



VIATT

26 – 28.2.2025

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

Vietnam International Trade Fair for Apparel,
Textiles and Textile Technologies

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

www.viatt.com.vn

The most comprehensive trade fair in the region

VIATT is your ideal business platform, no matter where in the textile value chain you sit. Use the opportunity to engage with other upstream and downstream exhibitors as well as buyers.



An international showcase

Connect with genuine buyers from Vietnam, ASEAN and further afield at this dynamic order platform.



TEXPERTISE

the textile business network
Messe Frankfurt's Texpertise Network boasts 50+ events in 13 countries, ensuring you'll receive professional service and organisation at VIATT.



Why exhibit at VIATT 2025?



Vietnam & ASEAN potential

Benefit from Vietnam's status as a global textile manufacturing hub, and the growing economies of Southeast Asia.



Innovation & textile technologies

The 2025 edition will have a special focus on 'what's next' in the industry, making this the ideal platform to promote your textile innovations.



Strong first edition

The debut 2024 edition saw 400+ exhibitors and over 17,000 buyers from 55 countries & regions, with 2025 expected to be even bigger & better!

Why is Vietnam the place to be?

The country's strategic location, competitive labour costs, and focus on sustainability and technology & innovation have made it an attractive destination for textile manufacturers and fashion brands.

Global textile manufacturing hub

Vietnam was the world's 3rd largest textile importer, 4th largest apparel exporter and 6th largest textile exporter in 2022. Exports of textiles and clothing reach around 180 countries.

Favourable trade environment

Vietnam's trade agreements with key export markets have in many cases eliminated tariffs on garments and textiles altogether. Recent agreements include CPTPP, RCEP and FTAs with the EU, UK and South Korea.

Strategic relocation

Manufacturing rebalancing in Asia in recent years has benefited Vietnam, with more international brands producing in the country.

Who is VIATT for?

The full textile value chain

Raw materials

Fibres & yarns
Apparel fabrics
Home textiles
Technical textiles
Nonwovens

Production

Textile processing
Textile machinery & technologies
Printing technologies

End products

Garments
Home textiles



3 textile sectors

Apparel Fabrics & Fashion Zone

Home & Contract Textiles Zone

Technical Textiles & Technologies Zone

What buyers will you meet at VIATT 2025?

Apparel Fabrics & Fashion Zone

Garment manufacturer	34%
Apparel textile manufacturer	17%
Agent / Trading company / Import & export	12%
Yarn & fibre producer / Spinner / Weaver	11%
Wholesaler / Distributor	6%
Buying office	5%
Research and development	5%
Fashion designer	4%
Online store / E-commerce	3%
Retailer / Chain store / Department store	3%

Home & Contract Textiles Zone

Home textile & home product manufacturer	44%
Home textiles related	14%
Contract business (hotel, resort, restaurant etc)	14%
Agent / Trading company / Import & export	8%
Wholesaler / Distributor	4%
Buying office	3%
Research and development	3%
Interior designer	3%
Online store / E-commerce	2%
Retailer / Chain store / Department store	2%

Technical Textiles & Technologies Zone

Technical textile manufacturer	49%
Agent / Trading company / Import & export	18%
Wholesaler / Distributor	9%
Buying office	7%
Research and development	7%
Online store / E-commerce	5%
Retailer / Chain store / Department store	5%

2024 fair review

Exhibitor highlights



409 exhibitors
from 17 countries / regions

Bulgaria, China, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea, Myanmar, Pakistan, Switzerland, Taiwan, Thailand, UK, USA and Vietnam.

The likes of Avery Dennison, BRÜCKNER Trockentechnik, CL Nonwoven, emtec Electronic, Groz-Beckert, Hanyang Eco Tex, Hohmann, Lenzing Group, SIGMA VIETNAM INDUSTRIAL, Thanh Cong Group, Technical Absorbents, TOYO ORIMONO and more joined the 2024 edition.

Six country / region pavilions and zones

- China Pavilion
- Japan Zone
- Korea Zone
- Pakistan Pavilion
- Taiwan Pavilion
- Thailand Zone

Buyer highlights

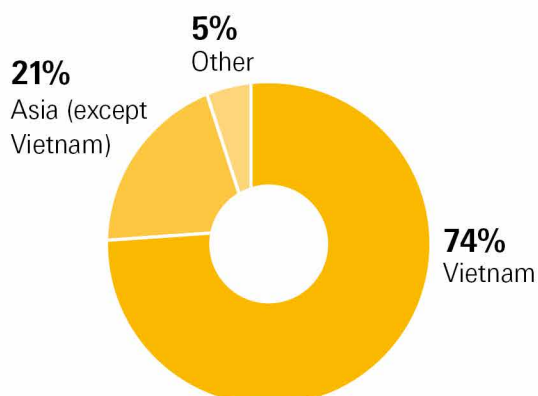


17,262 visits from
55 countries / regions

Top 10 countries / regions

1. Vietnam
2. China
3. Japan
4. India
5. Thailand
6. Hong Kong
7. Korea
8. Taiwan
9. Myanmar
10. United States

Buyers by country / region



Buyers that visited the fair (selection)



AMERICAN EAGLE



Apparel Fabrics & Fashion Zone

Vietnam’s status as a global apparel manufacturing hub provides a wealth of opportunities for fibre & yarn, apparel fabric & accessory and garment producers.

In particular, fibres & yarns, fabrics for casual & sportswear and uniforms, and garment accessories were in high demand at the 2024 edition.

Exhibitors can also expand their brand reach beyond their booth by participating in the fringe programme’s Fashion Show, seminars and more.



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



Exhibitors’ testimonials

“Vietnam has a large textile industry, not only for garments but also for home textiles and accessories. This show is a very good idea, as all the buyers want to visit Vietnam, and here they can visit the whole industry together.”

Mr Raymond Kong, Market Development Manager – Asia Pacific, Testex Swiss Textile-Testing Ltd, Switzerland

“Our company's enthusiasm for the Southeast Asian market led us to establish an office in Vietnam last year. We chose VIATT this year, combining targeted exposure for our products with our trust in Messe Frankfurt’s expertise.”

Mr Joe Zhou, General Manager, Idole Trading Co Ltd, China

“The first edition of VIATT has given us a good idea how the local market works. I can see a lot of serious buyers from various countries. We will surely join the next edition and will bring a wider product range across different sectors of the industry.”

Mr M Usman Arshad, Chief Marketing Officer, Kintex Group/Abdullah Textile, Pakistan

Home & Contract Textiles Zone

VIATT's Home & Contract Textiles Zone is a response to rising domestic and ASEAN demand for interior products from their expanding middle classes. And as Vietnam's textile manufacturing industry chain upgrades and expands, home textiles will be one sector that benefits.

Product groups that were in high demand at the 2024 edition included bedding, loungewear & bathroom textiles, curtains & curtain fabrics, upholstery & sofa fabrics, and home textile accessories.

Showcase your latest offerings in the Home Textiles Display Zone to maximise your visibility to potential buyers.



Exhibitor profile



Bedding



Leather



Curtains & curtain fabrics



Flooring



Sun protection



Kitchen & table



Upholstery & sofa fabrics



Design & technics



Wall coverings



Contract business

Exhibitors' feedback

"At VIATT, we've had the opportunity to meet with real estate companies, design offices, and interior stores. Our ultimate goal is to sell our products all over the world, and our plan is to first establish a strong presence in Vietnam and then consider local production to offer a more affordable price."

Mr Ryosuke Nishida, Business Promotion Department, Kitsutaka Co Ltd, Japan

"This fair is our first step to survey the Vietnamese and Southeast Asia markets. At the other booths, we found so many potential downstream business partners and some companies from our region. We can join together, discuss our market, and maintain good relationships with each other."

Mr Seung Jin Choi, Assistant Manager, Research & Development Dept, Hangyang Eco Tex, Korea



Technical Textiles & Technology Zone

Growth in the Vietnamese textile sector, as well as a government drive to modernise production facilities, has seen considerable investment in new manufacturing machinery in recent years. In addition, local governments are being encouraged to assist firms in R&D activities, technology transfer, and innovation.

At this year's edition, these product groups showed the most potential: textile and nonwoven machinery, CAD/CAM, CMT, embroidery technology, knitting technology, sewing technologies & materials, and printing technologies.

Draw more attention from buyers to your latest innovations by participating in the fair's new innovation showcase area.



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

Exhibitors' comments

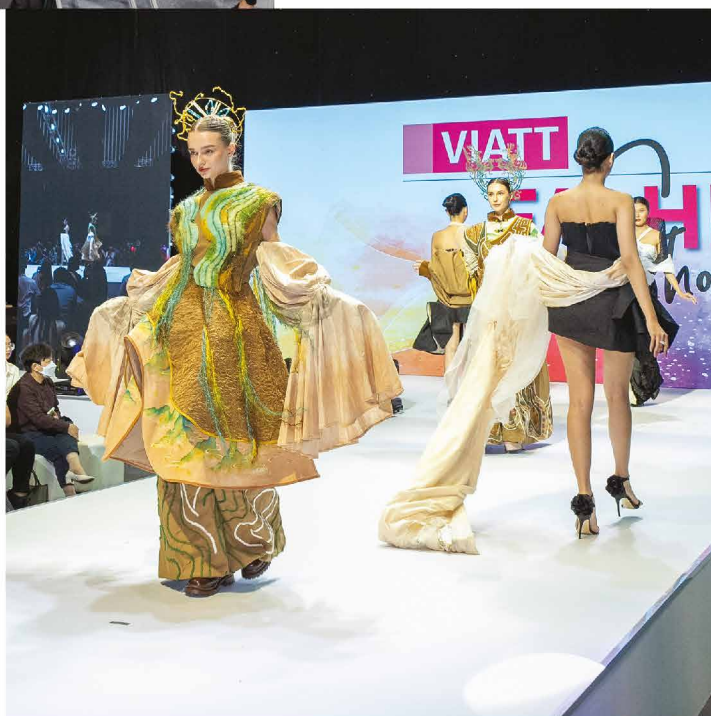
"For this show, we are targeting mainly Southeast Asia, such as Vietnam, Thailand, Bangladesh, Cambodia, even Taiwan, and we have had some good contacts and discussions already. Our long-term contact with Messe Frankfurt, paired with the cooperation from our new Vietnam sales partner, led to us deciding that this fair could be a good starting point."

Mr Daniel Ohndorf, Sales Area Manager, emtec Electronic GmbH, Germany

"We are the only global manufacturer of polyacrylate in fibre form. The Vietnam market is growing at a phenomenal rate, many businesses are setting up here with a need for superabsorbent technology."

Mr Paul Rushton, Commercial Director, Technical Absorbents, UK





Maximise your fair participation with the fair's fringe programme

- Participate in the fringe programme's seminars, panel discussions and product presentations.
- Showcase your products at the Fashion Show, Home Textiles Display Zone or Innovation Showcase Area.
- Connect with quality buyers through the fair's Business Matching Programme.
- Take advantage of advertising and sponsorship opportunities.

Fair information

Date

26 – 28 February 2025

Exhibition space

15,000 sqm gross

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.

Host

Ministry of Industry and Trade of the Socialist Republic of Vietnam

Organisers

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

For more details, please visit:

www.viatt.com.vn

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