



# VIATT

24 – 26.2.2027

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

Vietnam International Trade Fair for Apparel,  
Textiles and Textile Technologies

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

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

# VIATT 2027: Capturing momentum in the ASEAN region

Vietnam continues to strengthen its position as a strategic hub in the global textile supply chain. Backed by strong trade agreements, competitive manufacturing capabilities, and sustained export growth, the country stands at the forefront of ASEAN's textile transformation. To harness the region's persistent potential, VIATT offers business prospects along the entire textile value chain – a rare opportunity for suppliers from all industry segments to expand across Vietnam, ASEAN and beyond.

## Three dedicated sectors – one complete sourcing platform



### Apparel fabrics, yarns & fibres and garments

Garment manufacturing, fibres & yarns, fabrics, and accessories.



### Home & contract textiles

Bedding, loungewear & bath, kitchen & table, curtains & curtain fabrics, sun protection, upholstery & sofa fabrics, wall & floor coverings, leather, interior (non-textile), design & technics, contract business, and more.



### Technical textiles, nonwovens & textile technologies

Textile production technologies and processes, clothing technology, textile chemicals & dyes, nonwovens, coated textiles, bondtec, fibres & yarns, composites, and more.

## Featured zones



### Economy Hub

Sustainable solutions, green certifications and circular innovations



### Textile Chemicals & Dyes Zone

Innovations in dyes, auxiliaries, and chemical technologies



### Fashion Manufacturing Hub

High-quality, creative garments and accessories

# Five highlights defining the 2027 edition

## Capitalising on Vietnam's market evolution

Vietnam's textile industry is rapidly advancing through capability upgrades, sustainability compliance, and export growth.

## Driving sustainability with the Econogy Hub

Under Messe Frankfurt's Texpertise Econogy initiative, the Econogy Hub highlights eco-certified fibres, recycled materials, and circular production solutions.

## Accelerating industry's innovative ideas and digital transformation

Materials breakthroughs and smart technologies are redefining efficiency and compliance standards.

## Cross-sector design and trend inspiration

Bringing together fashion, home, interior, and technical textiles, VIATT 2027 presents a forward-looking perspective on colour, fabric textures, design direction, and materials application across sectors.

## Global market insights

Expert-led seminars and forums provide strategies on trade developments, supply chain strategies, and sustainability regulations.



## Proven performance – 2026 edition at a glance



Nearly **460** exhibitors  
from **21** countries / regions



**17,000+** visits  
from **54** countries / regions

## Why exhibit at VIATT 2027?

### Gateway to ASEAN growth

Position your brand in Vietnam, one of the world's strongest, high-potential textile hubs: supported by strong trade agreements, a stable business environment, and exposure to other regional markets.

### Direct access to decision makers

Through structured **business matching**, **buyer delegations**, and **VIP buyer programmes**, the fair provides exhibitors with curated opportunities to connect directly with regional and international decision-makers.

### High-impact visibility

Maximise your brand exposure through country and region pavilions, dedicated product zones, the sector-integrated Trend Forum, and an extensive fringe programme. Collective exhibitor participation through **country and region pavilions** from China, Germany, India, Taiwan, and Vietnam, alongside country and region zones representing Europe, Japan, and Türkiye, reinforces VIATT's global appeal.

### Integrated marketing exposure

Benefit from our pre-show digital campaigns, targeted media outreach, and comprehensive onsite coverage to amplify your visibility **before, during, and after the fair.**



## Target buyers

VIATT attracts high-level decision-makers from across the textile value chain, including apparel, home, and technical textile manufacturers, yarn and fibre producers, sourcing offices and buying agents, trading companies, import/export corporations, wholesalers and distributors, designers, buying offices, and retailers. The fair also engages hospitality and contract buyers, e-commerce platforms, research institutes, trade associations, and industry media. Together, these visitors represent the full spectrum of textile professionals and industry stakeholders across the Vietnamese, Southeast Asian and international markets.

## Insights from the previous edition's participants

“ As a Canadian-owned company, we partner with many strategic vendors in Vietnam. This fair is very important because for a lot of brands, it's important to look at the entire value chain. From a traceability perspective, it is invaluable to have insight into your yarn supplier, the yarns being used in your fabrics, and ultimately your garment suppliers. That's one thing I found especially helpful at VIATT 2026. ”

**Mr William Yip, Raw Materials Lead,**  
Mountain Equipment Company,  
Canada (buyer)



## Fair facts

|                   |                                                                                  |
|-------------------|----------------------------------------------------------------------------------|
| <b>Date</b>       | 24 – 26 February 2027                                                            |
| <b>Venue</b>      | Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City                 |
| <b>Admission</b>  | For trade visitors only – free admission. Persons under 18 will not be admitted. |
| <b>Host</b>       | Ministry of Industry and Trade of the Socialist Republic of Vietnam(MOIT)        |
| <b>Organisers</b> | Messe Frankfurt (HK) Ltd<br>Vietnam Trade Promotion Agency (VIETRADE)            |

## Contact us

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**Join industry  
leaders in  
ASEAN's booming  
market – secure  
your space at  
VIATT 2027 today!**

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