



### **Additional comments on Evaluation form VIV ASIA 2023**

*April 4, 2023*

Based on 20 responds on the ShowCo survey

#### **About Impact, staff, build-up period, stand building, catering etc.**

The building itself was good. The issue is to come to and from the exhibition. This is the case for exhibitors and customers/visitors.

In Bangkok most visitors like to stay downtown and not outside Bangkok. BITEC area was much better and very easy to reach by direct sky train.

Generally, transportation and infrastructure were really poor. We believe this effected negatively the number of visitors.

The condition of the exhibition center during the build-up of the booths were extremely bad due to the excessive heat and dust.

As stated during ShowCo gathering during VIV, the conditions during construction days were unacceptable from a health and safety point of view.

I had my concerns about this new venue. I must admit that the venue is OK. The only issue is logistics for customers and exhibitors, which was chaos especially day 1 in the evening. When the Skytrain becomes available next show in '25, then all OK.

Transportation is not an issue for us. However, if transportation is leading to unacceptable frustration levels of visitors than this is an issue! We are not at VIV Asia to please co-exhibitors and their crew, we want to get the right quality and quantity of visitors through the door.

The new venue IMPACT is too far from all hotels and transportation. We spent 3-4 hours on the road. It was very exhausting for us and also for our guests. The location of the exhibition should be changed. Next time people will consider whether to come or not.

Beautiful, luxurious venue, but very isolated. No guarantee that BTS will be extended to IMPACT by VIV ASIA 2025. The majority of the IMPACT staff do not understand / speak English, which is a huge problem. We needed someone to interpret during build-up period as well as during the show in order to solve problems. Internal communications within the Catering Dept. should be improved as well. Too many people were involved and sometimes it was not clear who our main contact person was. We had quite some issues with the catering services. Wrong deliveries, late deliveries. Prices too high. The supplier of rental furniture delivered damaged furniture to our booth. They finally replaced the damaged pieces.

Booth delivery perfect. Was ready at arrival. The climate in the hall was horrible. Lots of pollution. Not healthy. Furniture was so so. Chairs almost fell apart (arms of chair). IMPACT employees hardly spoke English. Ordering cleaning complicated (one lady whole day next to booth; had to send away). But has to be paid.



Catering was on time but very expensive. Quality more or less okay. Coffee machine did not work but new one was delivered next day. Hostess completely inactive, busy with smart phone and friends and not aware of representation role. Simple tasks however were done okay. First day too late at booth. Exhibitor had to find her, and succeeded after long search after 2 hours. Not clear whom to contact.

Hall entrance not always with staff (missing visitors entering?)

Impact building modern and nice. Traffic a disaster. Transportation to and from Impact impossible unless you had booked private taxi's before the show (expensive, but worked okay).

The exhibitors badges were not very strong and tore out within a day. It is true that they could be exchanged, but this is not convenient for exhibitors nor visitors.

Instable internet and not enough capacity at Impact. Causing various problems.

#### **About VIV ASIA 2023**

This is not a global show but a Regional show. It is a national show with focus on neighboring countries.

Huge volumes of visitors on day 1. Usual pattern. High quality of professional visitors.

Disappointed about the missing visitors from various countries. India and Thailand were there and some from China. Non from Indonesia, Vietnam and Arab countries (due to upcoming VIV MEA?)

#### **About VIV and the new rebooking system**

The rebooking fee at discounted rate is 25% increase on 2023.

This increase is too high and for what reason?

#### **Further points to discuss with VIV**

Transportation from and to Impact. Solution for public transport (Skytrain).

4 days stand building instead of 3. Possibilities and additional costs

Reason for change venue (Bitec to Impact)

Future plans for hotels (and other facilities)at Impact

Important: Hall climate during construction period

Logistics and storage i.e. times/period and costs including communication to improve

VIV figures. Very bad performance and not according to agreements numbers, origin, type of visitors etc.). Presented figures were useless.

Other question: what are the future plans for VIV Turkey and VIV Russia (and other future plans).