



Image: Pixabay / QuangPraha

**GERMAN PAVILION @
GEFE 2027**
HCMC, MARCH 9-11

Implemented by:



Delegation der Deutschen
Wirtschaft in Vietnam
Delegation of German Industry
and Commerce in Vietnam



Supported by:



Federal Ministry
for Economic Affairs
and Energy

on the basis of a decision
by the German Bundestag



Image: Thiskyhall

“NEW GEFE”

From “Green” to “Growth”

- New name “Growth Economic Forum & Exhibition”
- Three-day conference + trade fair
 - Date: 2027, March 9 – 11
 - Venue: Thiskyhall, Thu Thiem, HCMC
- Hosted by EuroCham + national chambers

GEFE EXHIBITION: WHY PARTICIPATE?

European Economy Showcase

- Display sustainability and technological leadership

Target Groups

- Government representatives
 - Expect visits by high-ranking officials
 - European Embassies and missions on board for this event
- Vietnamese enterprises
 - Focus industries: Sustainable infrastructure, energy, mobility, logistics manufacturing, agriculture, healthcare, digital technologies, smart city development
 - B2B matching platform will be provided



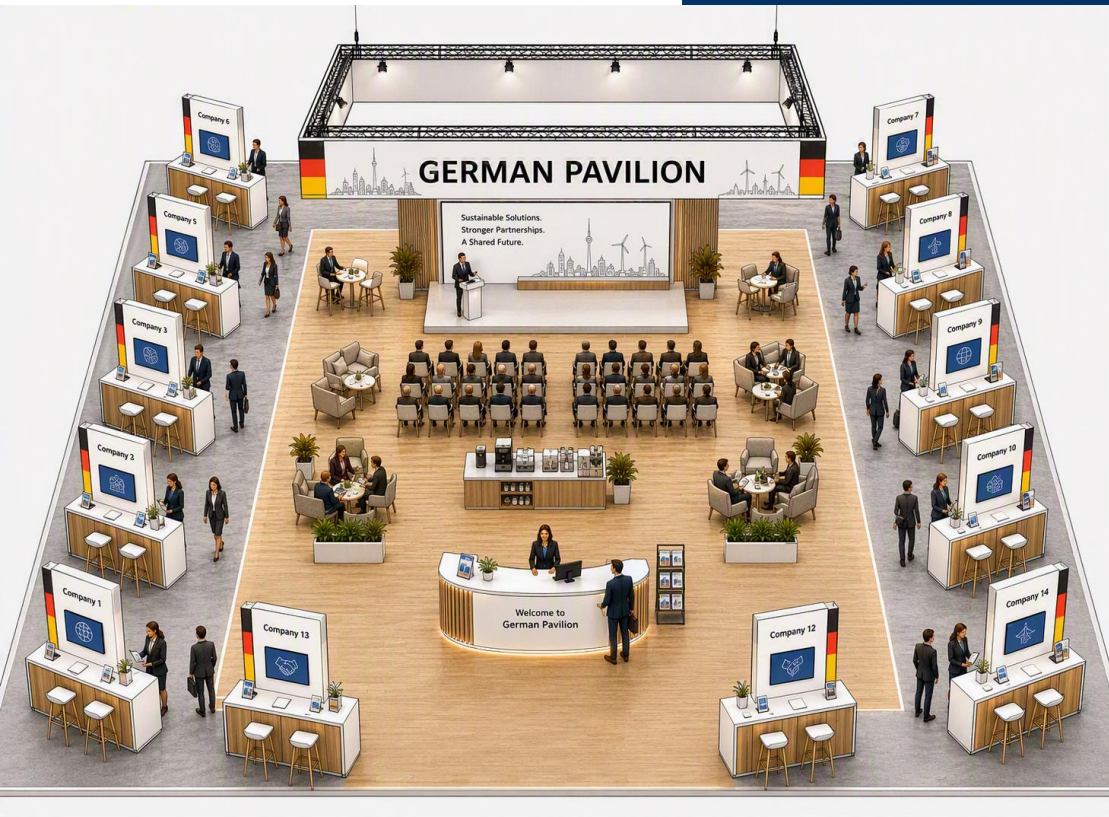


Image: Copilot AI Picture

Conceptual visualization for illustration purposes only. Final pavilion design tbc.

PAVILION CONCEPT

Funding landscape

👉 Joint German Pavillion supported by German Development Cooperation and privately financed company booths

Target size

- 👉 Central info/workshop area: 100 sqm
(funded by German development cooperation)
- 👉 Company booths: 90 sqm
(privately financed)

Strong joint presence under “Made in Germany”

- 👉 Unified branding – stronger impact than individual booths
- 👉 Common theme – German quality and sustainability

OFFER

Standard Stand

- 6 sqm – Price: VND 120,000,000 / EUR 4,000 (excl VAT)
- Basic equipment (Stele with screen, bar stool, standing table) – limited customization
- Potentially participation in panels (conference program tbc)
- Workshop program on the stand
- Networking activities, including a planned happy hour

💡 **Focus on business, we handle the rest**

Image: Shutterstock



OUR PARTNERS

Host Organization: German Business Association Vietnam

The German Business Association is the leading platform for the German business community in Vietnam. With 430+ members, it promotes networking, business cooperation and a strong collective voice for German and German-affiliated companies.



Supported by German Development Cooperation

German Development Cooperation brings together the activities of GIZ, KfW, DEG and AWE in support of Vietnam's sustainable development. Its work focuses on climate and environmental protection, renewable energy, sustainable economic growth, vocational training, and strengthening opportunities for the private sector.



YOUR CONTACTS



Image source: GMP



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👉 Register today and secure your booth:

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