

Press release

28 August 2023

VIATT 2024's strong prospects highlighted at Intertextile Apparel press conference

Jason Taylor
Tel. +852 2230 9296
jason.taylor@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk

VIATT24 PR2 eng

Harnessing the synergy of the Texpertise Network of Messe Frankfurt and its global apparel flagship, the co-organisers of the Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) recently held a joint press conference on 28 August 2023, the first day of Intertextile Shanghai Apparel Fabrics – Autumn Edition. Discussing the inaugural fair's comprehensive, business-friendly nature, representatives of both Messe Frankfurt and VIETRADE spoke in glowing terms about the potential of ASEAN's new platform for the entire textile industry. Set to launch the spring sourcing season, the fair will take place from 28 February – 1 March 2024 at the Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City.

For its first edition, the fair is expected to attract over 500 exhibitors and around 35,000 visitors to an 18,000 sqm exhibition space. Ms Wendy Wen, Managing Director of Messe Frankfurt (HK) Ltd, considered the show's importance on a worldwide scale: "Serving as a supplementary trade fair to our existing events in China, VIATT will effectively extend our market reach into South East Asia. We've designed it to reinforce our global Texpertise Network, spanning the entire textile value chain. The network, which links over half a million textile professionals globally and organises more than 50 international textile trade fairs across 11 different countries, will lend its full support to the fair."

She continued: "In line with this commitment, we will harness our more than 30 years of experience organising Intertextile in China, and extend to the fast-growing textile sector in Vietnam. Intertextile has grown to be by far the most influential series within our Texpertise Network, covering a broad range of resources in apparel fabrics, home and contract textiles."

With Vietnam's largest international airport and seaport, and its proximity to other textile producing countries and regions, Ho Chi Minh City is strategically located to hold an event of this nature. The city attracts 35%¹ of Vietnam's foreign direct investment projects, and is the venue of choice for a significant portion of the country's trade fairs.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

¹ 'Investing in Ho Chi Minh City', October 2022, Vietnam Briefing, retrieved August 2023,

<https://www.vietnam-briefing.com/news/investing-in-ho-chi-minh-city-why-the-megacitys-industry-economy-and-policy-are-key-to-developmen.html/>



Discussing the event's potential, Mr Vu Ba Phu, Director General of Vietnam Trade Promotion Agency (VIETRADE), said: "Vietnam has emerged as one of the leading textiles exporting countries worldwide, with particularly high growth in the past 10 years, ranging from 15% to 20% yearly. As companies seek to diversify supply chains, and Vietnam introduces lucrative trade agreements, the market is predicted to attract even more investments. A big importer of textile machinery, fabrics, and yarns and fibres, green production and durable goods have become increasingly important. VIATT 2024 will be an important hub helping suppliers and buyers in all categories to meet, source and unleash the full potential of this market."

A comprehensive Vietnam-based textile fair is an attractive proposition for manufacturers and sourcing professionals alike. Exhibitors from around the world will showcase a full spectrum of apparel fabrics, yarns and fibres, and garments; the latest innovations in technical textiles and nonwovens, textile processing, and printing technology; as well as a wide range of home and contract textiles.

Apparel fabrics, yarns and fibres, and garments

This sector will contain quality exhibitors from Vietnam, ASEAN, and beyond, providing buyers with numerous, diverse sourcing options in apparel textile sub-categories such as accessories, casualwear, denim, lace and embroidery, ladieswear, pattern designs, shirting, sportswear, suiting, and many more.

Technical textiles and nonwovens, textile processing, and printing technology

With application areas that include everything from automotive, aerospace and shipping, to construction, healthcare and safety, products on display will include innovative machinery, as well as some of the latest developments in smart textiles, such as wearable technology, sensors, and advanced materials.

Home textiles

Exhibitors will feature high-quality bed linens, towels, curtains, and much more, suitable for visitors sourcing for both residential and commercial applications. The diverse collections of home textiles will be enhanced by globally on-trend interior designs and in-demand, organic materials.

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, the inaugural edition will be held from 28 February – 1 March 2024 at the Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City. For more details on this fair, please visit www.viatt.com.vn or contact textile@hongkong.messefrankfurt.com

-end-

Notes to editors:

Texpertise, the textile business network

VIATT 2024 is part of Texpertise, the textile business network. The network of Messe Frankfurt unites current topics, trends, and events around the textile business and connects more than 500,000 people from all over the world. With more than 50 international textile trade fairs in 11 countries, Messe Frankfurt is the global market leader for textile trade fairs. Texpertise covers the entire textile value chain: research, development, yarns, fabrics, apparel, fashion, contract manufacturing, home and household textiles, technical textiles, processing and cleaning technologies. In collaboration with the United Nations Office for Partnerships, supported by the Conscious Fashion and Lifestyle Network, the Texpertise Network informs and mobilises the textile sector to implement solutions for social, economic and environmental change. Our aim is to create awareness for the Sustainable Development Goals at all our textile trade fairs worldwide – from Frankfurt, to New York, Atlanta, Shanghai and Paris. For more information from the international textile sector and Messe Frankfurt's global textile events, visit:

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 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/>.

VIATT 2024
Saigon Exhibition and Convention Center
(SECC), HCMC, Vietnam, 28 February –
1 March 2024