



VDES Aims to Re-define the Event Market in Vietnam

A Virtual Platform to Connect Meeting Bookers and Event Venues in Vietnam

HO CHI MINH CITY, VIETNAM (JUNE 1st, 2016) – VDES marks a new milestone of achieving USD 105,000 revenue since its launch on January 2017. Based in Vietnam, the young startup strives to democratize the troublesome, time-consuming process of booking meetings and weddings for professional and consumer markets.

“We are thrilled to receive numerous industry support and strong market demand for our products. People can easily view the properties through our 360 degrees virtual technologies and browse through pertinent information just one click away” commented Ann Naomi Nguyen, founder and Managing Director of VDES.

VDES currently features more than 80 venues and event partners including many established branded venues, the likes of Park Hyatt , Pullman, Novotel; a jump of 50% since April 2017. At the moment, they have more than 33,000 page view and receive more than 100 event enquiries per month. Created by a small team of experts in hospitality event industry and technology startups, VDES is lauded for their professionalism, strong industry network in local market, and impressive technology feat of 360 degrees walkthrough virtual space.

Users can search for their perfect venue based on location, budget, vacancy status, and view the space virtually through the website. VDES also provide support for social event, meeting booking and logistics arrangement with their customer service team. Now you can cut down half time searching while having the best offer in just a few clicks.

The main market VDES are tapping in is wedding industry which is worth \$5+ billion only in Vietnam market with thousands of venues and suppliers. Second market that VDES is targeting is MICE. With over 70 million people population, the country is experiencing strong economic growth and the emergence of middle class. The estimated value of local MICE market amounts to \$42 million alone, while the Asia Pacific MICE market is capped at \$130+ billion market which tremendous growth, expanding by 133% over the last 6 years in comparison to the global market growth rate of 19.9%.

VDES is actively looking for professional investors in future rounds.

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