

# ASEAN stone



Vietnam

**Machinery & Tools, Chemicals and Materials  
for the Stone Industry**

**Co-locating with ASEAN Ceramics 2024**

**11-13 December 2024**

Saigon Exhibition and Convention Center (SECC)  
Ho Chi Minh City, Vietnam

# Southeast Asia's Only and Leading Event for Floor Covering, Stone, and Tile Industry

ASEAN Stone offers buyers, specifiers, and influencers the opportunity to source products, gain design inspiration, and expand their businesses with the latest innovations in equipment, tools, and technology.

This premier event, co-locating with ASEAN Ceramics at the prestigious Saigon Exhibition and Convention Centre (SECC) in Ho Chi Minh City, Vietnam, from 11 - 13 December, 2024, promises an exceptional platform for business expansion.

## SECURE YOUR PARTICIPATION AT ASEAN STONE 2024

Get in touch to discuss branding, advertising, networking & thought leadership sponsorship opportunities.

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# EXPECTED FIGURES

**5,000+**  
Attendees



**300+**  
Exhibitors  
& Brands



**6,600+**  
Exhibition  
Space (sqm)



**40+**  
Countries



**50+**  
Conference  
Sessions



**400+**  
Conference  
Delegates

# Why Participate?

The sponsorship and exhibition possibilities at ASEAN Stone provide direct access to both regional and global buyers. Serving as the foremost platform to establish your business as an industry leader, ASEAN Stone allows you to exhibit your brand, products, and services to significant players throughout the stone value chain. Your company will engage with key stakeholders in the industry, fostering new partnerships, leveraging growth prospects, and showcasing your business's strength, innovation, and expertise.



Gain insights to latest industry trends and exchange knowledge



Raise your company's profile beyond the exhibition stand and event footprint at ASEAN Stone 2024 before, during and after the show.



Generate business leads and opportunities



Build brand awareness and maintain regional presence in the industry



Demonstrate your support for high-level local and regional industry partners and governments.



Showcase to regional buyers and decision makers

## ASEAN STONE CONFERENCE



A 3-Day high level plenary session featuring array of presentations and panel discussions by esteemed thought leaders from stone association and experts from around the world. This gathering provided profound insights into the stone industry not only in Vietnam, but also across the ASEAN region, while also shedding light on global innovation trends shaping the future.

## BUYER-SELLER FORUM



The Buyer-Seller Forum is an initiative undertaken by ASEAN Stone with the intention of creating new business opportunities by facilitating meetings between exhibitors and the right B2B professionals. This platform proves instrumental in fostering meaningful connections and catalyzing business collaborations within the stone industry

## HOSTED BUYER PROGRAM



Our Hosted Buyer Program is a unique initiative designed to invest in and host buyers, facilitating their strategic planning and attendance at the ASEAN Stone exhibition.

This program provides an exclusive opportunity for buyers to connect with potential suppliers within the sector.

## PRE-EVENT FACTORY TOUR



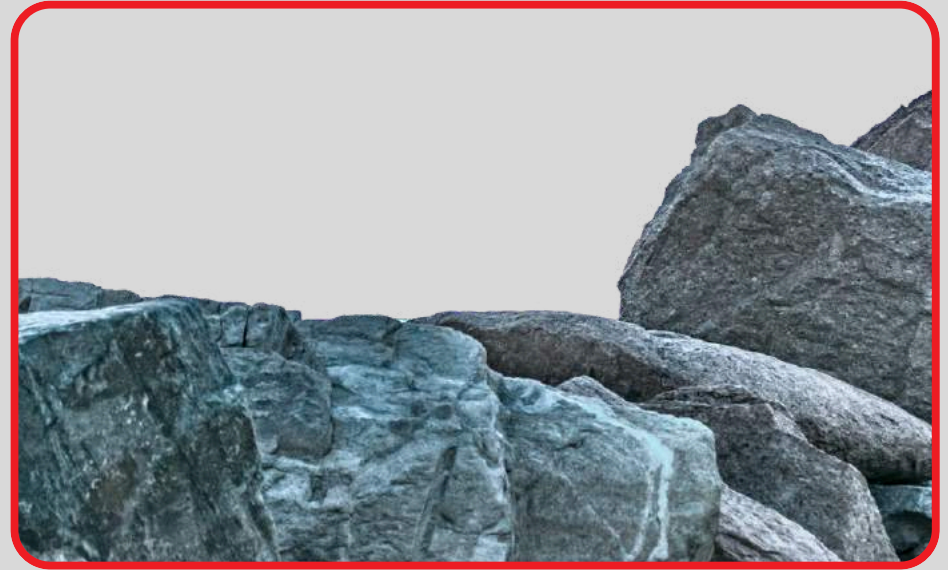
Specially organized for our exhibitors, the pre-event factory tour offers participants a unique opportunity to embark on a guided journey, providing valuable insights into Vietnam's national manufacturing landscape and firsthand information on stone technologies. .

# Your Gateway to Vietnamese and ASEAN Market

## Southeast Asia

Natural stone market is gaining huge popularity as natural stones such as marble, granite, travertine, limestone, onyx, and sandstone find wide range of application across kitchen countertops, flooring, wall cladding, fireplaces, and others. According to regional analysis, the natural stone market in Asia-pacific region generated a revenue of \$19,907.20 million in 2021 and is expected to reach up to \$35,170.00 million by 2030.

The natural stone market in Southeast Asia has been experiencing growth due to various factors such as urbanization, infrastructure development, and increased demand for high-quality construction materials. Countries like Vietnam, Thailand, Indonesia, Malaysia, and the Philippines are among the key players in the region.



## Vietnam

Vietnam's competitive natural stone products, particularly high-quality granite and marble, are sought after globally. Renowned as a leading exporter, the country's stone market is poised for continual growth. Key factors shaping its future include sustainable practices, quality assurance, and technological advancements. Amid rapid urbanization and industrialization, the demand for natural stones in construction projects—commercial buildings, residential complexes, and infrastructure—continues to rise.

According to the Ministry of Transport, 21.5 million m<sup>3</sup> of construction stone will be needed between 2023 and 2025 for key infrastructure projects. Specifically, it is anticipated that Ho Chi Minh City's Ring Road 3, Bien Hoa-Vung Tau highway, and Long Thanh airport projects alone will need a collective 8 million m<sup>3</sup>, a volume equivalent to more than 3,000 Olympic-sized swimming pools.

Source: Vietnam Briefing

# Your Gateway to Vietnamese and ASEAN Market

## Thailand

Thailand stands prominently in the natural stone market, boasting the production and export of diverse stone types, notably high-quality granite, marble, and others.

A key player in granite product manufacturing, Thailand caters to both domestic construction and global markets. The natural stone sector in Thailand has exhibited consistent growth, propelled by heightened construction activities, a surge in demand for opulent interior designs, and a rising preference for natural, sustainable materials. Thailand continues to shape the trajectory of the natural stone industry with its commitment to quality and diverse stone offerings.



## Indonesia

Indonesia, with its diverse geological landscape, is a treasure trove of stones, ranging from marble and limestone to sandstone and granite. The sharpening stone market in Indonesia is poised for substantial growth, fueled by the increasing demand for cutting tools and a burgeoning presence across various end-use industries.

The versatile applications of these stones in industrial sectors like automotive, construction, and consumer goods are expected to drive market growth in the forecast period. Additionally, rapid urbanization acts as a catalyst, further propelling the market forward. Join the evolution of Indonesia's stone market, where the abundance of geological wonders meets the demands of a dynamic industrial landscape.

# Exhibitor Profile

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## Stone

- Granite
- Marble
- Travertine
- Tombstone
- Slate
- Lava stone
- Landscape stone
- Limestone
- Riverstone
- Sandstone
- Quartzite
- Soapstone
- Terrazzo
- Agglomerates
- Finished and Unfinished Stone
- Artificial stone
- Natural stones
- Chemicals
- Onyx
- Finished stone building products
- Decorative stones
- Cast stone
- Gems & Minerals
- Semi-finished stone products

## Allied Products & Equipment

- Installation materials and tools
- Coatings
- Finishes
- Sealers
- Cutting and carving equipment
- Fabricating equipment
- Flooring equipment
- Soapstone
- Restoration and cleaning equipment
- Kitchen and bath accessories
- Display systems
- Machinery and Tools
- Maintenance and Accessories
- Mining equipment
- Processing equipment
- Fork loading machine
- Diamond tool
- Abrasive
- Auxiliary equipment
- Environmental protection equipment

## Tile

- Decorative and custom
- Mosaic
- Metallic
- Glass
- Quarry



# Visitor Profile

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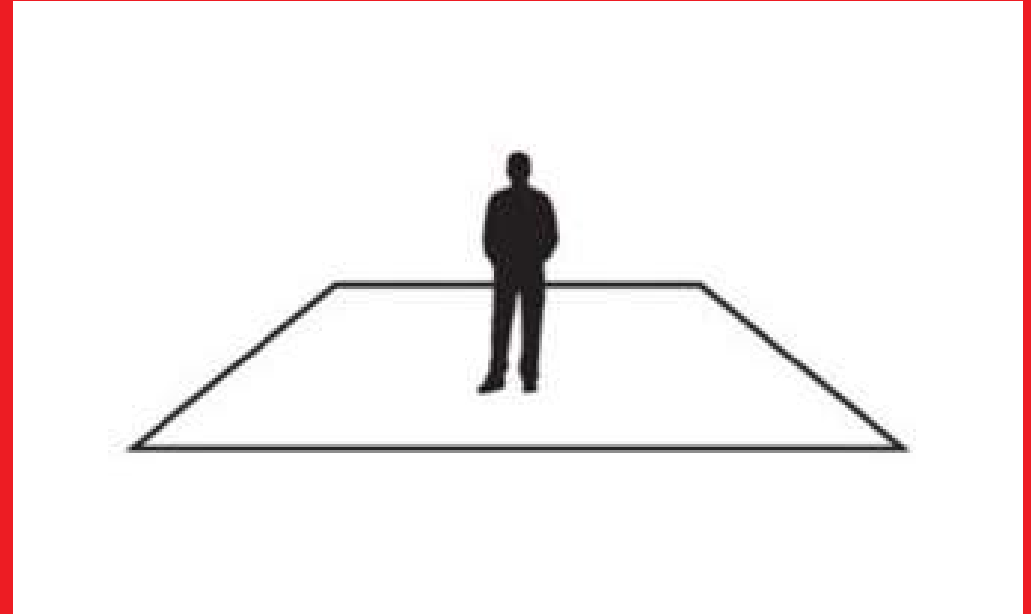
- Architects and Designers
- Builders and Remodelers
- Distributors
- Fabricators
- Installers and Contractors
- Retailers
- Main contractor
- Agents/Distributors/Suppliers
- Building Consultancy
- Real estate developer
- Engineering
- Project Management
- Sub-contractor
- Logistics
- Landscaping
- Government
- Facilities management
- Transport and Supply chain
- Finance & Insurance
- Maintenance – Repair and Overhaul
- Trade Association
- Façade Engineering
- Media
- Investor







**STANDARD SHELL SCHEME**



**RAW SPACE**

## Booth Options

	USD	VND	SGD
Space only (min. 36sqm)	345	7,900,000	450
Standard Shell Scheme	445	10,200,000	580

# Get Involved

Contact for exhibitors:

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## About The Organizer

MMI Asia is a full subsidiary of Messe München GMBH (MMG) established in 1992 and one of the world largest and leading exhibition organizers. MMI Asia was set up as the regional headquarter and a wholly-owned subsidiary of MMG to promote global trade expansion by facilitating participation of Asian exhibitors in Messe München fairs worldwide. MMI Asia also provides consultancy in professional trade fair and conference management to government bodies, international trade and promotion organizations, and trade associations.



# The Venue

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## Saigon Exhibition and Convention Center (SECC)

799 Nguyen Van Linh, Tan Phu Ward, Dist 7.  
Ho Chi Minh City, Vietnam

**By taxi:** The Saigon Exhibition & Convention Center (SECC) is located about 25km away from the Tan Son Nhat International Airport. It takes 30-40 minutes (by taxi) from the Airport to SECC. Some taxi agents are available at the airport: Mai Linh, Vinasun, Saigon Tourist (approx. 15-17USD). From the center of Ho Chi Minh City, it takes 20-30 minutes to SECC and the costs occur to about 10-15USD.

**By bus:** Bus services to SECC: The buses number 34, 68, 102 and 139 are leaving from the Center of Ho Chi Minh City (Ben Thanh Market, Dong Khoi Str.) to the exhibition center. The buses stop near the entrances of the Exhibition & Convention Center. Travelling by bus costs 6,000 – 18,000 VND (approx. 0.30-0.70 USD) per person and it takes about half an hour. Buses run every 15-20 minutes from 5 a.m. to 10 p.m.

### Main routes to SECC

Nguyen Tat Thanh Road: Nguyen Van Linh Parkway

Khanh Hoi – Nguyen Van Linh Parkway

Highway Onr – Nguyen Van Linh Parkway

SECC is accessible via one the two major bridges: Tan Thuan and Kenh Te

<https://aseanceramics.com/asean-stone-2024/>