



VIATT

28.2 – 1.3.2024

Saigon Exhibition and Convention
Center (SECC), Ho Chi Minh City,
Vietnam

Vietnam International Trade Fair for Apparel,
Textiles and Textile Technologies

NEW FAIR

**ASEAN's comprehensive
platform for the entire
textile value chain**

Showcase your products at VIATT 2024, the comprehensive platform for the entire textile value chain

Vietnam is the third largest textile and apparel exporter, and one of the highest importers of textile machinery in the world. The country's textile and garment industry achieved staggering annual growth of 20 – 26% from 2018 – 2022, and high-quality textile materials are increasingly sought-after for production.

As its strategically located economic hub, Ho Chi Minh City commands 35% of Vietnam's foreign direct investment projects, and is home to the country's largest seaport and international airport. Its proximity to other textile manufacturing regions makes it a prime venue for connecting with industry decision-makers.



What makes VIATT 2024 the ideal platform for textile suppliers?

- ▶ Diverse, comprehensive product range to draw countless trade buyers
- ▶ Strategically located for fairgoers' convenience
- ▶ Access to the fast-growing Vietnamese textile market
- ▶ Connecting with global exhibitors and buyers

Visitor profile

- ▶ Manufacturers of:
 - Garments
 - Apparel textiles
 - Home textiles and home products
 - Technical textiles
- ▶ Yarn and fibre producers, spinners, and weavers
- ▶ Agents, trading companies, import-export corporations
- ▶ Fashion designers
- ▶ Wholesalers and distributors
- ▶ Architects and interior designers
- ▶ Buying offices
- ...and many more.

Expected scale



18,000
sqm gross



500+
exhibitors



35,000
visitors

Join Messe Frankfurt's Texpertise Network in Asia

intertextile Spring Edition,
yarnexpo Shanghai
6 – 8 Mar 2024

Guangzhou
Shenzhen

VIATT Ho Chi Minh City
28 Feb – 1 Mar 2024

Attractive **bundle package**
for the spring fairs.
Contact us for details!

Apparel fabrics, yarns & fibres, and garments

Exhibitor profile



Suiting



Children & infant wear



Casualwear



Swimwear & lingerie



Ladieswear



Pattern designs



Sportswear /
functional fabrics



Garment accessories



Shirting



Denim



Fibres & yarns



Lace and embroidery



Garment manufacturing



Wide range of textiles and accessories

This sector will showcase numerous high-quality fabrics, yarns, fibres, garments, and accessories, providing an unparalleled opportunity for buyers to source from Vietnam, ASEAN, and global suppliers.

Leading international brands

Leading international brands will actively participate by sharing their success stories, offering market insights, and showcasing their latest collections.

Technical textiles and nonwovens, textile processing, and printing technology

Exhibitor profile



Technology, equipment & accessories



Nonwovens



Sewing technologies & materials



Textile treatment



Coated textiles



Digitalisation & automation technologies



Composites



Printing technologies



CAD/CAM (2D/3D/4D)



Embroidery technologies



A hub for innovation

Exhibit groundbreaking developments in technical textiles, textile processing, and printing technology, offering cutting-edge solutions for various industries.

Cross-industry applications to entice numerous buyers

Take advantage of the diverse applications of technical textiles and nonwovens, attracting a wide range of buyers from industries such as automotive, aerospace, construction, healthcare, and more.

Future-forward smart textiles

Showcase the future by featuring the latest advancements in smart textiles, including wearable technology, sensors, and advanced materials.



Home textiles

Exhibitor profile



Bedding



Leather



Curtains & curtain fabrics



Flooring



Sun protection



Kitchen & table



Upholstery & sofa fabrics



Design & technics



Wall coverings



Contract business



Premium home and contract textile products

Exhibitors will feature high-quality bed linens, towels, curtains, and much more, suitable for visitors sourcing for both residential and commercial applications.

Inspiring, attention-catching designs

Showcase unique and creative home textile designs, offering buyers inspiration and exclusivity for their new product development.

Upcoming home decor trends

Share the latest vogues in home decor, providing valuable insights and on-trend products for businesses looking to stay ahead of the curve.



Fair information

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies 2024

Date

28 February – 1 March 2024

Exhibition space

18,000 sqm gross (expected)

Venue

Saigon Exhibition and Convention Center (SECC),
Ho Chi Minh City, Vietnam

Admission

For trade visitors only – free admission.
Persons under 18 will not be admitted.

Hosted by

Ministry of Industry and Trade of the Socialist Republic of Vietnam

Organisers

Messe Frankfurt (HK) Ltd
Vietnam Trade Promotion Agency (VIETRADE)

Contact

Messe Frankfurt (HK) Ltd

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For more details, please visit:

www.viatt.com.vn

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/>.

Maximise your exhibition's utility via VIATT's supplementary features

- ▶ Connect with quality buyers through our business matching programme
- ▶ Make use of our official contractors and forwarders to facilitate fair preparation
- ▶ Take advantage of advertising opportunities and sponsorships for maximum brand exposure
- ▶ Utilise our travel planning and visa application support
- ▶ Cross paths with invited industry media covering the show
- ▶ Participate in or attend on-site seminars, panel discussions, and product presentations

part of

TEXPERTISE
the textile business network

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