

Exhibit at European Zone

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (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. European supplies will be gathered at European Zone for focused marketing.

Surge in demand for European fabrics and textile technology in the ASEAN market

In 2022, Vietnam emerged as the EU's largest trading partner in goods within ASEAN, with bilateral trade reaching €64.2 billion. Some of the main trade items between the two regions were textiles, clothing, footwear, high-tech machinery and equipment. The EU-Vietnam Free Trade Agreement (EVFTA), which came into effect in 2020, provides significant opportunities for European exporters, particularly in the textile, machinery, and chemicals sectors.

31 European companies exhibited at VIATT25:



Apparel, apparel fabrics, yarn and fibres, garments



Fair facts:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT)

Date: 26 - 28 February 2026

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

Host: Ministry of Industry and Trade of the Socialist
Republic of Vietnam

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

Scale: 18,000sqm (gross)

Exhibitors: 500 (approximately)

Visitors: 20,000 (approximately)

Participation fee: USD 460 / sqm for standard booth (min 9 sqm)
USD 430 / sqm for raw space (min 36 sqm)



Major themes:



Apparel, fabrics,
yarns and fibres,
garments



Home & contract
textiles



Technical textiles,
and nonwovens,
textile processing,
printing technology,
textile machinery

Feature zones:

Econogy Hub: For the innovative solutions which bring ecology and economy into one place

Fashion Label Zone: For emerging brands and designers to expand their sales channels

Fashion Accessories Zone: For manufacturers of belts, headwear, footwear, handbags, jewellery, and more

German Pavilion: A confirmed subsidized German Pavilion will be launched for the first time to cover all sorts of textile products and solutions

Innovation and Digital Solutions Zone: for emerging companies with advanced solutions for the textile industry

Textile Chemicals & Dyes Zone: For the latest solutions in dyeing and finishing

Contact us:

Messe Frankfurt (Hong Kong) Ltd

Ms Kathy Lai / Mr Ben Shi

Email: viatt@hongkong.messefrankfurt.com

Tel: (852) 2238 9963 / 2230 9216

Website: www.viatt.com.vn