



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

2025 Show Review

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VIATT 2025 brought a new textile experience to the ASEAN market

At its second edition, the Vietnam International Trade Fair for Apparel, Textiles, and Textile Technologies (VIATT) has once again proven a vital trade platform for the global textile value chain, bringing more fashion, innovation and sustainability offerings to the ASEAN market. With the introduction of several new zones and pavilions, VIATT 2025 offered increased potential for the region's development and further integration with the global supply chain.

A comprehensive platform for the entire textile value chain

VIATT is the region's most comprehensive trade fair covering the full textile value chain: **Apparel Fabrics & Fashion**, **Home & Contract Textiles**, and **Technical Textiles & Technologies**.

New zones, new opportunities

The debut **European Zone** showcased top French fashion designers, the best home textiles from Portugal, premium textiles from the UK, as well as exhibitors from Switzerland, France, Italy and Türkiye.

VIATT 2025 also introduced **Econogy Hub**, a dedicated platform for innovative, eco-friendly suppliers and service providers.

The **Innovation & Digital Solutions Zone** also made its debut, providing a centralised platform for exhibitors to showcase innovations.

Key exhibitors in new product zones

Econogy Hub: GOTS, Hohenstein, PT Asia Pacific Rayon



Innovation & Digital Solutions Zone: HKRITA, Nunox Technologies



European Zone: Alumo, Associacao Home From Portugal, Chargeurs PCC, UK Fashion & Textile Association



2025 show scale



Exhibitor highlights

463 exhibitors (▲13%), **24** countries / regions.

Exhibiting countries / regions: Australia, Cambodia, China, France, Germany, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Korea, Myanmar, the Netherlands, Pakistan, Portugal, Singapore, Switzerland, Taiwan, Thailand, Türkiye, the UK, the US, and Vietnam.



7 country / region pavilions or zones: China, Europe (new), India (new), Japan, Korea, Taiwan, and Thailand.



Buyer highlights

Over **19,000** visits (▲10%),
70+ countries / regions.

Top 10 visitor countries / regions: China, Hong Kong, India, Japan, Korea, Myanmar, Taiwan, Thailand, the US and Vietnam.

Buyers' business nature*

Manufacturer - garment	41%
Manufacturer - apparel textiles	28%
Manufacturer - home textiles & home products	17%
Agent, trading company, import & export corporation	15%
Manufacturer - yarn & fibre producer / spinner / weaver	15%
Manufacturer - technical textiles	13%
R&D / academic / textile institute	13%
Wholesalers / distributors	12%
Home textiles / contract business related	10%
Buying office	9%
Retailer / chain store / department store	7%
Architect, designer (fashion, interior design)	7%
Online store / e-commerce	7%

*Total percentage is over 100 due to multiple selections.

Apparel fabrics, yarns & fibres and garments

Buyers' interest by product end-use (garments)*

Ladieswear	37%
Menswear	31%
Sports and leisurewear	27%
Fashion accessories	20%
Intimates (underwear, swimwear)	18%
Children & infant wear	18%
Workwear and uniforms	16%

*Total percentage is over 100 due to multiple selections.

Buyers' interest by product end-use (apparel fabrics, yarns & fibres)*

Cotton	33%
Knitted	22%
Linen / ramie	19%
Wool	18%
Functional	18%
Silk	18%
Man-made	17%
Fibres / yarns	15%
Digital print	14%
Pattern design	14%
Lace and embroidery	13%
Denim	13%
Accessories	11%

*Total percentage is over 100 due to multiple selections.

Key buyers from the apparel industry



and many more...

Home & contract textiles

Buyers' interest by product end-use*

Bedding	14%
Curtains & curtain fabrics	12%
Loungewear & bath	10%
Upholstery & sofa fabrics	9%
Accessories	9%
Leather	8%
Sun protection	8%
Design & technics	7%
Kitchen & table	7%
Interior (non-textile)	6%
Floor	6%
Wall	6%
Contract business	5%

*Total percentage is over 100 due to multiple selections.

Renowned buyers from the home and contract textile market



and many more...

Visitor's testimonial



We are a home textiles company managing American clients' orders in China. I'm planning to do all three days at this show, because I prefer sitting down with suppliers and having good conversations. There have been promising leads, especially Chinese suppliers who have already opened a good number of factories in Vietnam, and in India, Myanmar, and Indonesia. I have already found OEKO-TEX and BSCI certified suppliers at VIATT 2025, which are very important for our clients.

Mr Dennis Macharia, Sourcing – Home Textiles China, Maaron International Procurements, China





Technical textiles, nonwovens and textile technologies

Buyers' interest by product end-use*

Technology, equipment & accessories	18%
Woven fabrics, laid webs, braidings, knitted fabrics	17%
Textile treatment	11%
Knitting technology	10%
Nonwovens	9%
Coated textiles	9%
Sewing technologies and materials	9%
Printing technologies	9%
Finishing	8%
Embroidery technology	8%
Bondtec (surface and bonding techniques)	7%
CMT (cutting, making, trimming)	7%
Composites	7%
CAD/CAM (2D/3D/4D)	6%

*Total percentage is over 100 due to multiple selections.

Leading buyers from technical sectors



and many more...



Exhibitor's feedback

This is our first time exhibiting at VIATT. We've been very busy and made some promising leads. Our main customers are apparel, but we're also in medical, furniture, jeans, and such. This kind of exhibition gathering different sub-sectors increases possibilities, because visitors say they can apply tagless to products I'd never really considered.

Mr Matthew Yates, Global Tagless Director, Inkcups, USA



Global support

32 associations from numerous countries / regions gave their support to VIATT, including Australia, Bangladesh, China, France, Hong Kong, India, Japan, Korea, Malaysia, Myanmar, Taiwan, Thailand, Türkiye, Vietnam, and the UK.

Fringe programme

VIATT's fringe programme included the fair's first-ever **Interior Design Roundtable and Networking: Sustainable Interiors with Smart Textiles**, and the **inaugural 2025 VCICS – Vietnam Investment Summit**.

In total, 11 seminars took place during the fair, covering the themes of **Design & Trends, Market Information & Business Strategies, Innovation / Technology & Solutions**, and **Econogy**.

Two fashion shows from Vietnamese and French designers, along with two fashion parades by designers from Taiwan and Thailand, also attracted the attention of global visitors.

Business matching

Through 279 onsite meetings, exhibitors successfully matched with professional buyers from over 20 countries / regions including China, Chile, Hong Kong, Indonesia, Italy, Malaysia, Mexico, Moldova, Myanmar, Pakistan, Philippines, Romania, Spain, Taiwan, Tajikistan, Thailand, the UK, the US, and Vietnam.

Buyer delegations

VIATT 2025's visitors included nine buyer delegations from local and international fashion and textile-related associations, chambers, and groups from Europe, Hong Kong, Malaysia, Myanmar, Thailand, the US, and Vietnam.



2026 fair information

Date

26 – 28 February 2026

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 (MOIT)

Organisers

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

For more details, please visit:

www.viatt.com.vn

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