

news +++ Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, 26 – 28 February
2025



Eurasian textile leaders gather at VIATT 2025 amidst Vietnam's promising export climate

Ho Chi Minh City, 20 December 2024. Despite global challenges, Vietnam's textile industry is poised for robust growth. This year, the country's textile and garment exports are projected to reach USD 44 billion¹, reflecting an impressive increase of over 11% compared to the previous year. With more than 42% of local firms anticipating improved business performance in the fourth quarter², the Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) stands out as a crucial event for the industry to continue its momentum. Scheduled for 26 – 28 February 2025 at the Saigon Exhibition and Convention Center (SECC), the fair will leverage Vietnam's position as a leading textile and apparel manufacturing hub and provide opportunities to textile players from across ASEAN, Europe and beyond.

Spanning 15,000 sqm of exhibition space across **Halls A and B1**, VIATT will once again showcase a comprehensive range of products and solutions that encompass the full textile spectrum, including apparel fabrics and accessories; yarns and fibres; garments; home and contract textiles; technical textiles, nonwovens and equipment; and various certifiers and solutions providers. This edition will place a strong emphasis on 'what's next' in the industry, by introducing **Econogy Hub** and the **Innovation & Digital Solutions Zone**, respectively highlighting the industry's movement towards sustainability and technological innovation.

The fair will feature robust international exhibitor participation, especially in the dedicated country / region pavilions and zones from India, Japan, Korea, Pakistan, Taiwan, and Thailand, as well as the inaugural **European Zone**. Highlighted European exhibitors include:

- **Bossa Ticaret Ve Sanayi Isletmeleri TAS (Türkiye; Apparel fabrics & fashion):** established in 1951, Bossa is one of Türkiye's largest integrated textile corporations. It offers a wide range of high-quality denim fabrics, with a high dyeing and finishing production capacity.
- **Chargeurs PCC Asia Limited (France; Apparel fabrics & fashion):** a leading global provider of inner component solutions, the company produces over 350

¹ "Garment industry targets US\$47 – 48 billion in export turnover next year", November 2024, Voice of Vietnam, <https://bit.ly/4ihnw7S> (Retrieved: November 2024)

² "Over 42 per cent of firms foresee better business performance in Q4", October 2024, Vietnam News, <https://bit.ly/49o67Xm> (Retrieved: November 2024)

million metres of interlinings annually across seven production sites worldwide, catering to diverse markets ranging from luxury to athleisure.

- **Hohmann GmbH & Co. Kg (Germany; Home & contract textiles):** founded in 1907, Hohmann offers a wide range of production with high-shelf warehousing that ensures immediate supply with a diverse stock. Its expanded production space has now reached 30,000 sqm, housing 330 Dornier weaving machines with a daily capacity of 45,000 metres.
- **Technical Absorbents Ltd (UK; Technical textiles & technologies):** a trusted brand in the superabsorbent and nonwovens industries, this company has been innovating its Super Absorbent Fibre (SAF™) technology for over 30 years, producing a diverse array of high-performance superabsorbent materials.

Other notable exhibitors include **Albini 1876 – Thomas Mason (Italy)**, displaying premium shirting fabrics; **Alumo AG (Switzerland)**, featuring top quality STeP by OEKO-TEX-certified cotton fabrics, and **Homeplus (Germany)**, presenting carpets and rugs with special features such as 3D patterns that add a playful dimension and texture.

VIATT 2025 will also serve as a vital platform to provide Vietnamese and international buyers with access to innovative textiles and technologies from leading exhibitors across Asia. While Japan remains the second-largest destination for Vietnam's apparel exports³, the country is also a steady supplier in many textile categories. Hoping to attract new export business at the show, key Japanese exhibitors include:

- **Murata Machinery (Technical textiles & technologies):** Murata is a world-leading textile machinery company. Its signature product, VORTEX, utilises air technology to produce yarns with a unique structure. This product also promotes sustainability through its high productivity and energy efficiency.
- **Tamurakoma & Co (Apparel fabrics & fashion):** established in 1894, the enterprise will display functional fabrics, such as POLICOTT and Comfeel, highlighting innovative Japanese technology and products made in Japan and Vietnam.
- **Toyoshima & Co (Apparel fabrics & fashion):** over nearly two centuries, Toyoshima has adapted to evolving market needs, engaging in the entire process from raw material to final product delivery, and remains dedicated to continuous, comprehensive fashion development.

Joining them are **Stylem Takisada-Osaka**, a premier fabric manufacturer, overseeing the entire manufacturing journey from raw materials to finished apparel products; **Takisada Nagoya**, featuring high-quality apparel products made by a robust network of spinning facilities, weavers, knitters, and dye works; and **Toyobo Textile Co**, presenting fabric and sewn products that meet high Japanese standard.

Other Asian exhibitors include: **IDFL Vietnam (Vietnam)** and **Honest Rich Pacific (Hong Kong)** in Apparel Fabrics & Fashion Zone; **Sigma Vietnam Industrial (Vietnam)** and

³ "Vietnam boosts economic ties with Japan amid growing apparel exports", October 2024, Fibre2fashion, <https://bit.ly/4ibTDpJ> (Retrieved: November 2024)

Youngdo Velvet (Korea) in Home & Contract Textiles Zone; as well as **AiDLab (Hong Kong)**, **JB Ecotex (India)**, and **Rovitex Asia (Thailand)** in Technical Textiles & Technologies Zone.

With VIATT 2025 welcoming exhibitors from across Europe and Asia's diverse textile sectors, the fair is set to enhance its status as a top sourcing destination for the ASEAN region, and buyer delegations from Malaysia, Myanmar, Thailand, and beyond have already confirmed their participation next year.

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 viatt@hongkong.messefrankfurt.com.

VIATT will be held from 26 – 28 February 2025.

Other upcoming shows:

Intertextile Shanghai Apparel Fabrics – Spring Edition / Intertextile Shanghai Home Textiles – Spring Edition / Yarn Expo Spring
11 – 13 March 2025, Shanghai

Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen
11 – 13 June 2025, Shenzhen (Futian)

Intertextile Shanghai Home Textiles – Autumn Edition
20 – 22 August 2025, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn
2 – 4 September 2025, Shanghai

Cinte Tectextil China
3 – 5 September 2025, Shanghai

Press information and photographic material:

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

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Your contact:

Phoebe Chau
Phone: +852 2238 9941
phoebe.chau@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F, China Resources Building,
26 Harbour Rd, Wanchai, Hong Kong

www.messefrankfurt.com.hk

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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 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* 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 2024

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/>.