



POST SHOW REPORT

10-12/6/2026
SECC, HO CHI MINH CITY

www.coatings-vietnam.com



The 11th International Exhibition on **COATINGS, COLOR, SPECHEM** and **PRINTING INK** industry in Vietnam

Organizer 

Country partner 

Supporters     

OVERVIEW

POST SHOW REPORT

Scale & Position: Marked the 11th successful edition, cementing its status as Southeast Asia's premier trade nexus for the Coatings, Color, Spechem, and Printing Ink industries.

Strategic Impact: Delivered record-breaking participation from June 10-12 at SECC, HCMC, driving deep local engagement and broader global reach.

Future-Ready Focus: Highlighted breakthrough innovations in sustainable chemistry—including bio-based raw materials, solvent-free technologies, and solutions aligned with global Net Zero trajectories.





VISITOR INSIGHTS



7.651
Visitors



3.200+
B2B Meetings



32
Countries & Regions



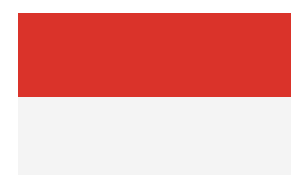
Top visiting countries



Vietnam



Cambodia



Indonesia



Thailand



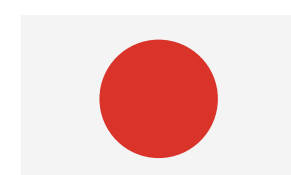
China



Germany



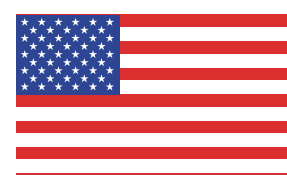
India



Japan

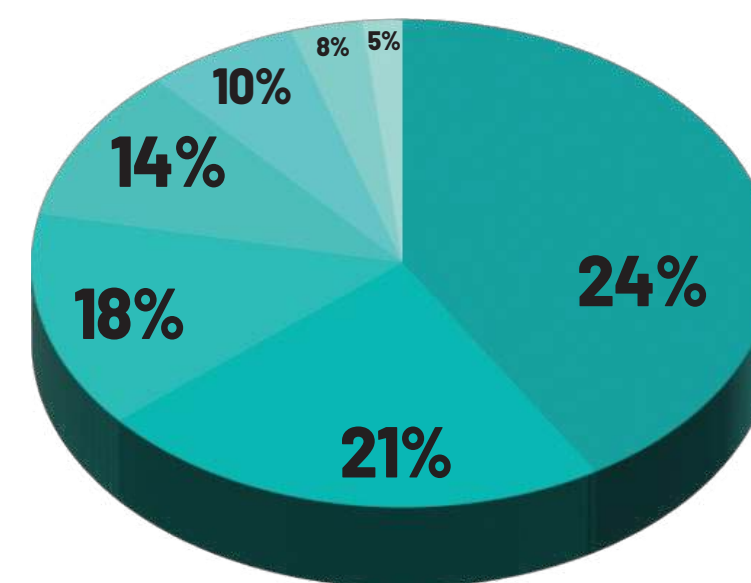


Korea



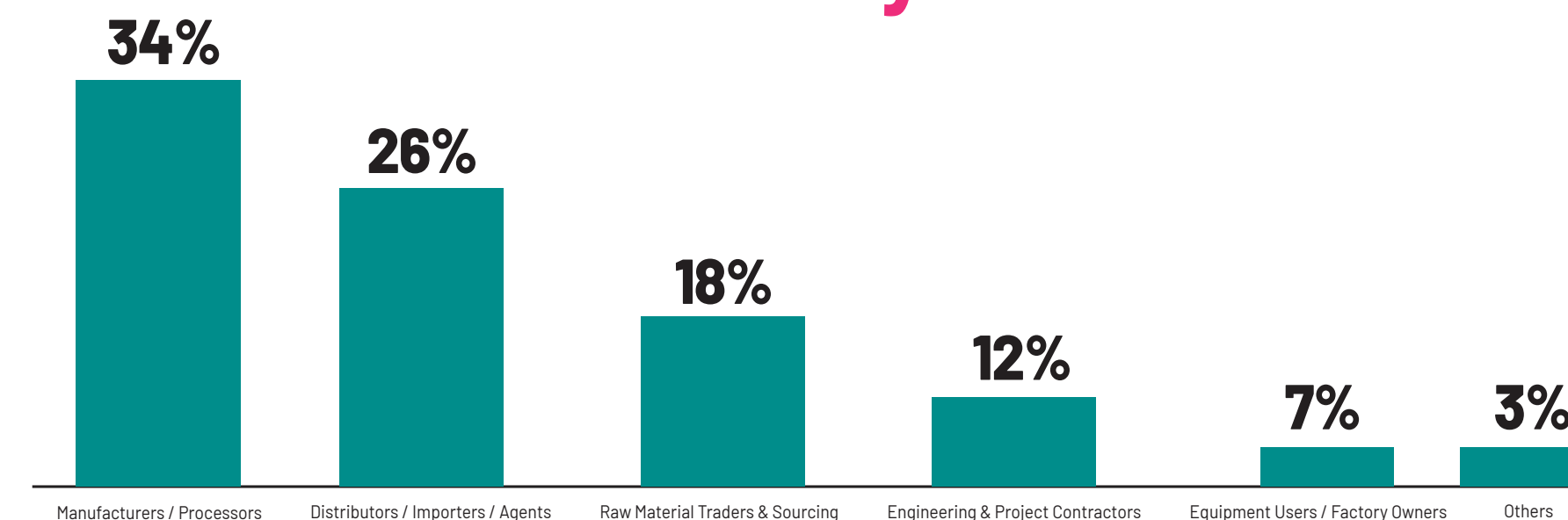
USA

Visitor breakdown by product interest



- Decorative & Architectural Coatings
- Pigments, Colorants & Additives
- Resins, Binders & Raw Chemicals
- Industrial & Protective Coatings
- Printing Inks (all types)
- Manufacturing Equipment & Machinery
- Powder Coating & UV/Specialty

Visitor breakdown by business nature



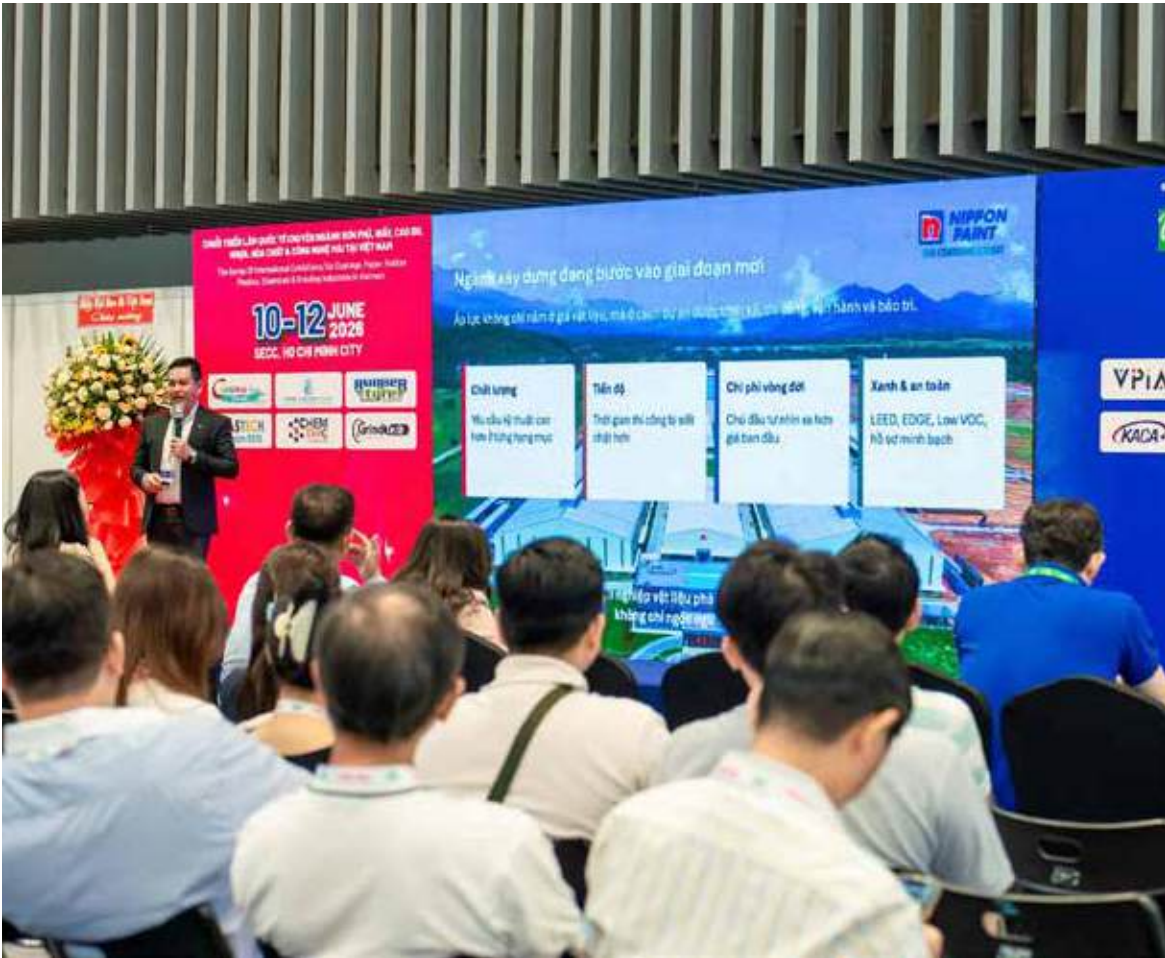
HIGHLIGHT ACTIVITIES



OPENING CEREMONY



VIP TOUR



SEMINAR PROGRAM



SHOWCASE ZONE



B2B MATCHMAKING

INTERNATIONAL PROMOTIONAL CAMPAIGN

POST SHOW
REPORT

TradeFairTimes
Monthly Tabloid for Trade Show Community
AN EXHICON GROUP INITIATIVE

Made-in-China
Connecting Buyers with Chinese Suppliers

ecplaza Global
More Trade Chances for You

MANUFACTURING
OUTLOOK

CHEMI

KIDJEY
ROUPE

INK
AIE 2026

FSC

Blooming

COATING
KOREA 2026
Mar. 25th – 27th
Incheon, KOREA



LOCAL MEDIA COVERAGE

POST SHOW
REPORT

5,900,000+ Facebook Reach | 122,000+ Email Marketing | 96,000+ Website Visits | 170+ Medias and Promotional Articles Published



INDUSTRY FEEDBACK & LOOKING AHEAD

What Our Exhibitors Say:



MR. ANANT JHUNJHUNWALA - MANAGING DIRECTOR, SOLAR ORGANICS INDIA

This is my fifth edition participating, and it is always very interesting to meet people year after year, connect with local business partners, and explore opportunities for our products in the Vietnam market. I find this market to have very high potential, and given the present circumstances, I feel that this market has a lot to offer. So, we look forward to coming back again for this show next year. And more at our website: www.coatings-vietnam.com



MR. YUSUKE YAMAUCHI – ASSISTANT MANAGER – SALES DEPT. II, DAIWA FINE CHEMICALS CO., LTD.

The number of visitors exceeded our expectations, and the scale of the event was very impressive. Through this exhibition, we had the opportunity to meet with industry peers and gather valuable insights on the products currently attracting interest in the Vietnamese market. We are now considering returning for the next edition. And more at our website: www.coatings-vietnam.com



MR. ALEXANDER SCHMIDT – AREA SALES MANAGER, WAB-GROUP

Right on the first day, we met many new and potential customers. The exhibition helped us connect, expand our network, and reach key decision-makers – which is crucial for business growth. If the quality remains consistent, we will definitely return. And more at our website: www.coatings-vietnam.com



MR. BUI NGOC HUNG – CHAIRMAN & DIRECTOR, YOURTECH GROUP JSC

Today is just the first day of the exhibition, but we've already welcomed a lot of visitors to our booth, interested in the new technologies Yourtech is showcasing. That gives us more time to share and connect in-depth. Participating in this exhibition brings us real benefits — that's why we take part every year. If the show continues to deliver this level of quality, Yourtech will definitely keep coming back. And more at our website: www.coatings-vietnam.com

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PROFESSIONAL SEMINAR PROGRAMS

REPORT POST SHOW

10 JUNE
2026

- Non-Formaldehyde In-Can Preservatives for Coatings and Water-Based Formulations

11 JUNE
2026

- Coloring the Future: Sustainable Innovations in Architectural Coatings
- Borchers Additives Promote Sustainable Development of Coatings
- Driving Sustainable Innovation: BASF's Solutions for the Coating Industry
- The Development and Future of Coalescent Agent
- Overview of the Vietnam's Paint & Printing Ink Industry
- Practical experiences in implementing Chemical Law 69/2025/QH15 in Vietnam's Coatings and Printing Ink Industry
- Crisis – An Opportunity to Evolve your Paint Formulations
- Green Transition Pathway For The Construction Products in Vietnam
- Sustainable Coating Solution: Hydroxyapatite as an Advanced Material

12 JUNE
2026

- From Paint to Solutions: The New Role of Coating in the Project Ecosystem
- New Surface Treatment Technologies: Topcoat and Geomet Coating Solutions for Enhanced Corrosion Resistance



See you in

23 24 25 / 6

SECC, HCMC, VIETNAM

2027



COLOR THE FUTURE

Ready to Color the future? Secure your booth today



Book a Stand
☎ (+84) 28 38488561



Post Show Report
✉ info@veas.com.vn

Organizer



Country partner

