

news +++ Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, 28 February – 1
March 2024



Vietnam's booming market to usher in new textile sourcing season at VIATT 2024

Ho Chi Minh City, 19 February 2024. Despite emerging as the third-largest exporter in the world, Vietnam's garment and textile products still have ample opportunities to expand their global influence. In 2023, Vietnam's textile and garment products were exported to a record 104 countries and regions¹, while the export turnover is expected to rise 9.2% to reach USD 44 billion in 2024². To kick off this year's spring sourcing season, and help industry players penetrate the country's steadily expanding textile market, the inaugural Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) will take place from 28 February – 1 March 2024.

Across 15,000 sqm of exhibition space at the Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City, VIATT will feature over 400 exhibitors from 16 countries and regions. Leading suppliers from Bulgaria, China, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea, Pakistan, Switzerland, Taiwan, Thailand, the UK, the US and Vietnam will present their latest innovations and solutions. Addressing the entire textile value chain, products range from apparel fabrics, yarns and fibres, and garments, to home textiles, technical textiles and nonwovens, textile processing, and printing technology. Seeking to win new business in Vietnam's high-potential market, six country and region pavilions from China, Japan, Korea, Pakistan, Taiwan and Thailand will also display their cutting-edge technology and market trends. Highlighted exhibitors in each sector include:

Apparel fabrics, yarns & fibres, and garments

- **Idole Trading (China):** Established in 2007 in Shenzhen, South China's textile hub, the company is a fabric manufacturer that focuses on self-developed eco fabrics, mostly for European, Japanese, Korean, and domestic markets.
- **Uni Textile (Japan):** The company manufactures a wide variety of OEKO-TEX®STANDARD 100 textiles, and several Global Recycle Standard (GRS) products. With about 35,000 items in stock, the company maintains a focus on a traceable, sustainable production system and products.

¹ "Vietnamese textile-garment sector logs record number of export markets", Dec 2023, Apparel Resources, <https://apparelresources.com/business-news/trade/vietnamese-textile-garment-sector-logs-record-number-export-markets/> (Retrieved: January 2024)

² "Textile, garment industry targets US\$44 billion export turnover next year", Dec 2023, The Hong Kong Business Association Vietnam, https://www.hkbav.org/textile-garment-industry-targets-us-44-billion-export-turnover-next-year_news23578 (Retrieved: January 2024)

Over 280 other apparel-related suppliers can be found at the fair, including **Toyoshima & Co (Japan)**, showcasing traceable organic cotton yarns and fabrics; **Heng Li String and Braid (Hong Kong)**, featuring various webbings and trims for garments and sewn goods; **Lai Tak Enterprises (Hong Kong)**, displaying a wide range of recycled polyester; and **IDFL Vietnam (Vietnam/USA)**, an international testing and certification body for major textile standards such as GRS, RCS, GOTS, OCS, and RDS.

Home textiles

- **Hohmann (Germany):** A leading full step manufacturer that produces high quality stock supported sheers and fabrics on roll-base. For over a century the company has developed a broad collection of high-quality products such as voile curtains, piece-dyed fabrics, coloured woven jacquards and furnishing fabrics.
- **Multi Glory USA Corporation (China/USA):** Rooted in China for around 30 years, this vertically integrated manufacturer also owns manufacturing, operation and distribution facilities in the USA and Vietnam, providing global buyers with affordable, comfortable, high-quality bedding solutions.

Other prominent home textile suppliers include **Kitsutaka Co (Japan)**, featuring tatami mats, Japanese paper lampshades and Japanese dining goods; **Hanyang Eco Tex (Korea)**, showcasing customised roller blind fabrics; **Sangwontex (Korea)**, displaying polyester blackout and dimout curtain fabrics; and **Skwentex International Corp (Taiwan)**, featuring a variety of high-quality decorative films for interiors and automotive.

Technical textiles and nonwovens, textile processing, and printing technology

- **Groz Beckert (Germany):** The company is the world's leading provider of industrial machine needles, precision parts and fine tools, as well as systems and services for the production and joining of textile fabrics. Supporting knitting and warp knitting, weaving, felting, tufting, carding and sewing, its product portfolio includes around 2,500 sewing and shoe machine needles.
- **VEIT Group (Germany):** Based in Landsberg, Germany, the Group is leading manufacturer of ironing equipment, fusing machines, pressing machines, and refinishing equipment for garments. For more than six decades, its products have demonstrated outstanding quality and maximum efficiency.

In addition to German companies, a range of other global suppliers are set to showcase their latest innovations, including **Thermotech (Taiwan)**, presenting non-asbestos high-temperature-resistant materials; **Technical Absorbents (United Kingdom)**, showcasing Super Absorbent Fibre (SAF™), and its latest SAF™ fabrics and SAF™ spun yarns; **Wuxi Zuoyou Knitting Goods (China)**, presenting various knitting circular machines; and **Zhejiang Unifull Industrial Fibre (China)**, featuring polyester industrial yarn.

Beyond the show floor, through a wide range of events, VIATT is set to connect the textile sustainability, innovation, and fashion of key global players. The fringe programme, partly developed in accordance with "Texpertise Econogy", the new umbrella for sustainability activities at Messe Frankfurt's more than 50 textile trade shows worldwide, includes:

- **Fashion Show & Parade:** Representatives from China, Hong Kong, Thailand and Vietnam will join hands to showcase their sustainable collections, such as XYX Materials Co., Ltd., THEi and Thai Industrial Hemp Trade Association (TiHTA).
- **Seminars:** Over 14 seminars will take place, covering four categories: Design & Trends, Textile and Nonwoven Technologies, Sustainability, and Market Strategy.
- **Workshop:** The two-day onsite workshop will provide fairgoers with a natural dyeing experience for silk scarves and scrunchies. Participants will also be able to learn how to upcycle their own clothing.

The Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) is organised by Messe Frankfurt (HK) Ltd and the Vietnam Trade Promotion Agency (VIETRADE), covering the entire textile industry value chain. For more details on this fair, please visit www.viatt.com.vn or contact textile@hongkong.messefrankfurt.com.

The inaugural edition will be held from 28 February – 1 March 2024.

Other upcoming shows:

Intertextile Shanghai Apparel Fabrics – Spring Edition / Intertextile Shanghai Home Textiles – Spring Edition / Yarn Expo Spring
6 – 8 March 2024, Shanghai

Intertextile Shenzhen Apparel Fabrics – Autumn Edition / Yarn Expo Shenzhen
5 – 7 June 2024, Shenzhen (Futian)

Intertextile Shanghai Home Textiles – Autumn Edition
14 – 16 August 2024, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn
27 – 29 August 2024, Shanghai

Cinte Techtexil China
19 – 21 September 2024, Shanghai

Press information and photographic material:

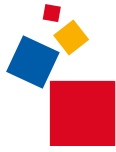
<https://viatt.hk.messefrankfurt.com/hochiminhcity/en/press.html>

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Newsroom

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* million. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability
With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2023

Background information on VIETRADE

Vietnam Trade Promotion Agency (VIETRADE) is a governmental agency established by the Prime Minister to assist the Minister of Industry and Trade of Vietnam in performing the functions of state management on trade promotion activities and orientation.

VIETRADE enjoys an exclusive extensive international and national network of the Vietnamese Government, the widespread network of 63 trade and industry promotion organisations in the country and overseas. Established in 2000, VIETRADE has 23 years of experience promoting trade and investment between Vietnam and countries around the world. We have worked very hard to assist both Vietnamese and international business community to develop their markets and enhance their trade promotion capabilities.

For more information, please visit our website at: <https://vietrade.gov.vn/>.