

POST SHOW REPORT



10-12 JUNE 2026

SECC, HO CHI MINH CITY

www.paper-vietnam.com

EVENT SNAPSHOT



120+

Exhibitors & Brands



100+

B2B Meetings



17

Countries & Regions



9

Professional Speakers



5,381

TRADE VISITORS

CREATING NEW MOMENTUM FOR THE SUSTAINABLE DEVELOPMENT OF THE PAPER INDUSTRY

Paper Vietnam 2026 continued to serve as a key meeting point for the paper, packaging and converting industries, bringing together manufacturers, suppliers, technology providers and buyers from across the region. The exhibition provided a platform for business networking, technology exchange and market exploration, reflecting the growing demand for innovation, efficiency and sustainability throughout the paper value chain.



17 Countries & Regions



WE'RE SATISFIED
WITH THE EVENT

91%



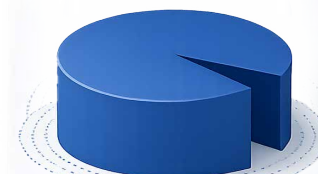
HIGHLY APPRECIATED
THE QUALITY OF
TRADE VISITORS

86%



WILL RETURN
IN 2027

85%



EXHIBITOR ORIGINS



120



EXHIBITORS & BRANDS

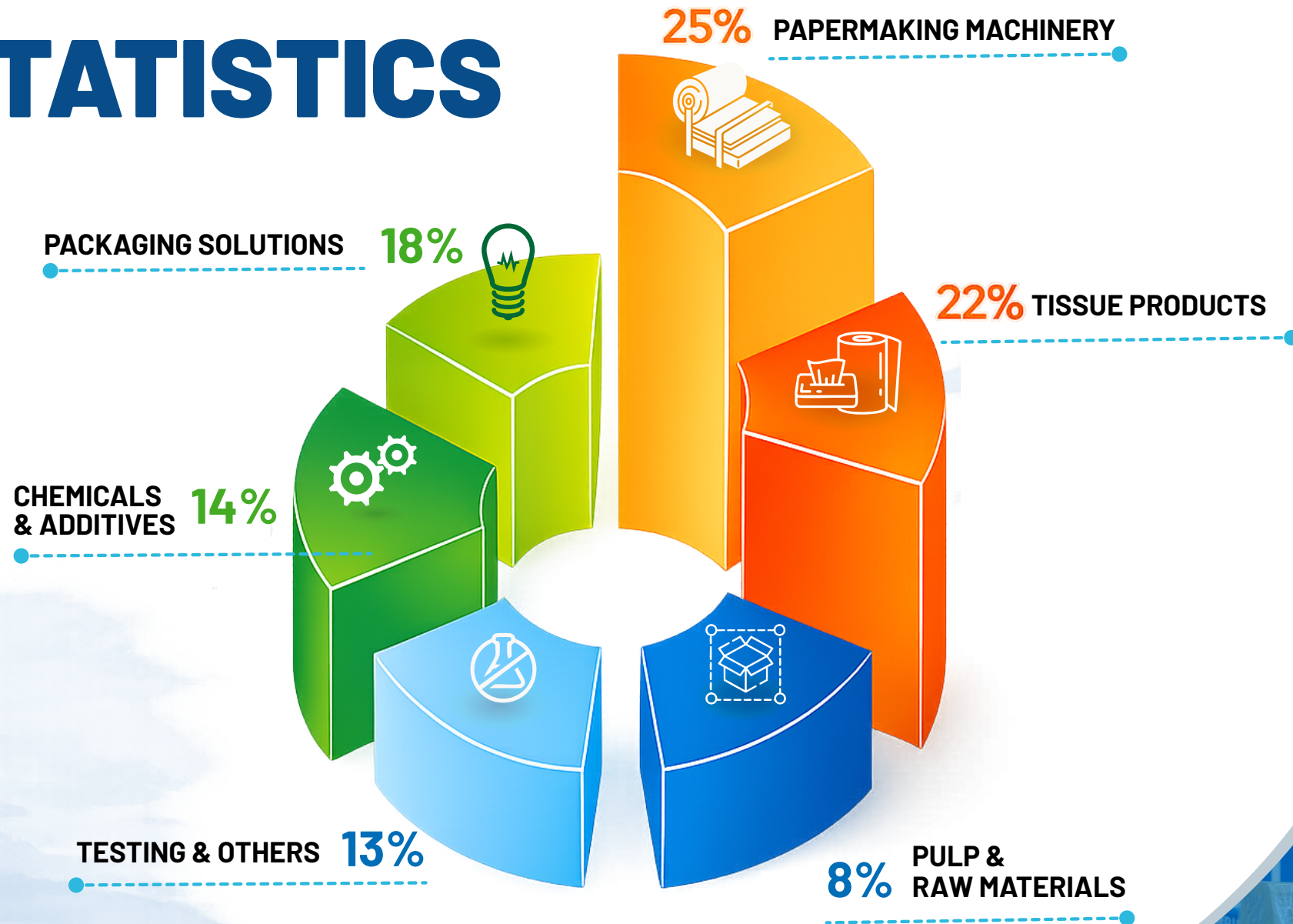


72.15%
INTERNATIONAL



27.85%
LOCAL

EXHIBITOR STATISTICS



WHO VISITED PAPER VIETNAM 2026?

A DIVERSE, HIGH-QUALITY VISITOR BASE DRIVING BUSINESS ACROSS THE PAPER VALUE CHAIN

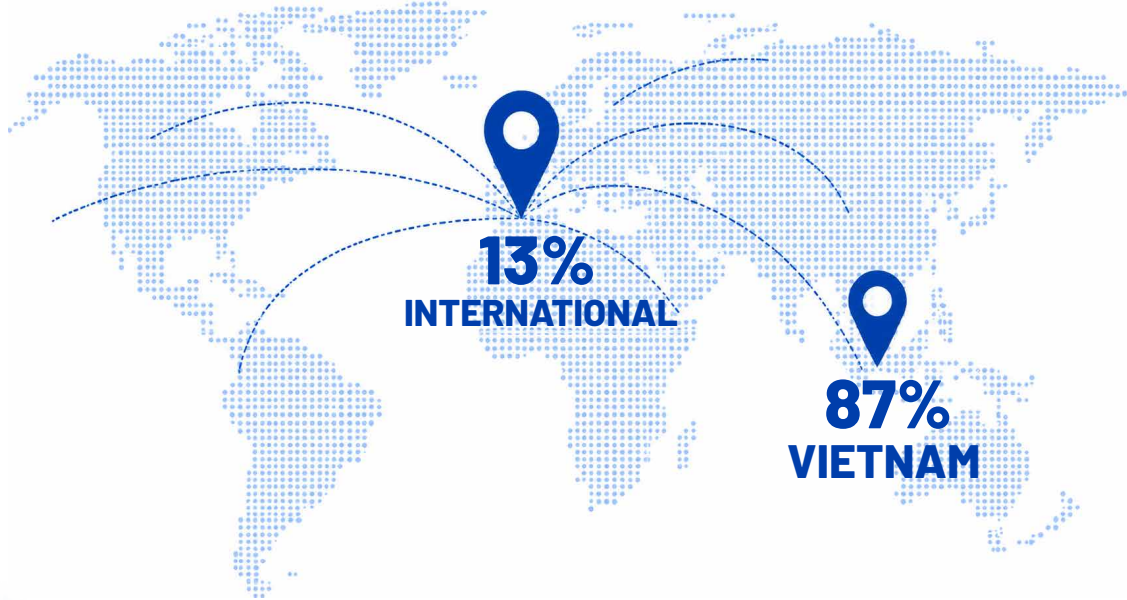
VISITOR PROFILE

	Manufacturers & Traders of Paper Products	38.2%
	Manufacturers & Traders of Packaging	17%
	Manufacturers & Suppliers of Raw Materials	16.2%
	Importers, Exporters & Distributors of Machinery Equipment & Accessories	15.8%
	Printing Services	6.2%
	Paper Industry Experts & Engineers	6.2%
	Others	3.5%

WHY BUYERS VISITED (Top Reasons, Ranked)

	Source Machinery & Equipment
	Find Packaging Solutions
	Find Raw Materials & Chemicals
	Technology Update / Innovation
	Meet Suppliers / Distributors
	Networking

GLOBAL FOOTPRINT



VISITOR ORIGIN BREAKDOWN

 Asia (excluding ASEAN)	76,56%	 China	 Hong Kong	 India	 Japan	 South Korea	 Taiwan
 ASEAN	13,95%	 Cambodia	 Indonesia	 Malaysia	 Philippines	 Singapore	
 Africa	2,67%	 Egypt	 Libya	 Mali	 Morocco	 Nigeria	
 Europe	3,85%	 Austria	 Belgium	 Germany	 Hungary	 Poland	
 The Americas	2,97%	 Canada	 United States				

BUSINESS MATCHING ANALYSIS

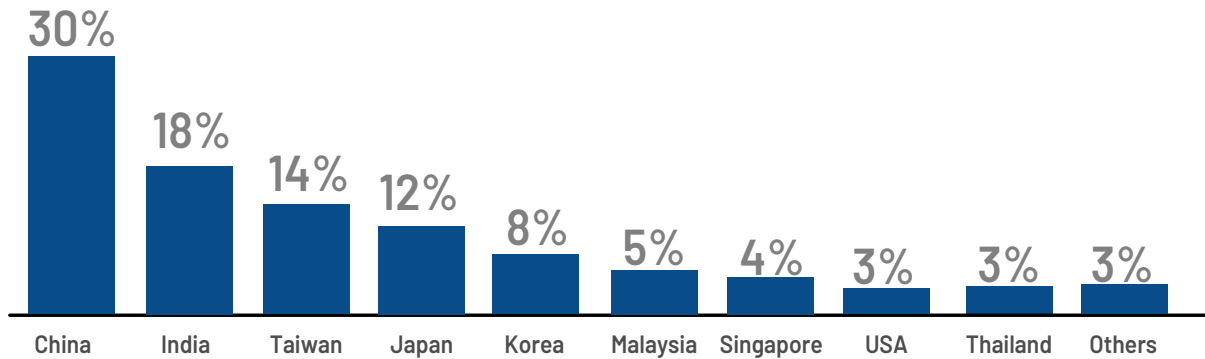
Building Connections That Drive Business



2,000+

B2B Meetings Conducted

Top Connected Countries



MOST REQUESTED CATEGORIES



PAPER MACHINERY & EQUIPMENT



PAPER & TISSUE MANUFACTURERS



SUSTAINABLE PACKAGING SOLUTIONS



PULP & RECYCLED MATERIALS



CHEMICALS & ADDITIVES



CONVERTING & FINISHING EQUIPMENT



INDUSTRY TREND ANALYSIS

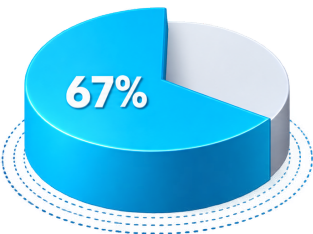
Key Themes Shaping the Paper Industry

Key Market Signals Identified

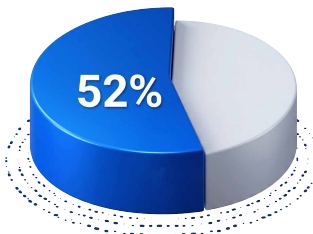
- Automation & Smart Manufacturing
- Sustainable Packaging
- Recycled Fiber & Circular Economy
- Energy Efficiency
- Wastewater Treatment

Seminar Program Insights (Top Keywords)

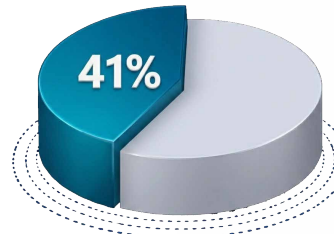
- Automation
- Circular Economy
- Digital Transformation
- Recycling
- Sustainability
- Energy Saving
- Process Optimization
- ESG
- Green Packaging
- Food Packaging



Interested in Sustainable Packaging



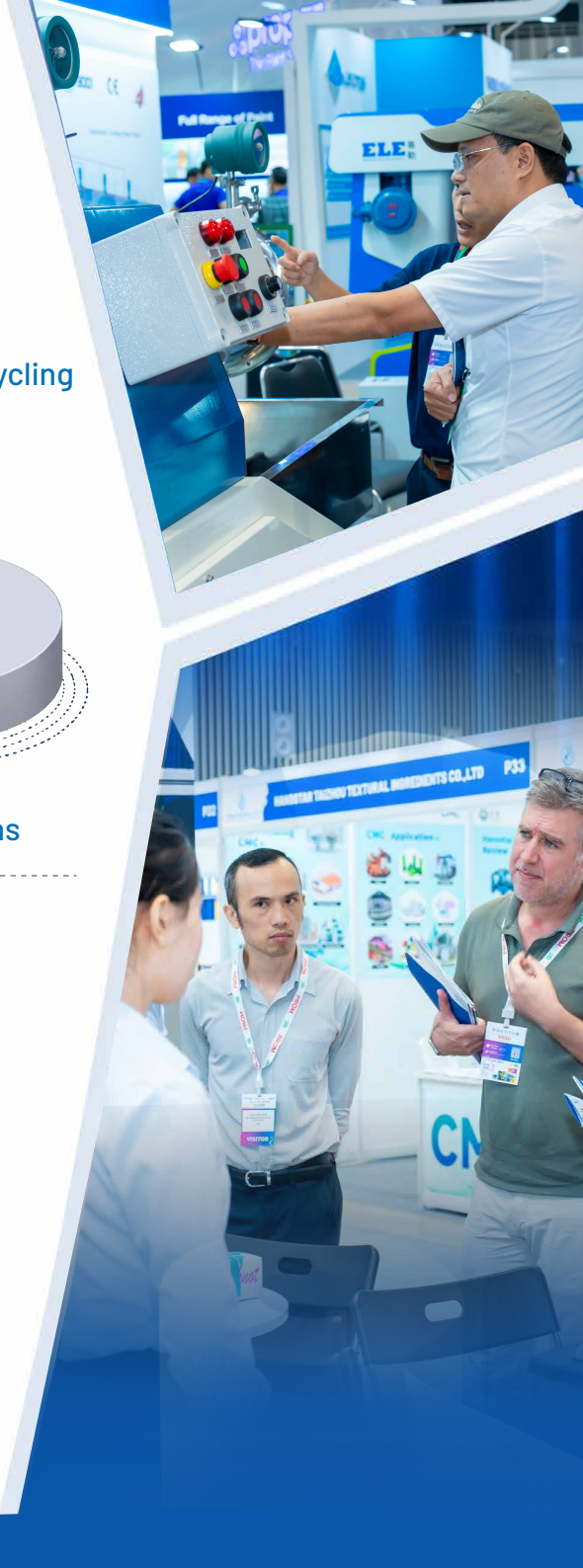
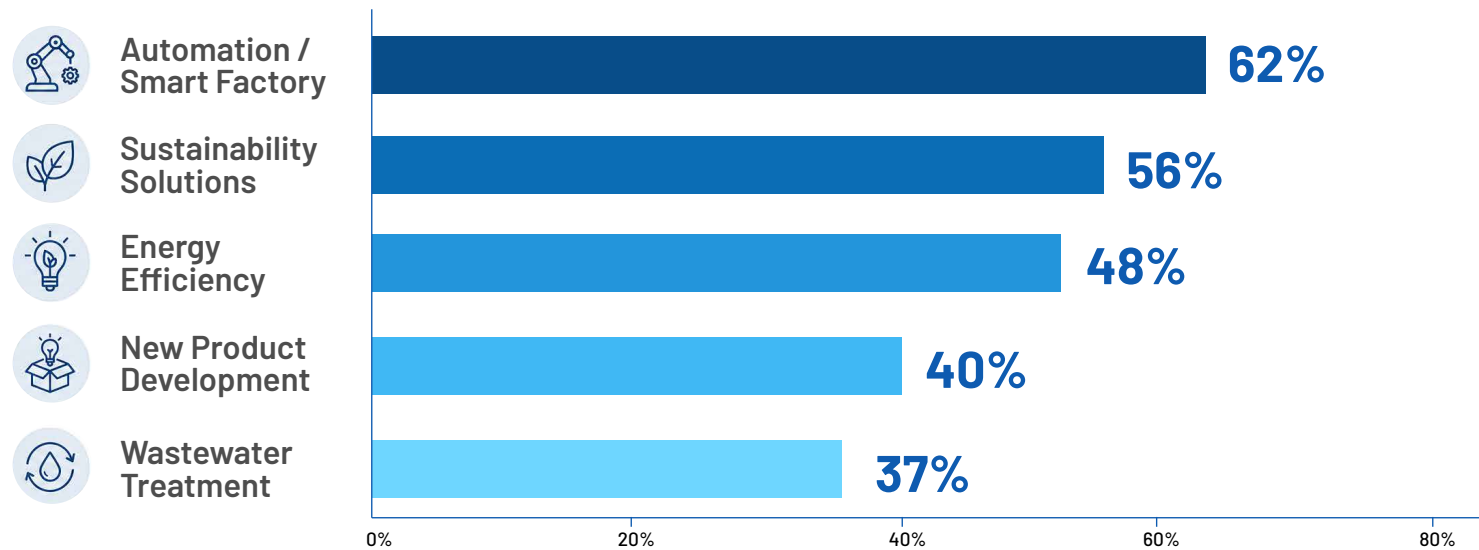
Looking for Recycled Materials



Seeking ESG Solutions

Interest in Sustainable Solutions

Investment Priority Areas



PROFESSIONAL SEMINAR PROGRAMS



Dr. Vu Tan Phuong

Director of Vietnam Forest Certification Office (VFCO)

VFCS/PEFC-Certified Paper and Packaging: The Foundation of an Intelligent Sustainable Supply Chains



Ms. Nguy Thi Giang

Chairwoman of GREEN IN, Head of the ESG Committee
Hanoi Association of Main Industries (HAMI)

Sustainable Development for the Paper Industry to Meet International Standards



Mr. Pham Quang Duy

Project Dept Director, Duong Nhat Investment Construction
and Environmental Technology Co., Ltd.

**Effective Wastewater Treatment and Reuse Technology Solutions for
the Pulp and Paper Industry**



Mr. B P Thapliyal – Secretary General, Indian Agro & Recycled Paper Mills Association

Mr. Jayaprakash Thankappan – Joint Secretary and General Manager, Indian Agro
& Recycled Paper Mills Association

**Energy Efficiency and Environmental Stewardship in Indian
Paper Industry**



Ms. Nguyen Thi Ngoc Ngan

Expert from Vietnam Packaging Association (VINPAS)

**Green and Innovative Packaging Technologies An Inevitable
Trend Towards 2030**

REAL PERSPECTIVES FROM OUR EXHIBITORS



Mr. Ole Berg
Brødrene Hartmann A/S (Denmark)

We have been here for four years now. The exhibition is very well organized and we are happy that there are so many service available at this exhibition. And yes, we are having plans to join again next year and other agricultural business as well.



Mr. Tran Van Thuong
Sales Manager – P.P JSC (Vietnam)

The exhibition was vibrant and full of business opportunities. I was particularly impressed by its scale and the wide range of exhibiting brands, which far exceeded my expectations.



CAMPAIGN PERFORMANCE & MEDIA REACH

Media Exposure

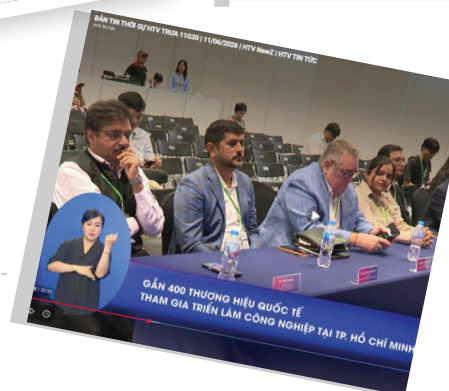
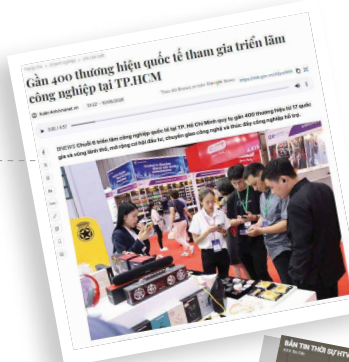
30+ SEO Articles

350+ Fanpage Posts

2.55M+ Facebook Views

99,600+ Website Visits

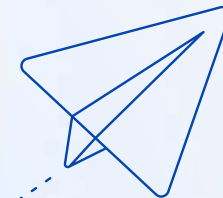
174,500+ Email Marketing Reach





PAPER vietnam 2027

Paperchemtech • Paper Machinery • Paper Products



SEE YOU IN 2027!

 **23-25 JUNE 2027**
SECC, Ho Chi Minh City, Vietnam

CONTACT INFORMATION



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