

news +++ Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, 28 February – 1
March 2024



Vietnam's textile fair launch: VIATT sets sail after joint efforts by MOIT, Messe Frankfurt, and VIETRADE

Ho Chi Minh City, 23 February 2024. The inaugural edition of the Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) will raise curtains next week from 28 February – 1 March 2024 in Halls A and B1 at the Saigon Exhibition and Convention Center (SECC). Hosted by Vietnam's Ministry of Industry and Trade (MOIT), this is the first trade fair organised by Messe Frankfurt and VIETRADE. The organisers were pleased to realise the comprehensive show so soon after signing a memorandum of understanding (MOU) last March, and with a promising initial outcome are optimistic it will help shape the future of Southeast Asia's textile industry. Set to host over 400 exhibitors from 16 countries and regions, amidst prominent domestic confidence, the fair will cover apparel fabrics, yarns and fibres, and garments; home textiles; as well as technical textiles and nonwovens, textile processing, and printing technology.

Speaking at the show launch press conference in Ho Chi Minh City, Ms Wendy Wen, Managing Director of Messe Frankfurt (HK) Ltd, addressed the significance of VIATT to the entire textile value chain: "The reason we picked Vietnam to launch our very first integrated textile fair in Asia is because we recognise its potential. Vietnam is currently the third-largest exporter of textiles and garments, and one of the world's most significant importers of textile machinery, fabrics, yarns and fibres."

After highlighting that the Group's Texpertise Network organises over 50 textile shows across 12 countries, and connects over 500,000 global industry participants, Ms Wen continued: "Through VIATT, we are all very excited to bring international trade, products and innovations to the fast-developing market in Vietnam aided by the country's pro-trade and travel policies. To further highlight the latest domestic and international market trends, the debut edition of VIATT will focus on sustainability, design and trends, market strategies and technological advancements. This will be apparent across the diverse booths of our exhibitors, and at our business-friendly fringe programme."

Fashion show to paint an eco-friendly picture

Due to greater recent attention paid to its fashion industry, Vietnam has developed brands both domestically and internationally, in addition to servicing apparel multinationals. Featuring **Kilomet 109**, a Vietnamese designer, the VIATT fashion show (Hall B1) will kick off exclusively for VIPs on the first day of the fair. Under the theme of "Sustainable Fashion, Around the World", the event will bring different countries and regions together on their fashion industry sustainability efforts. The second session will be open to both industry professionals and the public. Representatives from China, Hong Kong, and Thailand will join hands to showcase their sustainable collections.

Seminars to present a blueprint of industry trends and technology

The three-day fringe programme will be categorised into four key themes that are shaping the industry's future, namely Design & Trends, Market Strategies, Textile & Nonwoven Technologies, and Sustainability. Key exhibitors and textile players will conduct over 14 seminars to provide insights, showcase products, and connect with fairgoers, with one topic per theme highlighted below:

Design & Trends

Alongside an assistant professor, the panel discussion **“Unveiling Hong Kong's Fashion Landscape: Young Designers' Creativity Nurturing”** will feature three young fashion designers who graduated from the **Technological and Higher Education Institute of Hong Kong (THEi)**. The discussion will cover the evolving landscape of the design industry, highlight its growth potential, striking a balance between creativity and customer expectations, and more.

Market Strategies

Due to its high export volume to the US and EU markets, Vietnamese textile manufacturers have become increasingly aware of environmental impacts in their supply chains. The country's eco-textile development is also heavily influenced by garment factories that service a wide range of international brands. Under the topic of **“The Strategy of Taiwan Textile Sustainable Development”**, the presentation by **Taiwan Textile Federation (TTF)** will focus on the decarbonisation of manufacturing processes and materials development, collaboration between government and industry on resource circularity, and provide examples of how textile mills are addressing the above issues.

Textile & Nonwoven Technologies

In recent years, technology has been one of the major growth drivers for Vietnam's garment and textile industry¹. In order to remain competitive, domestic manufacturers will invest in technology to increase productivity and quality. Through the panel discussion **“Connected Digital and Supply Chain Apparel Solutions for Greater Visibility with Maximum Efficiency and Better Consumer Engagement”**, the uniquely positioned **Avery Dennison** will show retailers that everything can be connected, and why this is a game changer for the industry.

Sustainability

As a result of raising living standards, there has been an increasing demand for high-quality fashion and home textiles in Southeast Asia. Featuring **TOUCHABLE**, a well-known Thai home furnishings brand committed to upcycling and reducing waste, the **Thai Industrial Hemp Trade Association (TiHTA)** will present **“Hemp For All, Growing Sustainable Hemp Fibre Together”**.

The Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) is organised by Messe Frankfurt (HK) Ltd and the Vietnam Trade Promotion Agency (VIETRADE), covering the entire textile industry value chain. For more details on this fair, please visit www.viatt.com.vn or contact textile@hongkong.messefrankfurt.com.

The inaugural edition will be held from 28 February – 1 March 2024.

¹ “Investment Opportunities in Vietnam's Garment and Textile Industry”, Oct 2023, Vietnam Briefing, <https://www.vietnam-briefing.com/news/seizing-investment-opportunities-vietnams-textile-garment-industry.html/> (Retrieved: February 2024)

Other upcoming shows:

Intertextile Shanghai Apparel Fabrics – Spring Edition / Intertextile Shanghai Home Textiles – Spring Edition / Yarn Expo Spring

6 – 8 March 2024, Shanghai

Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen

5 – 7 June 2024, Shenzhen (Futian)

Intertextile Shanghai Home Textiles – Autumn Edition

14 – 16 August 2024, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn

27 – 29 August 2024, Shanghai

Cinte Tectextil China

19 – 21 September 2024, Shanghai

DS Printech China

11 – 13 November 2024, Guangzhou

Press information and photographic material:

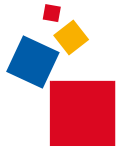
<https://viatt.hk.messefrankfurt.com/hochiminhcity/en/press.html>

Social media and website:

[facebook.com/viattvietnam](https://www.facebook.com/viattvietnam)

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* million. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

Background information on VIETRADE

Vietnam Trade Promotion Agency (VIETRADE) is a governmental agency established by the Prime Minister to assist the Minister of Industry and Trade of Vietnam in performing the functions of state management on trade promotion activities and orientation.

VIETRADE enjoys an exclusive extensive international and national network of the Vietnamese Government, the widespread network of 63 trade and industry promotion organisations in the country and overseas. Established in 2000, VIETRADE has 23 years of experience promoting trade and investment between Vietnam and countries around the world. We have worked very hard to assist both Vietnamese and international business community to develop their markets and enhance their trade promotion capabilities.

For more information, please visit our website at: <https://vietrade.gov.vn/>.