

Vietnam **GEM EX PO** 2026

Exhibitor Participation & Booth Guide

Vietnam International Gem & Jewellery Expo 2026

Prepared for International Exhibitors & Industry Partners

01. Guide Introduction



03. Hosted at Vietnam Exposition Center



05. Hall 8 Floor Plan & Booth Layout



02. Why Vietnam, Why Now



04. Exhibition Floor Plan & Booth Guide



06. Booth Options and Pricing



CONTENTS

07. Which Booth Should You Choose?



09. Medium Booth Options



11. Registration and Next Steps



08. Premium Booth Options



10. Standard Booth Options



Vietnam International Gem & Jewellery Expo 2026 (VIGJE)

Vietnam International Gem & Jewellery Expo 2026 (VIGJE), internationally branded as Vietnam Gem Expo.

A specialist international business platform for the jewellery, gemstone and related trade. VIGJE brings manufacturers, traders, buyers, designers, service providers and industry organisations together in Hanoi for three focused days of commercial meetings, sourcing and market development.

20-22 NOVEMBER 2026

Three exhibition days

International trade meetings, product presentation and buyer engagement.

HALL 8 | VEC

Vietnam Exposition Center, Hanoi

A dedicated Hall 8 format with booth options from compact showcase packages to premium 54 m² spaces.

INTERNATIONAL B2B

Built around commercial relevance

Jewellery, diamonds, coloured stones, pearls, machinery, packaging, display, logistics, certification and trade services.

What exhibitors can use VIGJE for

- Test demand and build buyer relationships in Vietnam.
- Meet distributors, retailers, manufacturers and sourcing partners.
- Present collections, loose stones, machinery and specialist services.
- Build a market position before committing to a larger local footprint.

Why Vietnam, Why Now

A large consumer economy, strong economic growth and rapidly rising precious-metal and gemstone imports make Vietnam an increasingly significant market for international jewellery-sector businesses.

101M

POPULATION

A domestic market of more than 100 million people.

8.02%

GDP GROWTH

Vietnam's GDP growth in 2025, according to the National Statistics Office.

US\$1.5BN

PRECIOUS METAL & GEMSTONE IMPORTS

First five months of 2026, up **284%** year on year.

Why the market is opening up

- A larger consumer base Urbanisation, rising incomes and a sizeable domestic population widen the addressable market for branded and design-led jewellery.
- Retail is becoming more formal Organised chains, certification and clearer pricing increase the importance of trust, brand and product provenance.
- More room for differentiated product Diamonds, coloured gemstones, lightweight gold and design-led collections are gaining commercial relevance alongside traditional gold jewellery.

Why VIGJE matters for market entry

Entering a market through an industry event lets an exhibitor test interest before committing capital. VIGJE gives companies a focused environment to compare buyer response, pricing, product fit and potential local partners in a matter of days.

Commercial objective: leave the exhibition with clearer evidence about demand, contacts, routes to market and the level of investment a Vietnam strategy actually warrants.

Hosted at Vietnam Exposition Center

VIGJE is staged in Hall 8 at Vietnam Exposition Center (VEC), Hanoi, giving the event a purpose-built setting for international exhibition delivery.



VEC | HANOI

Vietnam Exposition Center
Tu Lien Bridge Road, Dong Anh, Hanoi

VIGJE venue: Hall 8

EVENT TIMING

Build-up	18-19 Nov 2026
Exhibition	20-22 Nov 2026
Dismantling	23 Nov 2026

A venue that supports the proposition

For an international exhibitor, the venue matters. VEC gives VIGJE the scale, presentation standard and operational setting expected of a serious trade exhibition, while Hall 8 keeps the event focused around one dedicated jewellery and gemstone marketplace.

Exhibition Floor Plan & Booth Guide

Vietnam International Gem & Jewellery Expo 2026

Prepared for Global Gem, Jewellery & Trade-Service Companies

What this guide shows

- Hall 8 layout and booth reference system.
- Booth types from 9 m2 to 54 m2, plus showcase packages.
- Indicative prices and participation planning notes.
- Booth design examples and next-step process.

Event details

Venue:	Vietnam Exposition Center (VEC), Hanoi
Hall:	Hall 8
Exhibition dates:	20-22 November 2026
Build-up:	18-19 November 2026
Dismantling:	23 November 2026

Document purpose

This guide provides exhibitors with a clear overview of Hall 8, available participation formats, pricing and indicative booth design options before booth selection.

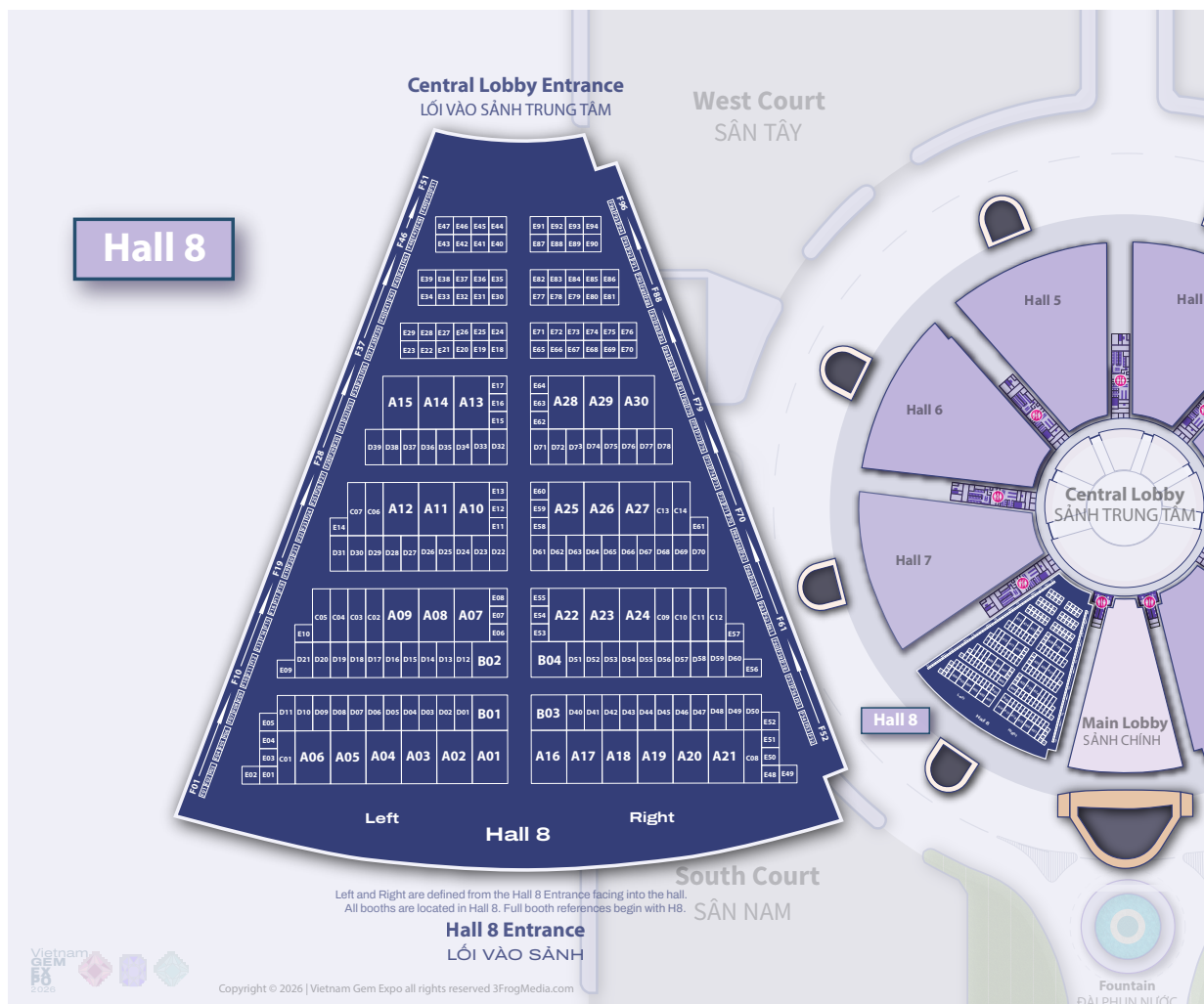
Hall 8 Floor Plan & Booth Layout

Booth Options

- A** 54 m² Booth
- B** 36 m² Booth
- C** 27 m² Booth
- D** 18 m² Booth
- E** 9 m² Booth
- F** 6 m² Showcase Package
4 m² Display Area + 2 m² Counter

Layout Notes

- Hall 8 is accessed from the central lobby and southern entrance side.
- Final booth allocation is subject to confirmation and operational planning.
- The plan is a visual guide for exhibitor discussion and pre-booking.



Indicative Hall 8 layout. Full booth references begin with H8, e.g. H8-A01 and H8-D64. Final booth allocation, access routes, service points and operational arrangements remain subject to organiser and VEC confirmation.

Booth Options and Pricing

Vietnam Gem Expo 2026 offers booth options for different exhibitor sizes, product categories and commercial objectives. All prices are listed in USD and are exclusive of VAT, taxes and any applicable venue or technical service charges unless stated otherwise.

Booth Type	Size	Rate	Price Per Booth
A Premium Booth	54 m2	USD 260 / m2	USD 14,040
B Large Booth	36 m2	USD 301 / m2	USD 10,836
C Medium Booth	27 m2	USD 344 / m2	USD 9,288
D Standard Plus Booth	18 m2	USD 387 / m2	USD 6,966
E Standard Booth	9 m2	USD 430 / m2	USD 3,870
F Showcase Package	6 m2 Showcase Package 4 m2 Display Area + 2 m2 Counter	Fixed package	USD 2,400

Pricing note

Final booth availability, position and technical requirements will be confirmed by the organising team after enquiry.

Which Booth Should You Choose?

Exhibitors should choose a booth based on product volume, buyer meeting needs, brand visibility, budget and participation style.

A

Premium Booth

54 m²

Major exhibitors needing a strong brand presence, larger product presentation areas and a more visible hall position.

Suitable for jewellery manufacturers, diamond companies, premium brands, machinery suppliers and exhibitors planning buyer meetings.

B

Large Booth

36 m²

A strong option for companies that need more display space than a standard booth without moving into a large island format.

Suitable for established gemstone dealers, finished jewellery brands and packaging or service providers.

C

Medium Booth

27 m²

A balanced option for exhibitors wanting visible product display, brand presence and a modest meeting area.

Suitable for gemstone suppliers, jewellery collections, design-led brands and trade service providers.

D

Standard Plus Booth

18 m²

A practical upgrade from the 9 m² booth, allowing more product display and a cleaner visitor flow.

Suitable for companies with wider collections or a small team attending the expo.

E

Standard Booth

9 m²

The compact entry booth for exhibitors who need a clear trade presence and controlled participation cost.

Suitable for smaller gemstone businesses, designers and first-time international exhibitors.

F

6 m² Showcase Package

4 m² Display Area +
2 m² Counter

A lower-cost entry point for businesses wanting focused buyer conversations and a simple product presentation area.

Suitable for individual traders, small gemstone suppliers and selected regional showcase participants.

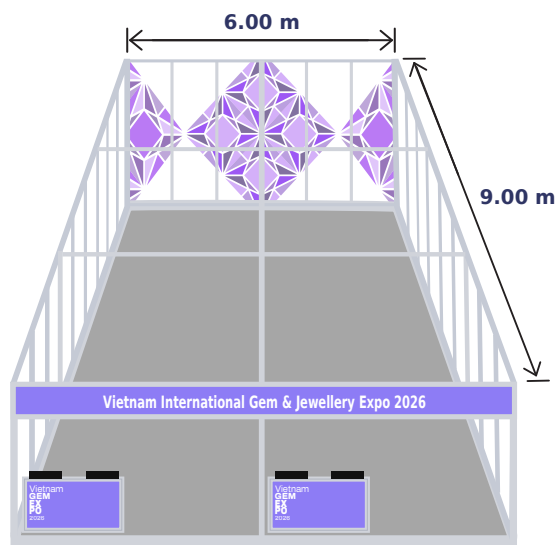
Participation recommendation

Use the showcase package or 9 m² booth for initial market testing. Use 18 m² or larger where the exhibitor has sufficient stock, meeting requirements or brand material to justify the extra space.

Premium Booth Options

Designed for major exhibitors requiring stronger brand presence, private meeting space and larger product presentation areas. Suitable for premium jewellery, diamonds, machinery, packaging and companies hosting buyers throughout the event.

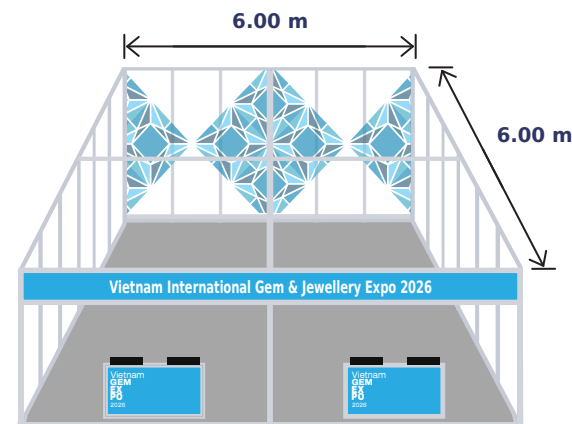
A



54 m2 Premium Booth

6m x 9m

B



36 m2 Large Booth

6m x 6m

Planning notes

Use these larger booth formats where brand presence, product volume and buyer meetings matter. The 54 m² option gives maximum visibility and display space. The 36 m² option keeps a strong professional presence while reducing footprint, staffing demand and overall participation cost.

Design note

Both formats can support stronger fascia branding, larger showcases, meeting furniture and feature displays. Custom build or upgraded presentation may be possible, subject to organiser and venue approval. Power, internet, lighting, furniture, security and technical services should be confirmed before final booth allocation.

Medium Booth Options

A practical balance between visibility, working space and cost for exhibitors with focused product ranges or buyer meetings. Suitable for gemstone traders, jewellery brands, service providers and companies entering Vietnam with a clear trade objective.

C



27 m² Medium Booth

3m x 9m

Planning notes

These mid-size options suit exhibitors that need more than a compact booth but do not require a large branded area. The 27 m² booth gives stronger display and meeting capacity. The 18 m² booth is a practical upgrade from 9 m², with better flow and controlled cost.

D



18 m² Standard Plus Booth

3m x 6m

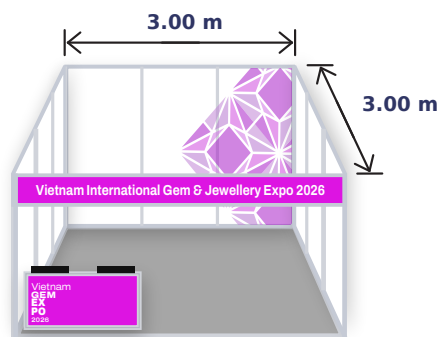
Design note

These booths are suitable for upgraded fascia, clearer product zoning, display cabinets and a small meeting area. Custom build elements may be available where the footprint and venue rules allow. Exhibitors should confirm stock volume, showcase needs, lighting, security and service requirements early.

Standard Booth Options

Compact booth formats for exhibitors who need a professional presence with efficient display and operating space. Suitable for first-time exhibitors, smaller collections, service companies, regional showcases and targeted buyer engagement.

E



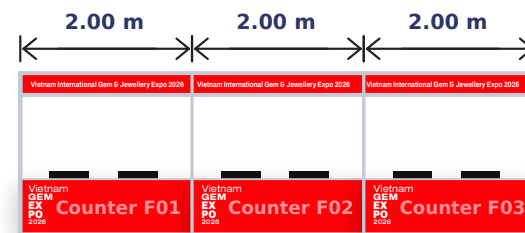
9 m² Standard Booth

3m x 3m

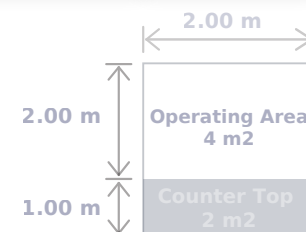
Planning notes

These entry formats suit smaller jewellery and gemstone businesses, individual traders, designers and first-time international exhibitors. The 9 m² booth gives a clear trade presence. The 6 m² showcase package is best for focused samples, buyer conversations and lower-cost market testing.

F



Elevation



Plan



6 m² Showcase Package

4 m² Display Area +
2 m² Counter
2m x 3m

Design note

Branding should stay simple and clear: fascia name, logo, compact display and tidy product presentation. Upgraded fascia or custom elements may be possible, subject to approval, but space is limited. Extra furniture, lighting, internet, showcases and secure handling should be ordered only where genuinely needed.

Registration and Next Steps

Exhibitors can submit their preferred booth type, company details and participation requirements through the registration process. Final booth allocation, technical services, payment route and operational guidance will be confirmed by the organising team.

Exhibitor conversion path

- 1 Review booth option**
Select a preferred booth type, approximate budget and participation scale.
- 2 Submit enquiry or registration**
Send company details, business category, contact person and preferred booth size.
- 3 Receive availability confirmation**
The organising team confirms available options, next documents and service requirements.
- 4 Finalise participation**
Confirm booth, payment route, branding details and any operational or technical services.

Information to prepare

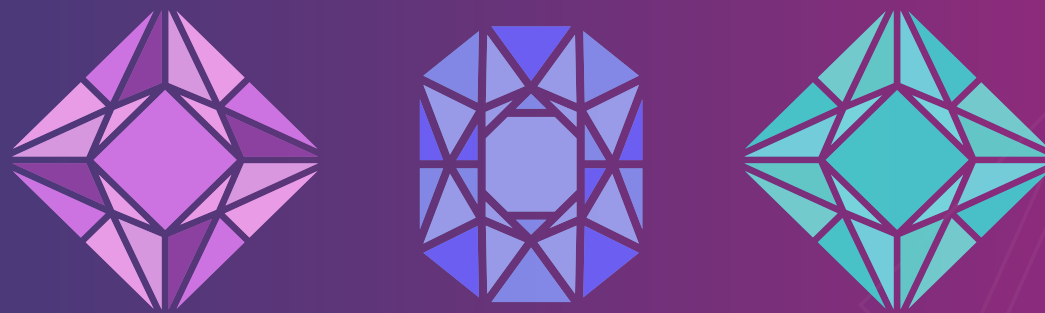
- Company name and trading name
- Business activity and product category
- Preferred booth size or showcase package
- Contact name, email and phone
- Special service needs, if known

Exhibitor registration & event information

www.vietnamgemexpo.com/expo-booth-registration/

For international exhibitors and industry partners

The organising team can advise on the most suitable participation option and provide the official exhibitor pack after enquiry or registration.



VIGJE | *Vietnam International Gem & Jewellery Expo 2026*

www.vietnamgemexpo.com