VEC
VIETNAM EXPOSITION CENTER

WBQA
WORLD BARBECUE ASSOCIATION

TÂM NHÌN MỚI

TIME GROUP

VIET FEST
Vietnam Festival

HANOI FIREBEAT WORLD FESTIVAL

— TASTE THE FIRE • FEEL THE BEAT —



TASTE THE FIRE,
FEEL THE BEAT.

Date: 27 - 29.11.2026

Venue: Vietnam Exposition Center (VEC)

HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

Festival Overview

Hanoi Firebeat World Festival is an annual international event of the capital city of Hanoi, bringing together the finest cuisine, music, culture and performing arts from five continents, and promoting Hanoi as a leading regional destination for cultural exchange, tourism and creativity.



Government Unit

HÀ NỘI

Co-organized by

VEC VIETNAM EXPOSITION CENTER

WBQA WORLD BARBECUE ASSOCIATION

TÂM NHÌN MỚI

TIME GROUP

VIET FEST Vietnam Festival

International partner

WORLD CHEFS — WORLD ASSOCIATION OF CHEFS SOCIETIES

HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

Building a **Signature IP for Hanoi**

NOVEMBER
THE PERFECT TIMING

Aligned with Culture Month
Connecting the festival with the capital's cultural, artistic and tourism programs.

Ideal weather
Cool late-autumn weather in Hanoi is ideal for outdoor dining and entertainment.

Synergy with events at VEC
The Ministry of Culture's international film festival, a series of large-scale concerts, and 10+ multi-industry exhibitions at VEC in November.



HANOI FIREBEAT WORLD FESTIVAL
TASTE THE FIRE • FEEL THE BEAT

Building a **Signature IP for Hanoi**

AN ANNUAL FESTIVAL OF THE CAPITAL





Objectives

- Stage HANOI FIREBEAT WORLD FESTIVAL every year as a **signature festival with a distinctive Hanoi identity.**

- Build an integrated platform to promote culture, attract global visitors and **connect the F&B – tourism – trade – culture – diplomacy – night economy ecosystem.**



FIRE | The allure of cuisine

BEAT | The energy of music

FIREBEAT

HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

TASTE THE FIRE, FEEL THE BEAT.

FIREBEAT is more than a food festival – it is Hanoi's first international-scale destination for cultural, musical and culinary experiences.



“

Where the fire of **world cuisine** meets the pulse of **global music** in the heart of Hanoi.

HANOI FIREBEAT WORLD FESTIVAL

— TASTE THE FIRE • FEEL THE BEAT —

Explore The World

A journey across four continents in the heart of Hanoi: discover the best of world cuisine, meet international chefs and artists, and experience diverse cultures in every corner of the festival.



Feel The Fire

Fire is the soul of the festival: flames rising from the grills, dazzling lights across the venue, vibrant music and explosive shows driving the excitement to a climax from afternoon to late night.



HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

7 pillars that make the difference



FIRE AS THE ICON
Fire as the core visual identity

GLOBAL FIRE MOMENT
An iconic moment: 100 chefs, sound, light and fire coming together.



FOOD WITH STORIES
100 dishes – 100 creative cultural stories

THE SOUND OF FIREBEAT
An exclusive sonic identity

FOUR FIRE WORLDS
4 worlds of global culinary experiences

FROM DAY TO NIGHT EXPERIENCE
Festival experiences from day to night

SOCIAL DINING REVOLUTION
Communal tables that build connections

HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

4 highlights in 1 festival



01

Global BBQ Championship

World-class BBQ contest

International chefs compete, endorsed by WBQA and an independent jury; shows on 2 BBQ Islands, targeting a Guinness record.



02

World Culinary Festival

A global feast of flavors

4 kitchen zones × 4,000 m^2: 300+ grilled dishes, 60 Western BBQ sets, 9 festival combos, 3 signatures.



03

Firebeat Global Concert

International music gala

An electrifying main stage with V-Pop, DJ/EDM, artist × chef collabs and the Countdown moment.



04

Global Culture Village

Four-continent culture hub

A cultural exchange space for four continents, where visitors enjoy performing arts, customs and the unique character of each region.

HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

Kick off with **Chef Don David**
& world-leading chefs







Don David

- WBQA Regional President for Eastern Europe & Asia.
- International Culinary Judge certified by WACS.
- RBA-RUSSIA representative, BBQ school founder, 10-time BBQ champion.
- Guinness World Record holder for a dessert (2018).
- World BBQ King 2019 by D Max.

HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

Connecting **international culinary experts** with **Hanoi's food-loving community**



MARIO AOUN
PRESIDENT

WORLD BARBECUE ASSOCIATION
WBQA



WIM VINK
CHIEF EXECUTIVE OFFICER



BERNHARD STEINHAUER
PRESIDENT EUROPE



MARCELO REYES
PRESIDENT LATAM



ISRAFILOV SAHIBDAVID
PRESIDENT ASIA



MONA SANDFORD
CHIEF OPERATING OFFICER



Exclusive meet-and-greet experiences with international chefs at

- Tong Duy Tan Food Street
- Dong Xuan Market
- Hanoi Walking Street

HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

Experience Map FIREBEAT

South Yard – Vietnam Exhibition Center (VEC)



CHEF WORLD

136
Booths

400
Sales points

5,000
Seats

~150,000
Festival visitors over 3 days

- **Global Fire**
  4,000 m² · 34 blocks
- **Hanoi Heritage**
  4,000 m² · 33 blocks
- **Asian Flame**
  4,000 m² · 34 blocks
- **Vietnam and Beyond**
  4,000 m² · 33 blocks

HANOI
FIREBEAT
WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

FOOD IS THE HEART. **FIRE** IS THE SPARK.
MUSIC IS THE RHYTHM. **PEOPLE** ARE THE BOND.

A world of flavors meets in Hanoi



HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

THE MEETING POINT
of global cuisine



Asian Flame | Taste Asia

Eastern flavors awakened by the fire

Korean BBQ, Japanese yakitori, Southeast Asian satay, Indian tandoori,

Thai grills and street food. Chopstick challenges, spice gue[illegible], culture quizzes, breakdance and more.



Global Fire | World Grill

A taste journey through cuisines from around the world.

Texas-style smoked meats, asado, churrasco, German sausages, porchetta, Mediterranean grills and African BBQ flavors.

Chef shows on techniques, ingredients and how to savor each dish

HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

THE MEETING POINT
of global cuisine



Hanoi Heritage | Hanoi Eats

Familiar flavors that tell the story of an ever-moving Hanoi.

Bún chả, phở, chả cá, nem, bánh cuốn, street snacks, chè, egg coffee...

Chef demos: grilling, rice-roll making, coffee brewing, acoustic



Vietnam and Beyond
Taste of Vietnam

From local roots to a Vietnamese journey

Signature dishes from North, Central and South with true local flavor

Nem nướng, bánh xèo, bún bò, rice dishes, rolls, seafood, folk cakes

Specialty-spotting games and a stamp-collecting food trail

HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

THE MEETING POINT
of global cuisine



Beer, Beverages & Fresh fruits

Endless bites, great conversations

Beer booths, draft beer, fruit and creative drinks

Skewers, sausages, chicken wings, ribs, grilled seafood



Global Fire Kitchen

Grill together

A unique, fun experience flow: pick your ingredients, get your grill station, get guided, grill, and bring your dish to the table



ENJOY THE MUSIC

in an endless festive vibe

- Top-tier artist line-up
- High-energy DJ sets
- Captivating street performances
- Acts celebrating global cultures

HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

AN EXPLOSIVE MUSIC CONCERT
with top artists and DJs

DaLab

Tăng Duy Tân

Lamoon

Phương Ly

52Hz



HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

AUDIENCE PROFILE
diverse & high-value

FOOD LOVERS | MUSIC & ART FANS | EXPLORERS

Affluent residents
Young families
Expats in Vietnam
International tourists
Young people, couples
Officials, embassies



HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

POWERFUL MEDIA COVERAGE
THROUGH A TRUSTED ECOSYSTEM

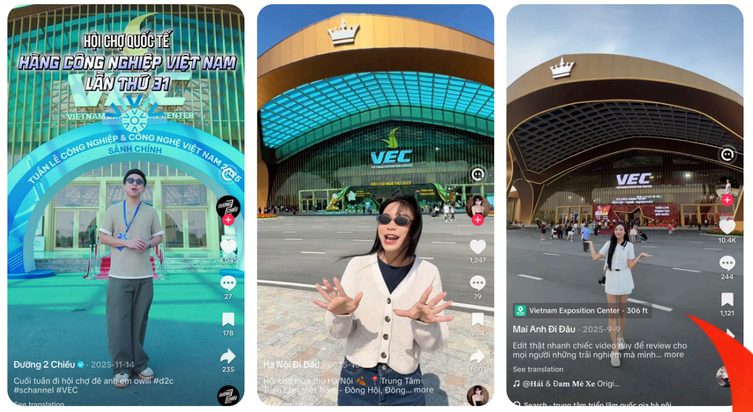
20M+
ONLINE REACH

100+
PRESS & TV OUTLETS
LOCAL & GLOBAL

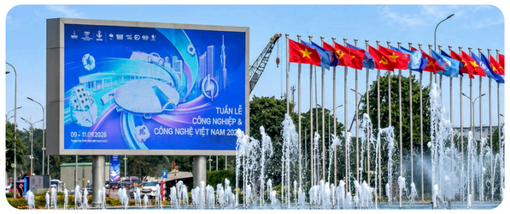
VTV · VOV · TTXVN

VINGROUP ECOSYSTEM
VINCOM RETAIL · VINHOMES · VINPEARL · GREEN SM · VEC VIETNAM EXPOSITION CENTER

KOL/KOC NETWORK



OOH
PROMINENT PRESENCE AT PRIME SITES







Nhân Dân — CƠ QUAN TRUNG ƯƠNG CỦA ĐẢNG CỘNG SẢN VIỆT NAM
TIẾNG NÓI CỦA ĐẢNG, NHÀ NƯỚC VÀ NHÂN DÂN VIỆT NAM
Báo Công Thương — CƠ QUAN NGÔN LUẬN CỦA BỘ CÔNG THƯƠNG
VnExpress — Báo tiếng Việt nhiều người xem nhất
Tuổi Trẻ — CƠ QUAN BÁO VÀ PHÁT THANH, TRUYỀN HÌNH TP.HCM
Thanh Niên · Dân Trí · Vietnamnet.vn
Kênh 14 · beat network · 28 THEANH 28 Entertainment · metub · Yeah1.com — Trang thông tin điện tử tổng hợp

HANOI FIREBEAT WORLD FESTIVAL

TASTE THE FIRE • FEEL THE BEAT

IMPACTFUL BRAND PRESENCE

OPPORTUNITIES

Direct reach
over 3 festival days

~ 150,000
visitors



HANOI FIREBEAT WORLD FESTIVAL
TASTE THE FIRE • FEEL THE BEAT

OFFICIAL ENTRANCE GATE

FEATURED IN EVERY CHECK-IN PHOTO



HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

STANDOUT POSM
ACROSS A VIBRANT FESTIVAL SPACE



HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

PRIME-LOCATION BOOTHS

ENGAGEMENT THAT WINS CUSTOMERS' HEARTS



HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

EXCLUSIVE PAYMENT RIGHTS

BOOST ON-SITE CONVERSION RATES



HANOI FIREBEAT WORLD FESTIVAL
TASTE THE FIRE • FEEL THE BEAT

A SPECTACULAR STAGE
FOR AN EXCLUSIVE BRAND MARK





HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

DIRECT PRESENCE ON THE MENU

SPECIAL EXPERIENCES FOR NON-STOP PARTIES



HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

BRANDING ACROSS ALL MERCHANDISE

CEMENTING YOUR BRAND STATUS





HANOI FIREBEAT WORLD FESTIVAL
— TASTE THE FIRE • FEEL THE BEAT —

VIP LOUNGE NAMING RIGHTS

A TOUCHPOINT WITH ELITE AUDIENCES



HANOI FIREBEAT WORLD FESTIVAL
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SPONSORSHIP PACKAGES FOR FIREBEAT

Package	Strategic Partner	Gold Sponsor	Silver Sponsor	Official Partner	Supporting / Service
Sponsorship value	3 billion VND	1.5 billion VND	500 million VND	200 million VND	100 million VND
Tier	Exclusive	Standard	Standard	Basic	Basic
Logo on POSM	All items; priority	All items	Key items	Selected items	Digital items
Logo on merchandise	Chef uniforms	Food packaging	–	–	–
Vingroup ecosystem	1 dedicated email	1 dedicated email	Thank-you letter	Thank-you letter	Thank-you letter
Social media	3 dedicated posts	2 dedicated posts	1 shared post	1 shared post	1 shared post
Press PR	1 dedicated article	1 dedicated article	1 shared article	1 shared article	1 shared article
TVC / logo on LED	100 plays/day	50 plays/day	30 plays/day	15 plays/day	15 plays/day

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SPONSORSHIP PACKAGES FOR FIREBEAT

Package	Strategic Partner	Gold Sponsor	Silver Sponsor	Official Partner	Supporting / Service
Sponsorship value	3 billion VND	1.5 billion VND	500 million VND	200 million VND	100 million VND
Tier	Exclusive	Standard	Standard	Basic	Basic
Stage recognition	Dedicated: MC 4 times/day	Dedicated: MC 2 times/day	Shared: MC 1 time/day	Shared: MC 1 time/day	Shared: MC 1 time/day
Pole banners	30 positions	20 positions	10 positions	5 positions	5 positions
Welcome gate	Main gate	Zone gate	Board by entrance	–	–
Standard booth	–	–	3 × 9 m^2	1 × 9 m^2	1 × 9 m^2
Premium booth	54 m^2; priority	36 m^2; experiential	–	–	–
VIP Lounge	Exclusive	–	–	–	–
Menu presence	Priority	Standard	Basic	Basic	Basic
Custom-designed stage	Main stage	Zone stage	–	–	–
Dedicated performance	1 act; 10–15 min	Showcase: 5–7 min	–	–	–

HANOI
FIREBEAT
WORLD FESTIVAL

— TASTE THE FIRE • FEEL THE BEAT —

We cordially invite your company

TO CO-CREATE THE CAPITAL'S NEW FESTIVAL ICON CONNECTING HANOI WITH THE WORLD.

