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century expo group

# THE STORY OF CENTURY TRADE & EXHIBITION CO., LTD.

## CONNECTING VALUES, CREATING THE FUTURE



# A VISIONARY BEGINNING

Over a decade ago, Century Exhibition Trading Co., Ltd was established in Hanoi with the ambition to become a steadfast bridge between Vietnamese businesses and the international market. Supported by the Century Exhibition Group (UK), we specialize in organizing conferences, trade exhibitions, and large-scale vents, empowering businesses to expand their collaborative opportunities and reach global markets.

With a team of seasoned experts, we provide comprehensive solutions—from strategic consulting and creative booth design to effective trade promotion. Our commitment is to accompany businesses with "dedication, efficiency, impactful impressions, and relentless creativity," helping them confidently conquer potential and sustainable markets.

# CHALLENGES AND INNOVATIVE SOLUTIONS

Many small and medium enterprises in Asia face challenges in integrating into international markets due to a lack of professional networking platforms and barriers related to language, culture, and trade procedures. Recognizing this, Century Exhibition Trading Co., Ltd has pioneered organizing exhibitions like the **Wire & Cable Show Vietnam**, opening avenues for trade exchange, technological learning, and market expansion.

Through a robust network across Asia, we enable businesses to connect with global partners and achieve sustainable growth. Our promise is to support businesses in overcoming barriers, seizing opportunities, and reaching international horizons.





# VISION AND MISSION

## VISION

With an ambitious and far-reaching vision, Century Exhibition Trading Co., Ltd aims to become a leading pioneer in the exhibition and trade industry in Southeast Asia. We strive to provide innovative, modern, and cutting-edge exhibition service models to foster the rapid and sustainable development of the global exhibition industry. Beyond organizing large-scale events, we create business networking spaces that build a solid foundation for enterprises, paving the way for a promising future for the exhibition industry.

## MISSION

Our mission is to stand alongside our clients, supporting them in achieving sustainable growth in a market full of opportunities and challenges. We offer not just optimal exhibition solutions but also serve as a bridge for businesses to connect, establish relationships, and expand into international markets. Excellence and perfection in every service are unchanging principles for us, as we understand that our clients' success is our success. Each exhibition and every meeting at our events is an opportunity to showcase the true value we deliver to our clients.

# CORE VALUES

## DEDICATION

Dedication is the cornerstone of our commitment to clients, partners, and the community at Century Exhibition Trading Co., Ltd. We continuously strive to provide creative and optimal solutions while maintaining transparency and integrity. Our dedication is evident in our efforts to listen, understand clients' needs, and build long-lasting relationships for enduring success.

## EFFICIENCY

Efficiency is a decisive factor in all the services we deliver. We put ourselves in our clients' shoes, understanding the value of their time and resources. Therefore, every solution we propose is optimized to achieve the highest results in the shortest time with the most suitable approaches. Efficiency is reflected not only in flawlessly organized exhibitions but also in the long-term results clients gain from the events we host.

## MAKING AN IMPRESSION

We do not just create impressions; we deliver unique experiences and outstanding value to clients. By applying advanced technology and modern exhibition trends, we design innovative, distinctive, and effective events. Each exhibition is an opportunity for clients to showcase their brand prominently, assert their position, and establish meaningful connections, enhancing their long-term brand value.

## CREATIVITY

Creativity is an endless driving force for improvement and constant innovation. Every day, we seek new ways to organize exhibitions, design unique booths, and develop creative promotional methods to deliver distinct experiences. Creativity is indispensable in every exhibition because each event has its own story and journey that we want our clients to engage in, experience, and appreciate.

# THE **DIFFERENCE** THAT **DEFINES** OUR BRAND

What sets Century Exhibition Trading Co., Ltd apart is not just the scale or grandeur of our events but our approach to partnering with businesses from start to finish. From consultation, booth design, and event management to post-exhibition services, we are committed to delivering the most professional and effective experience. We are not merely exhibition organizers; we are strategic partners and reliable companions for every business on its journey to the world stage.



# KEY **PROJECTS**

Century Exhibition Trading Co., Ltd's journey is marked by exemplary exhibitions that affirm our position in the global exhibition industry

2013–2019

### Wire & Cable Show Vietnam

A vital event in Vietnam's wire and cable industry, creating a space for domestic and international business connections, market expansion, and technology updates.



2019

### Wire & Cable Show Malaysia

Hosted in Kuala Lumpur, this event bridged Southeast Asian businesses with international markets, enabling companies to participate in Malaysia's dynamic market through innovative networking activities.

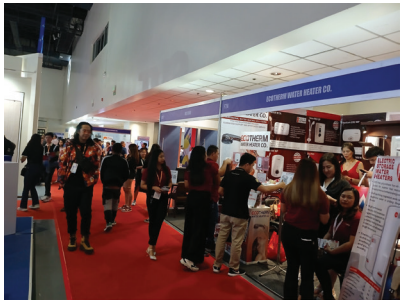


2019–2024

Held at the SMX Convention Center, Philippines, this exhibition attracted thousands of businesses and investors, fostering collaboration, knowledge sharing, and the establishment of strategic partnerships.

### Wire & Cable Show Philippines





# KEY **PROJECTS**

Century Exhibition Trading Co., Ltd's journey is marked by exemplary exhibitions that affirm our position in the global exhibition industry














2024

A combined event introducing advanced products and technologies while gathering leading businesses in the cable and fiber optics industry, further solidifying our company's reputation.

Through every exhibition, we bring not just trade opportunities but also real experiences where businesses witness transformative innovation and growth in the global industry.

**Wire & Cable Show Vietnam &**
**Fiber Optic Technology Exhibition**

# EXPERIENCE AND EXCELLENCE

**With a team of highly experienced professionals deeply understanding the exhibition industry and international markets, we stay abreast of the latest trends to deliver practical value to our clients. Flexibility, creativity, and a commitment to quality are the factors that help us maintain our leading position in exhibition organization.**

# LOOKING AHEAD

The journey ahead presents numerous challenges, but with a strong foundation and strategic vision, we believe Century Exhibition Trading Co., Ltd will continue to expand its scale, elevate service quality, and deliver world-class events. We are committed to constant innovation, partnering with businesses, and contributing to the sustainable development of Vietnam's economy. **"Each exhibition is not merely a trade event but a story of connecting people, technology, and knowledge to shape the future together."**

# PROMINENT **PARTNER**

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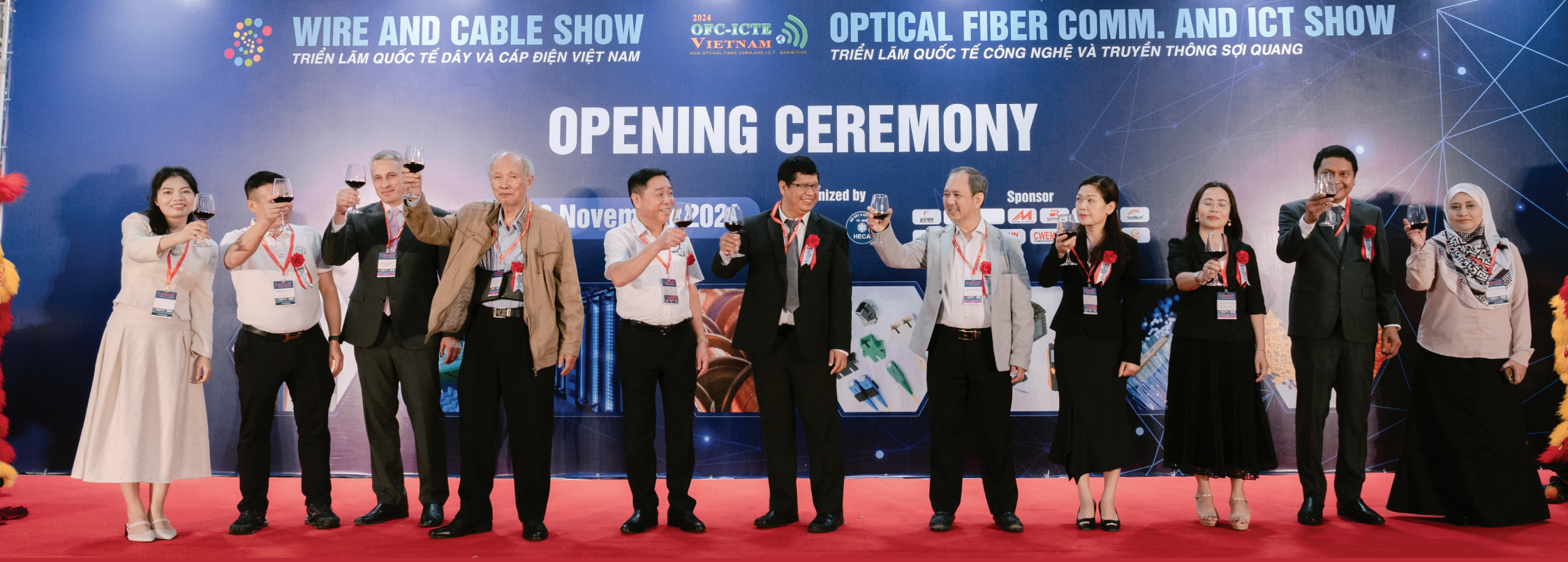
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Báo Điện tử Chính phủ

tradeindia.




# CONTACT


## CENTURY EXHIBITION GROUP (UK) LTD

Add:SUITE 108 CHASE BUSINESS CENTRE 39-41 CHASE SIDE
LONDON ENGLAND N14 5BP
Tel:+44 208  4323 088

## VIETNAM OFFICE

Ms. Helen Tel: +84 98 946 2897
Tel:+84 24 7300 5100
Tel:+84 24 7300 5101
E-mail: info@wirecableshow.com
Add：Số 3, Liền Kề 4, khu đô thị Thanh Hà, Cự Khê, Thanh Oai, Hà Nội

## PHILIPPINES OFFICE

Ms.Jennifer A. Isidro
Tel:+63 917 437 1320  +63917-532-0173
Tel:+63 918 244 1128
Add：CAD Rescom Bldg. BLK 3 LOT 9 Saint Joseph Avenue cor. Guinto StreetSaint Joseph Subdivision, Pulang Lupa Dos, Las Pinas City

## HONGKONG OFFICE

Tel: +852 3111 5576
Media Enquiry
Ms.Jennifer A. Isidro Or Ms.Helen
Tel: +84 98 946 2897 | +63 918 244 1128
E-mail: market@wirecableshow.com