

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



## VIATT's inaugural edition in 2024 key to navigating Vietnam's rapidly developing textile sector

**Ho Chi Minh City, 13 December 2023. As a rising manufacturing powerhouse, Vietnam is the subject of increasing investment across an array of industries, with its textile sector especially going from strength to strength in a short space of time. Although most well-known for apparel production, the world's third largest textile exporter has made important strides in other sub-sectors as well. To give key players from across the textile spectrum an opportunity to make their presence felt in this market, the Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) will make its much-awaited debut from 28 February – 1 March 2024. Taking place at the Saigon Exhibition and Convention Center (SECC), the new fair will cover three main product sectors, namely apparel fabrics, yarns and fibres, and garments; home textiles; as well as technical textiles and nonwovens, textile processing, and printing technology.**

Discussing the fair's prospects in the current economic climate, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: "Despite a tough business environment globally, many companies in our industry have recorded a healthy growth in sales. During productive conversations with exhibitors at recent fairs, I sensed a strong belief in the wider textile sector's prospects, especially in certain geographic hotspots. Multiple suppliers demonstrated concrete interest in showcasing at VIATT next year, and were eager for this unprecedented opportunity to grow their businesses in the Vietnamese market."

In line with the industry's anticipation, the country was identified as the ideal location for ASEAN's new comprehensive textile platform for several key reasons. Vietnam's pro-business policies, strategic geographical location, abundant labour force, and favourable trade agreements have contributed to its rise as a global textile manufacturing hub. Agreements such as the Regional Comprehensive Economic Partnership (RCEP); the Indo-Pacific Economic Framework for Prosperity (IPEF); and 15 free trade agreements (FTAs) covering over 60 countries and regions, will further enable participants from across the value chain to conduct cross-border business after connecting at next year's show. In addition, several key travel initiatives that serve international players have been implemented, including the country's APEC Business Travel Card programme<sup>1</sup>, availability of e-visas to all nationalities, and visa-free travel for select countries<sup>2</sup>.

### **Exhibitors from multiple textile sub-sectors converge in February**

In Vietnam's home textile segment, rising urbanisation, emerging young consumers, and

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<sup>1</sup> 'Everything You Need to Know About Traveling to Vietnam with an APEC Business Travel Card', April 2023, Vietnam Briefing, <https://www.vietnam-briefing.com/news/apec-business-travel-card-vietnam.html/> (Retrieved: November 2023)

<sup>2</sup> 'Vietnam Introduces E-Visa for All Nationalities from August 15, 2023', August 2023, Vietnam Briefing, <https://www.vietnam-briefing.com/news/vietnam-introduces-e-visa-for-all-nationalities-from-august-15-2023.html/> (Retrieved: November 2023)

higher disposable incomes are interrelated factors driving growth<sup>3</sup>. Globally, three of the top trends include recycling; utilising green fibres; and the increasing use of technical fabrics for enhanced comfort and health. At the fair, confirmed home textiles exhibitors include Hanyang Eco Tex, Hohmann GmbH, Phuong Nam Feather, and SIGMA, set to showcase their most up-to-date products, covering bedding, upholstery fabrics, curtain, and sun protection.

Utilised for automobiles, civil aviation, construction, health care, and more, Vietnam's exports of technical textiles reached USD 676.6 million for the first nine months of 2022, up 17.1% compared to the same period in 2021<sup>4</sup>. This in turn bodes well for the country's import prospects of quality machinery and equipment. Hoping to cater to domestic demand at VIATT 2024, international suppliers in this category include Julai, SIGMA, and Skwentex.

Meanwhile, apparel-related products make up the lion's share of the country's textile exports – according to Vietnam Textile & Apparel Association (VITAS), in 2022 these numbered USD 29.1 billion. From Ho Chi Minh to Hanoi, numerous international fashion brands have a manufacturing presence, including Adidas, H&M, Lacoste, Lululemon, Nike, The North Face, Uniqlo, and many more. At next year's fair, exhibitors such as Avery Dennison, Lenzing, Stylem Takisada-Osaka, and Texwinca, will aim to draw the attention of apparel brands and a wide range of other domestic and international buyers.

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](http://www.viatt.com.vn) or contact [textile@hongkong.messefrankfurt.com](mailto:textile@hongkong.messefrankfurt.com).

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

#### **Other upcoming shows:**

##### **Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring**

6 – 8 March 2024, Shanghai

##### **Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn**

27 – 29 August 2024, Shanghai

#### **Press information and photographic material:**

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

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<sup>3</sup> 'Vietnam Home Textile Market Size & Share Analysis', 2023, Mordor Intelligence, <https://shorturl.at/wQVWZ> (Retrieved: November 2023)

<sup>4</sup> 'Vietnam's technical fabric exports continue to be positive', October 2022, Web Portal of Supporting Industry of Vietnam, <https://shorturl.at/lmnvX> (Retrieved: November 2023)

### Social media and website:

facebook.com/viattvietnam

instagram.com/viatt\_vietnam

linkedin.com/in/viatt-vietnam-international-trade-fair



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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](http://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](http://www.messefrankfurt.com)  
\* Preliminary figures for 2023

### **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/>.