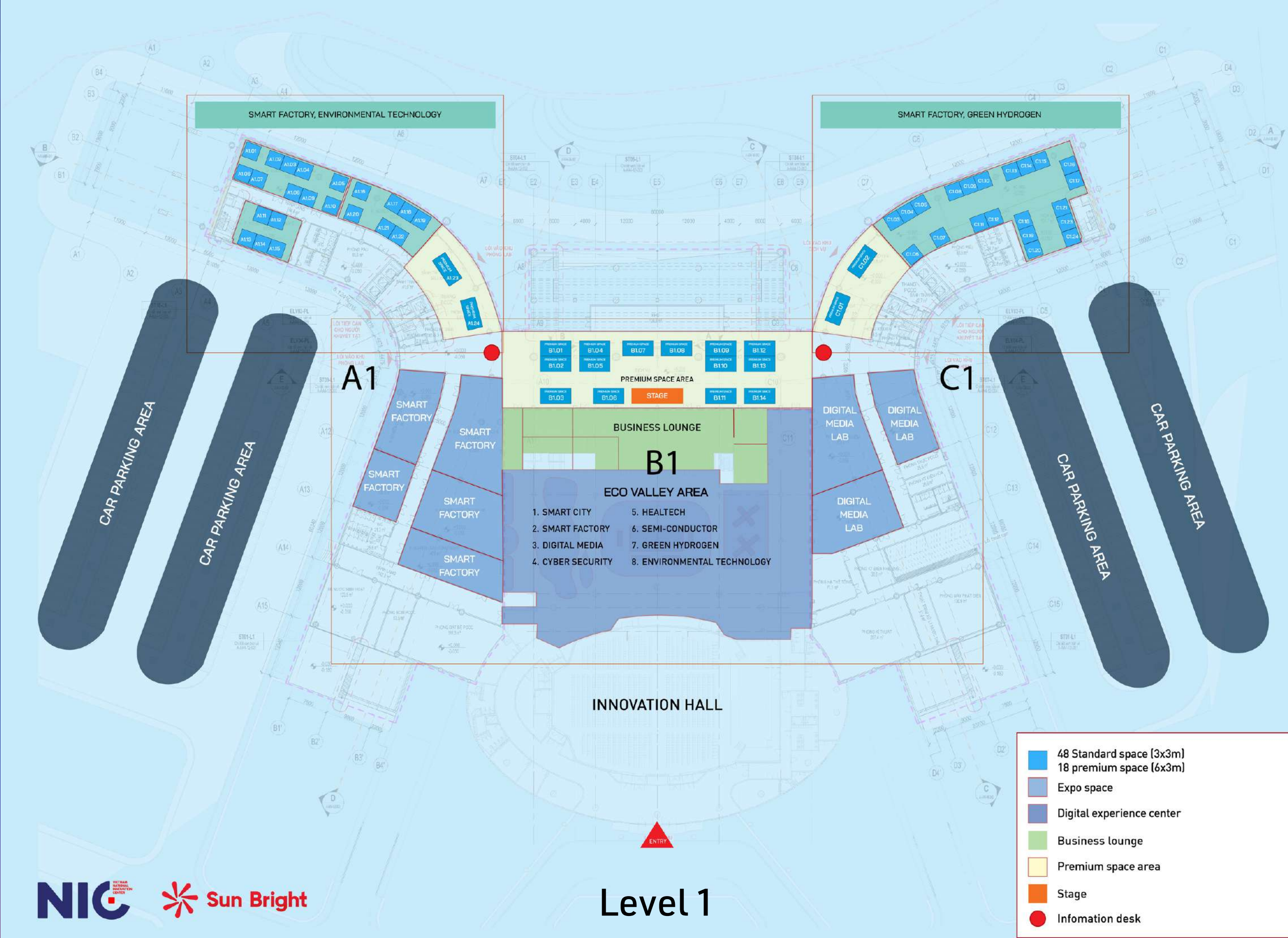
STANDARD BOOTH

3m x 3m



- Fixed area and space suitable for medium sized products and solutions.
- Designed according to the key visual of VIIE 2023.

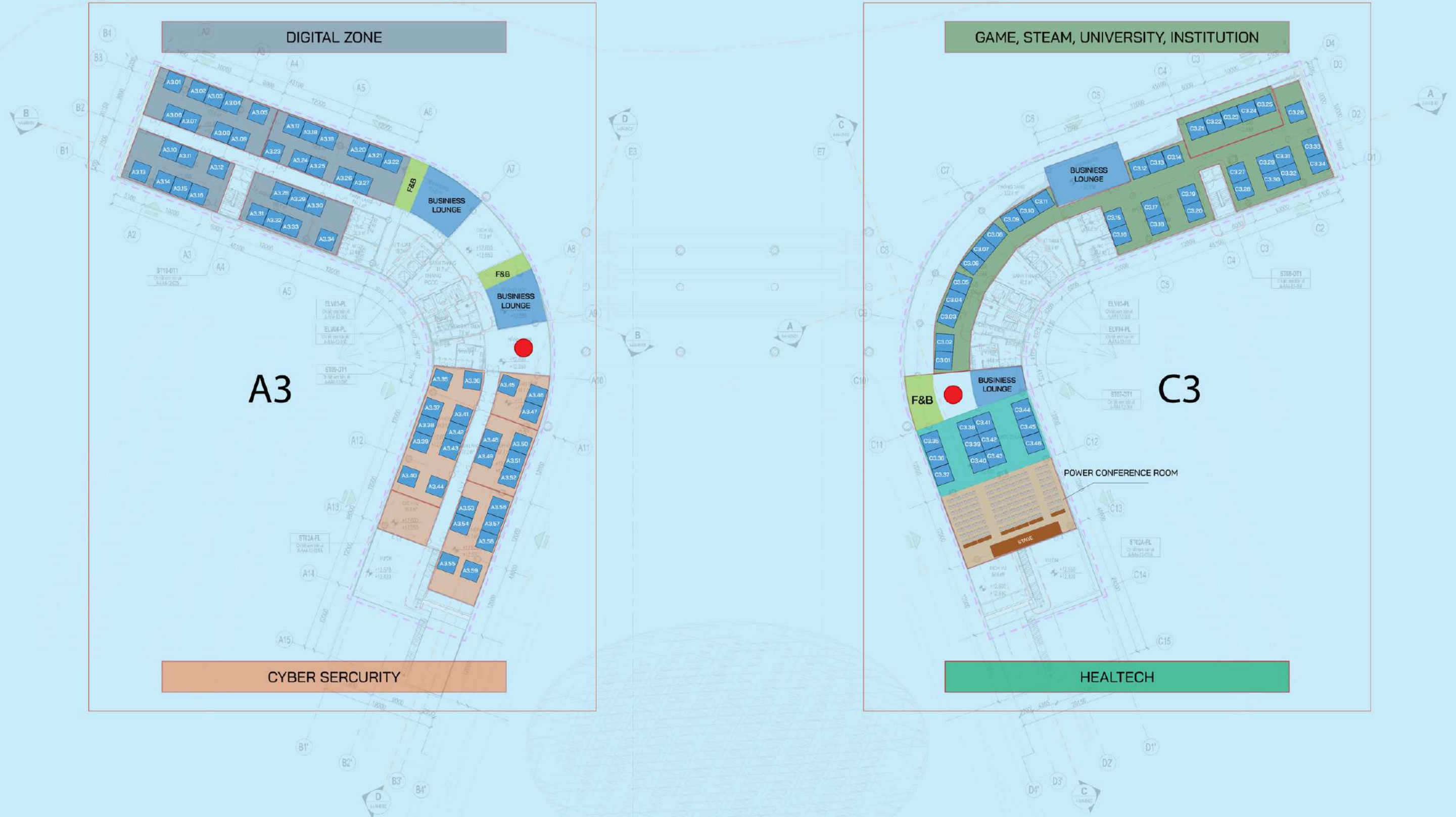
Exhibition Space Level 1



Exhibition Space Level 2

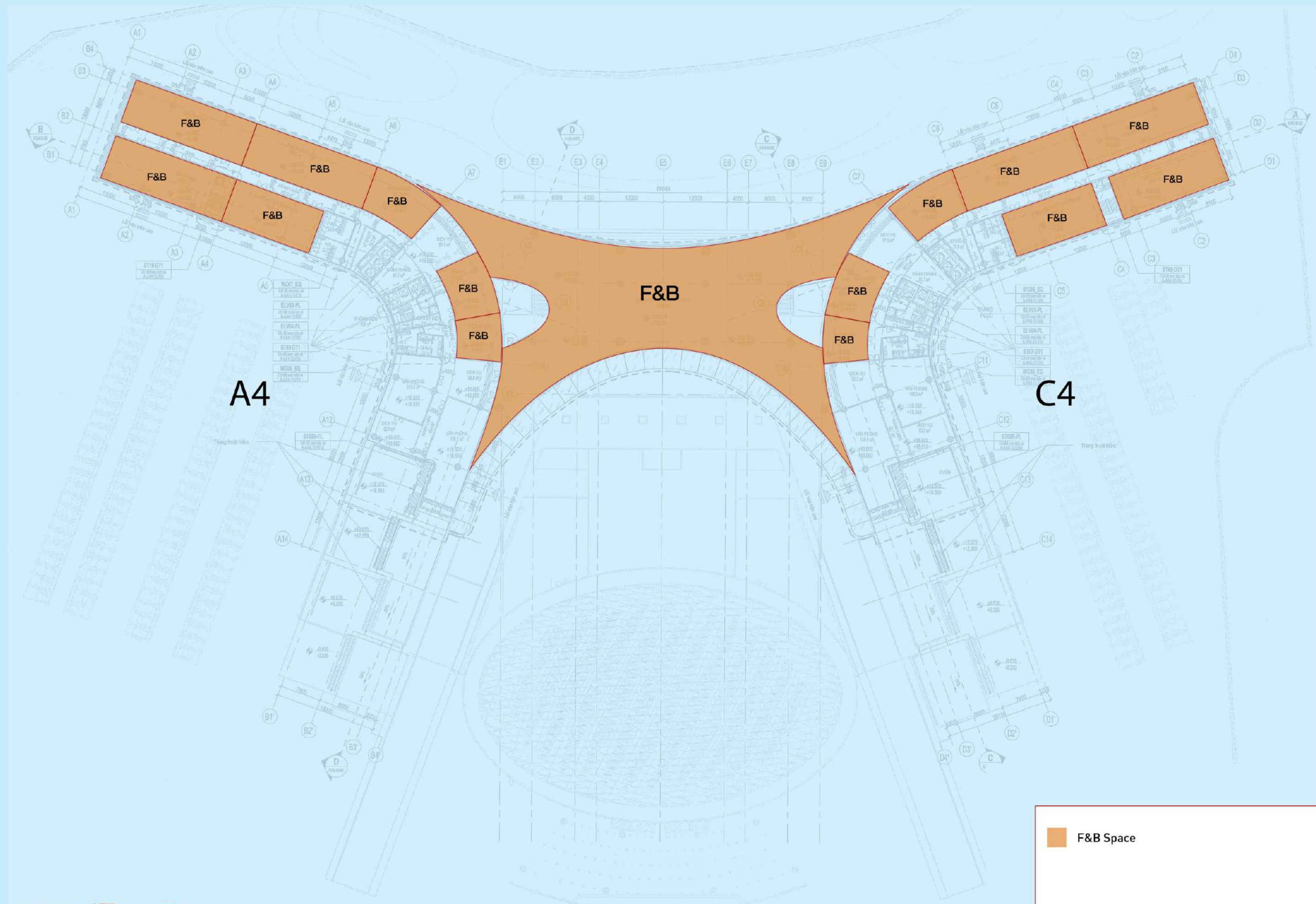


Exhibition Space Level 3



- 105 Standard space (3x3m)
- Power Conference Room
- F&B Space
- Information desk

Exhibition Space Level 4



 F&B Space

COMMUNICATION NETWORKS

40.000+

Number of visitors

2000+

VIP guests attending NIC Hoa Lac
Opening Ceremony

300+

Brands

400+

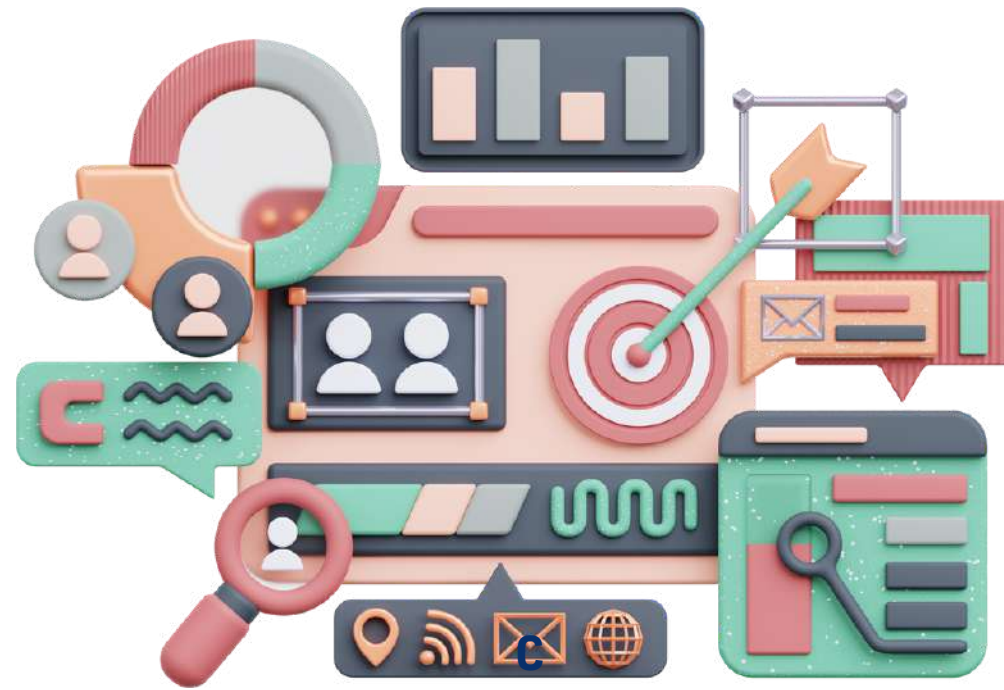
Information Posts

200+

Articles

20.000.000+

Audiences watching the Opening
Ceremony via Mega livestream



Communication Scale



**After Event
Activities**

110+

Fanpages, Large
Community
Groups

500+

Social Posts

60+

Communication
Agencies

200K

Buzz

100+

Hot pages, KOCs/ KOLs



SPONSOR PACKAGE

PACKAGES

COMPANION PARTNER

- Enterprises with outstanding innovation activities.
- Enterprises with significant contribution in spreading media content for VIIE 2023

8Bn

5Bn

3Bn

1Bn

SPONSOR PARTNER

- Escalating branding when participating in sponsoring and branding for the VIIE 2023.
- Affirming the points of view and its own values in VIIE 2023.

5Bn

3Bn

1Bn

COMPANION PARTNER

Companion Benefits

8Bn

5Bn

3Bn

1Bn

Exclusive Benefits

Media Tour visit at the companion's booth

Platinum

Diamond

Gold

Silver

Given a name and gifts of gratitude at the Event

Platinum

Diamond

Gold

Silver

Honoured with innovative initiatives at the Event

✓

✓

Directly introducing technology in the main stage

Duration: 15 minutes

Duration: 15 minutes

Duration: 10 minutes

Duration: 10 minutes

Joining at the Key Moment in VIIE 2023 Opening (A representative/ Business)

✓

Having tickets to attend industrial conferences, events at the VIP zone

✓

✓

Corporate Branding Benefits

Launching & Introducing Products

✓

✓

Joining as a speaker in conference

✓

✓

✓

Speaking at the press conference (Maximum duration: 2 minutes)

✓

Product Branding Benefits

Designed & Located owning booth displaying technology products and services

Special (6x6 or 9x3)

Special (9x3)

Big (6x3)

Big (6x3)

POSM/OOH advertising package

✓

✓

✓

✓

Displayed products at the experience area

✓

✓

Introduced and Promoted at Better Choice Awards

✓

✓

✓

✓

Media Publications

Producing documentary videos: High-quality video recording activities throughout VIIE 2023
(Max duration 3 minutes)

6 clips

5 clips

3 clips

1 clip

Producing documentary photos: High-quality images activities throughout VIIE 2023
(Quantity: Up to 15 photos/set)

6 sets of photos

5 sets of photos

3 sets of photos

1 sets of photos

Communication Benefits

Interviewed and appeared on national TV channels

✓

✓

Having product and service communication packages on press & social networks

✓

✓

✓

✓

SPONSOR PARTNER

Sponsor Partner

5Bn

3Bn

1 Bn

Diamond

Gold

Silver



Diamond

Gold

Silver



**Special
(9x3)**

**Big
(6x3)**

**Big
(6x3)**



Exclusive Benefits

Given a name and gifts at the event

Joining at the Key Moment in VIIE 2023 Opening (A representative/ Business)

Expressed gratitude and fixed title in VIIE 2023

Identity Benefits

Having the right to advertise as a sponsor at the VIIE 2023 & Using the logo/image of VIIE 2023 for the purpose of advertising and campaign promotion

Having the right to utilize the VIIE 2023's content/ KV for branding along with the following requirements:

- Do not edit images, change KV provided by the Organizer. All the changes must have consent from the Organizer
- Sponsor is entitled to use the KV during the Program period and for 3 months after the VIIE 2023 ends.

Honored on Publications (Included: Landingpage; Facebook; Email; LinkedIn; POSM; and among others)

Having POSM/OOH advertising package

Having own a special Booth to advertise products and services at high traffic locations

Accompanying Key Activities

Accompanying the highlight event: BETTER CHOICE AWARDS

- Awarding to enterprises/products
- Appearing of PPL in the Event

Accompanying Other Activities

Having a speech at the Press Conference
(Maximum speech duration 2 minutes; Speech prepared sent to the Organizing Committee for approval 3 days in advance)

Having tickets to attend industrial conferences, events at VIP ZONE

Communication Benefits

Interviewed and appeared on national TV channels

Having product and service communication packages on press & social networks

Contact Information

VIIE 2023 Information: nic.gov.vn

To book a booth, please contact:

Ms. Nguyen Thi Ly

 0946534297

 lynt@nic.gov.vn

To become Sponsor, please contact:

Ms. Hoang Trieu Thanh Hang

 0967541608

 thanhhang@nic.gov.vn

SCAN ME





THANK YOU

Vietnam National Innovation Center
Address: 6B Hoàng Diệu, Ba Đình, Hanoi