



**COTEX**

**THE CONNECTION POINT OF**

**TECHNOLOGY SUPPLY AND DEMAND  
IN THE RED RIVER DELTA**

# NETWORK OF CONNECTION POINTS



## OPERATIONS MANAGEMENT:

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## CONNECTION POINT

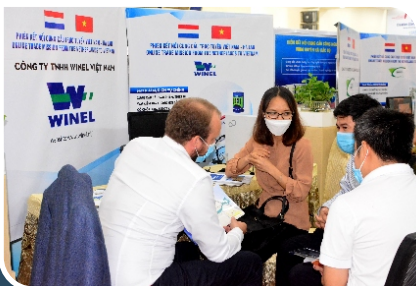
# IN THE RED RIVER DELTA



### GENERAL INTRODUCTION

The technology supply and demand connection point in the Red River Delta (COTEX) was built by State Agency for Technology Innovation (SATI) in collaboration with the Department of Science and Technology of Hai Phong city, assigned to Science - Technology Development and Innovation Center (ISC) operates and exploits. COTEX plays an important role in promoting activities in application, technology transfer and innovation for organizations, businesses and individuals in Hai Phong in particular and the Red River Delta in general; contribute to improving technology capacity, product quality and operational efficiency of organizations and enterprises.

As the 8th member of the System of technology supply and demand connection points in the country, COTEX has been affirming to be the leading one in Vietnam in implementing activities to connect supply and demand, developing the market technology in recent times.





## MAIN ACTIVITIES OF COTEX

- ✔ Support to display, introduce and promote technology, equipmentS and services in the market of Hai Phong and neighboring provinces;
- 🔗 Technology supply-demand connection: Assist buyers to find suitable products and suppliers; Support the seller to search, connect, develop the market, directly approach customers in the online and offline environment;
- ✈ Supply, buy, sell and transfer equipment, technology and solutions to organizations, businesses and individuals in need;
- ⚙ Build technology supply - demand database;
- 🔍 Explore, search and provide information of suitable technology - equipment according to needs;
- 📈 Survey technology supply -demand;







## **HAI PHONG – ATTRACTIVE DESTINATION FOR INVESTORS AND ENTERPRISES**

In recent years, Hai Phong city has made strong changes and breakthroughs in all fields, the economic growth rate is always among the leading cities and provinces in the country. Therefore, Hai Phong has become an attractive investment destination, attracting many domestic and foreign investors in the coming time.

Seizing that opportunity, many businesses now want to set up offices or branches to expand their markets and approach potential customers in Hai Phong, Quang Ninh and neighboring provinces/cities. However, in reality, there will be many difficulties such as office rental fees, human resources, legal procedures, etc., especially when the prolonged Covid-19 epidemic situation has significantly affected the business plan.







**ĐIỂM KẾT NỐI  
CUNG - CẦU CÔNG NGHỆ  
VÙNG ĐỒNG BẰNG SÔNG HỒNG**

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## COTEX PRODUCTS INTRODUCTION PAVILION

A booth in COTEX to display and introduce products is a solution to meet the needs of promoting, introducing products in Hai Phong market and neighboring provinces/cities. At COTEX, business will own a booth to display and introduce products in the city center, and can transact and connect directly with customers in the fastest and most effective way as well as save costs at the same time. COTEX also provides services to help enterprises promote introduction, business and increase sales at the lowest cost in such potential market.

## LOCATION OF COTEX

- ✓ Located on Lach Tray street - main road of Hai Phong city;
- ✓ Open ground, convenient traffic;  
From Hai Phong port (3km); Airport (3km); Hai Phong Railway Station (3km)...





# SIZE OF EXHIBITION BOOTH



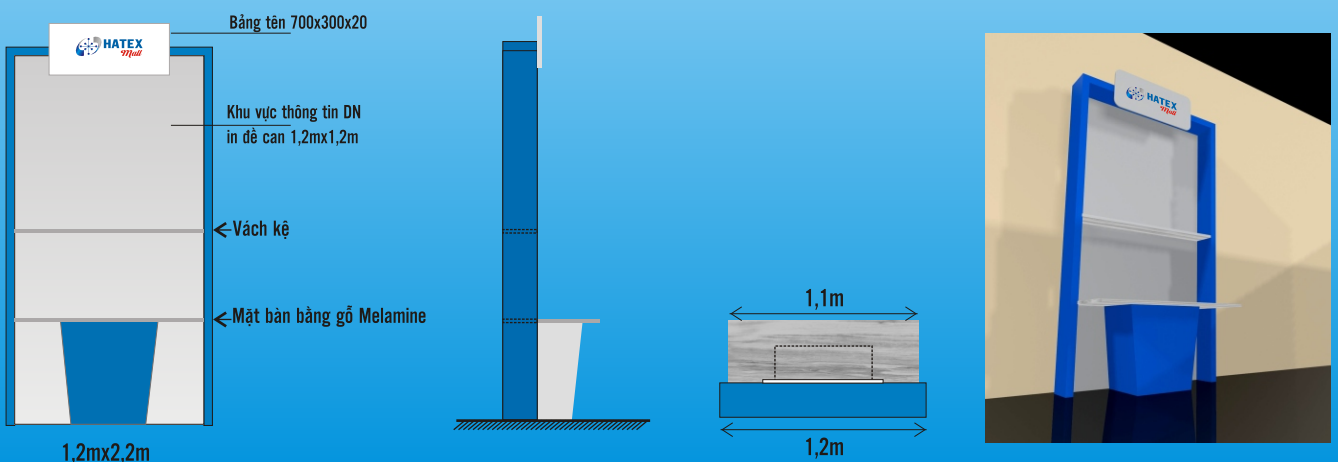
With more than 10 booths displaying technology and equipment in different fields, certainly will attract a large number of customers to visit and explore.

## MODULES OF A STANDARD BOOTH

**Logo** (L 0.7m x H 0.3m x D 2cm), by Decal/ CNC

**Business information pano:** Using PP sheets to print information directly with decal (L 1.2m x W 1.2m)

**Display table:** made of 1.8mm thick wood with wood grain melamine color





## BENEFITS OF BOOTHS STORE AT COTEX

- ✓ Having a separate display booth in the Exhibition Area, introducing products at COTEX enable to promote and introduce to many potential customers in Hai Phong and neighboring provinces, as well as create convenience and trust for customers to conduct transaction and buy goods.
- ✓ One more channel to promote and introduce products directly to customers in Hai Phong market and neighboring provinces/cities, helping to expand and develop the market in the coming time.
- ✓ Save and optimize the investment budget to expand the market share while still achieving the set goals, especially in case of Covid epidemic is complicated.
- ✓ Maximize promotion on COTEX's channels: to establish an online store on the e-commerce platform specializing in technology and equipment Hatex.vn, to advertise on Hatex's and Gotex's online channels and social networks; promote at seminars, exhibitions, business matchmaking events hosted by ISC.
- ✓ Reduce personnel in charge in Hai Phong: Because COTEX Management Board will support in management, introduce and inform about products when customers come to visit to explore about products; notify with orders on our online platform or connect directly when customers need an offline order.



### MANAGEMENT BOARD

### THE CONNECTION POINT OF TECHNOLOGY SUPPLY AND DEMAND IN THE RED RIVER DELTA

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