



# VIATT

26 – 28.2.2026

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

Vietnam International Trade Fair for Apparel,  
Textiles and Textile Technologies

## 2026 Show Review

[www.viatt.com.vn](http://www.viatt.com.vn)



# VIATT 2026: soaring to new heights in ASEAN's textile market

The Vietnam International Trade Fair for Apparel, Textiles, and Textile Technologies (VIATT) delivered its most diverse showcase yet, with the introduction of new international pavilions and zones that broadened the fair's sourcing scope across emerging geographies and product categories. A curated fringe programme headlined by the debut Trend Forum – uniquely spanning the entire value chain – solidified VIATT's position as the region's most integrated textile trade platform.

## Exhibitors at a glance



Nearly **460** exhibitors from **21** countries and regions across **18,000 sqm**

The fair enhanced its focus on the industry's three key sectors: **Apparel Fabrics & Fashion**, **Home & Contract Textiles**, and **Technical Textiles & Technologies**.



**Seven** country / region pavilions and zones from China, Europe, Germany, India, Japan, Taiwan, and Türkiye presented an extensive showcase of global suppliers.

**Other exhibiting countries / regions:** Cambodia, Egypt, France, Hong Kong, Indonesia, Italy, Korea, Myanmar, Portugal, Singapore, Switzerland, Thailand, UK, USA, and Vietnam.

## New at VIATT 2026:

- German Pavilion
- Türkiye Zone
- UKFT Pod
- Textile Chemicals & Dyes Zone



## Exhibitor highlights

**Apparel fabrics, yarns & fibres and garments**



**Home & contract textiles**



**Technical textiles, nonwovens and textile technologies**



and many more...



## Visitors: key facts and figures

Over **17,000** visits from **54** countries / regions.

**Top 10 visitor countries / regions:** China, Hong Kong, India, Japan, Malaysia, Myanmar, Philippines, Thailand, USA, Vietnam (\*in alphabetical order).

## Top 5 buyers' business nature

Manufacturer - garment	36%
Manufacturer - apparel textiles	24%
Agent, trading company, import & export corporation	15%
Manufacturer - home textiles & home products	14%
Manufacturer - yarn & fibre producer / spinner / weaver	13%

## Apparel fabrics, yarns & fibres and garments

### Top 5 sourcing interest by product group

#### Garments

OEM	29%
Ladieswear	24%
Menswear	22%
ODM	20%
Sports and leisurewear	19%

\*Total percentage is over 100 due to multiple selections.

#### Apparel fabrics, yarns and fibres

Cotton	32%
Knitted	17%
Linen / ramie	16%
Functional	16%
Wool	16%

\*Total percentage is over 100 due to multiple selections.

#### Fashion accessories

Footwear	15%
Handbags	13%
Belts and leather goods	10%
Headwear	10%
Hosiery	10%

\*Total percentage is over 100 due to multiple selections.

### Key buyers from the apparel industry



and many more...





## Home & contract textiles

### Top 5 sourcing interest by product group

Bed	14%
Curtains & curtain fabrics	10%
Loungewear & bath	8%
Fabrics & Yarns	8%
Sun protection	8%

\*Total percentage is over 100 due to multiple selections.

### Renowned buyers from the home and contract textile market



and many more...

## Technical textiles, nonwovens and textile technologies

### Top 5 sourcing interest by product group

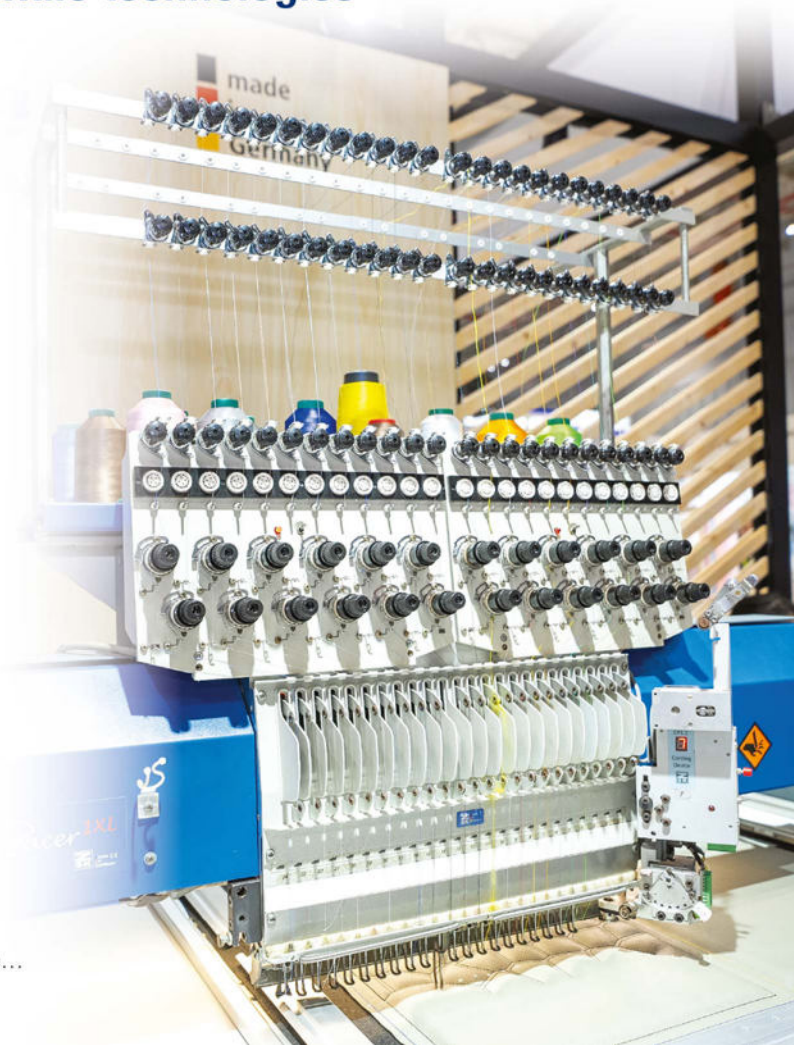
Technology, equipment & accessories	19%
Woven fabrics, laid webs, braidings, knitted fabrics	18%
Fabrics & Yarns	10%
Nonwovens	9%
Knitting technology	8%

\*Total percentage is over 100 due to multiple selections.

### Leading buyers from technical sector



and many more...





## Business matching for targeted expansion

VIATT 2026 welcomed 10 buyer delegations from Australia, India, Laos, Malaysia, Myanmar, Thailand, Vietnam, and more.

Through the VIP buyer business matching programme, participating buyers completed over 350 onsite meetings, facilitating connections between international suppliers and key industry decision-makers.

## Fringe programme: adding insights and industry exposure

Beyond the show floor, VIATT 2026 offered a rich and diverse fringe programme designed to equip industry players with actionable knowledge and fresh perspectives. Spanning trends, innovation, market updates, and business strategies, the programme reinforced the fair's role as a platform for the entire textile ecosystem, with featured events including:

### VIATT Trend Forum – debut appearance

VIATT's trend curators **NellyRodi™ Agency (France)** and **MUSEATIVE (USA)** delivered comprehensive, cross-sector insights across the interconnected realms of Apparel Fabrics & Fashion, Home & Contract Textiles, and Technical Textiles & Technologies. Under the unified theme of ARTISANSHIP, the integrated LIFESTYLE TRENDS display marked a **first for the textile industry**, moving beyond traditional sector-specific trend formats to explore a more holistic, value-chain perspective on innovation and creativity. Trend Forum focuses included:

- Expert insights on trends and trend forecasting
- Trend seminar
- Exhibitors' materials and products showcase
- Trend tours



### Fashion Shows and Garment Display Zones

The Fashion Shows and Garment Display Zones connected creative vision and emerging design talent, showcasing the best of style and innovation. Three distinctive fashion shows captured local and international flair: *Local booming Designer* by Phan Dang Hoang (Vietnam), *Sustainable, Zero-waste Fashion Show* by KHAAR (Vietnam), and *the Essence of French Fashion Experience* by Royal Mer and Fantaisie Militaire (France). Alongside the catwalk, the Garment Display Zones spotlighted Texpertise Award winner Hugo Gaudry and RMIT University Vietnam's next generation of design talent.

### Seminars, panel discussions, and product presentations

The show featured 19 exhibitor-led seminars and product presentations, along with three panel discussions. Topics spanned Design & Trends, Innovation / Technology & Solutions, Market Information & Business Strategies, and Economy Talks.

## Textile Industry Exchange – first time open to all visitors

The roundtable discussion focused on the theme Trade Uncertainties in 2026. It brought together industry leaders to share valuable insights on critical topics, including tariffs in the US, the EU's eco-design regulations, and the impact and opportunities across Asia's supply chains.

## Vietnam Textile & Garment Industry Development Strategy Summit (VTGIS 2026) – debut appearance

The Summit delved into critical topics such as AI & Upgrading, Sustainability & Compliance, and the International Brand Perspective on Vietnam. With networking a key focus, the event also included dedicated matchmaking sessions between manufacturers and retail brands.

## Global supporters backing VIATT's success

32 supporting organisations from across the globe contributed to the success of VIATT 2026, underscoring the fair's standing as one of ASEAN's most comprehensive textile trading platforms. Supporters included:



and many more...



As an association promoting Portuguese textiles for home and contracting, we aim to reach new markets and buyers who appreciate medium-high to high-end products. VIATT offers us a chance to display our products alongside competitors from various countries, many of whom already buy from Portugal. We've made valuable contacts at this year's show – visitors appreciate the uniqueness of our high-quality, niche market products.

**Mr Xavier Leite, President of Home from Portugal (Home & Contract Textiles)**



## Discover the very best of Portuguese Home Textiles

A unique combination of quality, craftsmanship, design and sustainable production



## 2027 fair information

### Date

24 – 26 February 2027

### Venue

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

### 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](http://www.viatt.com.vn)

## Contact us to exhibit in 2027!

### Messe Frankfurt (HK) Ltd

#### Apparel fabrics, yarns & fibres, and garments

Ms Kathy Lai  
Tel: +852 2238 9963

#### Home & contract textiles, technical textiles, nonwovens, and textile technologies

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