

## **Vietnam's Newest MICE Center**

**“Kicking-starting an international MICE facility with a total area of 22,000sqm in Binh Duong Province, an economic powerhouse in Southern Vietnam”**



(Binh Duong, Vietnam, 28/07/2022)

A promising new exhibition facility is gaining momentum as an emerging MICE business destination in Southeast-Asia.

The WTC Binh Duong New City Expo (WTC Expo), launching on August 8, 2022, is a promising new facility within the MICE community in Southeast-Asia, and acts as an ideal platform for some of the largest trade shows, exhibitions, and events.

The WTC Expo was established at the core of Vietnam's first World Trade Complex, a 165,000sqm area in Binh Duong Province with modern infrastructure and good connectivity to the surrounding region. The complex has plans for the development of many residential and commercial buildings, multi-purpose stadiums, shopping malls, and a metro station connecting to Ho Chi Minh City.

The WTC Expo is a column-free facility specializing in hosting MICE-related events. It has a total construction area of 22,000sqm, including an indoor exhibition area of 11,617sqm consisting of 3 halls.

Although Vietnam has recorded the world's highest economic growth, it has been evaluated as lacking in areas related for facilities for international MICE events. Accordingly, the WTC

Expo is expected to solve the issues related to the supply shortage of exhibition facilities and will become a driving force for a new leap forward in Vietnam's MICE industry.

Binh Duong Province is an economic powerhouse located in the Southern Key Economic Region of Vietnam. The economic powerhouse has more than 4,000 FDI projects invested in the province with a total investment capital of nearly US\$40 billion and recording the highest per-capita monthly income in Vietnam with a figure of over 7,120,000VND in 2021. It is because Binh Duong province has been developed based on the concept of an "innovation region", encompassing residential complexes, universities, hospitals, and other social infrastructure, along with more than 30 large-scale industrial parks.

In Vietnam, there is a MICE business entry barrier for overseas organizers as they need to be involved in complicated administrative procedures when applying for exhibition licenses. However, now with the introduction of WTC Binh Duong New City, the process is easier as they provide a one-stop service for overseas organizers to host their events at the WTC Expo.

They provide supporting services in administrative procedures and market research through cooperating with relevant government agencies when overseas organizers wish to host their show at the WTC Expo. They also have partnerships with overseas organizers that wish to expand their impact to Vietnam, but do not have a sales department or agency in Vietnam. This partnership helps support organizers' local sales activities and on-site exhibition operations and minimizes the risk of holding exhibitions for overseas organizers.

### **About WTC Binh Duong New City EXPO**

WTC EXPO is the latest exhibition facility built by Becamex IDC, one of Vietnam's most prominent Industrial and Urban Real Estate Developers, and managed by "WTC Bing Duong co.Ltd.", Becamex IDC's subsidiary.

**Website:** <https://wtcbinhduong.vn/en/>

**Facebook:** <https://www.facebook.com/wtcbdnc/>

**Newsletter:** <https://mailchi.mp/wtcbinhduong/wtc-binh-duong-new-city-destination-for-your-success>

### **Press Contact**

Name: Hayoon Oh, Marketing Director

Phone: +84 965 431 478

Email: [poong.oh@becamex.com.vn](mailto:poong.oh@becamex.com.vn)

## Reference

- <https://e.vnexpress.net/news/business/data-speaks/binh-duong-overtakes-major-cities-tops-per-capita-income-4282618.html>
- <https://becamex.com.vn/en/services/commercial-development/>