

news +++ Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, 26 – 28 February
2026



Vietnam's market potential realised as exhibitors confirmed across three textile sub-sectors at VIATT 2026

Ho Chi Minh City, 17 September 2025. Vietnam's government aims to preserve its textile industry as a key export sector, encouraging product development that is sustainable, high quality and internationally competitive¹. And the sector is proving its competitiveness, with exports exceeding USD 17.58 billion in the first five months of 2025, 9% higher than the same period last year². With Vietnam also a prevalent textile and machinery importer, international inputs are key to the success of the country's developing industry chain – which helps explain the strong exhibitor interest in VIATT's third edition, taking place 26 – 28 February at the Saigon Exhibition and Convention Center (SECC).

The Vietnam government's strategy is to develop its wider textile sector according to the circular economy model, complete its domestic production value chain, increase international participation, and develop its own local and global brands. This strategy closely aligns with the positioning of the Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT), which, following steady increases in both exhibitors and visitors in 2025, is set to expand its show floor by 20% in 2026.

Among other ambitions, the show aims to foster development in the local fashion sector, upgrade domestic technology, improve sustainability, and expand the technical textiles sector. As such, the fair is uniquely placed for international exhibitors to capture the rising potential in Vietnam and ASEAN, while also offering local suppliers an important avenue to attract international buyers.

High profile international exhibitors already confirmed for next year's show

Apparel Fabrics & Fashion

With the strength of Vietnam's apparel manufacturing sector well-known, prominent exhibitors from Italy include **Thomas Mason by Albini 1876**, a brand synonymous with revolutionary style and creativity, with offerings including cotton and linen shirting and casualwear fabrics; and **Drago SpA**, with menswear fabrics crafted using carefully selected wool from Australia, New Zealand, and Mongolia.

Japanese exhibitors have met with success at the show's previous editions, and several have already confirmed their participation next year. Highlighted exhibitors from the

¹ "Vietnam textile and garment industry development strategy to 2030, vision to 2035", March 2023, VITAS, http://www.vietnamtextile.org.vn/vietnam-textile-and-garment-industry-development-strategy-to-2030-vis_p1_1-1_2-2_3-686_4-6611.html (retrieved: August 2025).

² "Investing in Vietnam's Garment and Textile Industry: Overview and Key Dynamics", July 2025, Vietnam Briefing, <https://www.vietnam-briefing.com/news/seizing-investment-opportunities-vietnams-textile-garment-industry.html/> (retrieved: August 2025).

country include **Murata Machinery Ltd**, a prominent machinery and yarn supplier; **Yagi & Co Ltd**, a premium knitted fabrics manufacturer; and **Tamurakoma & Co Ltd**, supplying everything from fibre to garments.

Other international exhibitors in the apparel category include **IDOLE Trading**, featuring various triacetate and jacquard fabrics; **Alumo AG**, a leading supplier of shirting fabrics woven with Sea Island and Egyptian cotton; and **Thomas Clifford Ltd**, with designed wool fabrics catering to globally recognised brands and luxury tailors.

Home & Contract Textiles

While Vietnam's apparel sector is strongest, demand for home and contract textiles has also been increasing, thanks to rising urbanisation, a growing middle class, and a robust tourism sector. Several exhibitors are set to leverage these advantages, including **CoolisT Life Technology Co Ltd**, a leading provider of bio-based polyurethane bedding; **Hangzhou Huafang Fabric Co Ltd**, featuring a wide range of jacquard fabrics, plain weaves and outdoor fabrics for home decoration; and **Hangzhou Suntek Textile Co Ltd**, set to showcase flame retardant blackout, double sided blackout, and roller shade fabric.

Technical Textiles & Technologies

Technical textiles and textile processing are critical for various aspects of multiple industries, ranging from agriculture to mechanical engineering, and thus have an important role to play in the region's economic success. At VIATT 2026, featured exhibitors include **Sarex Chemicals**, offering a complete range of textile chemical, auxiliaries, and value-added finishes; while **UltraTech Asia Ltd** will display its EverShield® fabric protection, a polymer coating that encases each fibre, significantly increasing durability through a complex protective matrix.

After a successful showing in 2025, the **Laboratory for Artificial Intelligence in Design (AiDLab)** will return to showcase its cutting-edge WiseEye textile inspection technology, which can automatically detect, classify, and grade defects in textile materials. "The industry is eager for innovations, particularly for AI," said **Prof Calvin Wong, CEO & Centre Director at AiDLab**, speaking at the previous edition. "Our inspection system especially has attracted very strong interest as there are many textile mills and garment manufacturers in Vietnam. I'm so satisfied with the number of visitors at our booth, we have met quite a few potential business partners."

Fair's sustainable focus aligns with Vietnam government aim

The Vietnamese government recently reiterated the country's intent to develop a circular economy and transition to green energy³. Recognising the potential, VIATT 2026 will once again offer a valuable platform to eco-focused companies through Econogy Hub, the zone for sustainable suppliers and service providers, and Econogy Talks, the seminar space where industry players can discuss green insights and initiatives.

In addition to Econogy Hub, other sustainable exhibitors will be spread across the fairground, including companies such as **Covation Biomaterials LLC**, showcasing Sorona, a partially plant-based, high-performance polymer; and **Stylem Takisada-Osaka**

³ "Vietnam promises to become the world's first circular textile hub", April 2025, Ministry of Agriculture and Environment of the Socialist Republic of Vietnam, <https://en.mae.gov.vn/vietnam-promises-to-become-the-worlds-first-circular-textile-hub-8839.htm> (retrieved: August 2025)

Co Ltd, who have taken various steps to ensure a sustainable, traceable supply chain, passing the fair's independently-verified Economy Check in 2025.

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). For more details on this fair, please visit www.viatt.com.vn or contact viatt@hongkong.messefrankfurt.com.

VIATT 2026 will be held from 26 – 28 February 2026.

Other upcoming shows:

Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring / Intertextile Shanghai Home Textiles – Spring Edition
11 – 13 March 2026, Shanghai

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

Press information and photographic material:

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

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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

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/>