

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



## Design, innovation and sustainability propel VIATT 2026's expanding role in ASEAN textile sourcing

**Ho Chi Minh City, 12 March 2026. At its third edition, the Vietnam International Trade Fair for Apparel, Textiles, and Textile Technologies (VIATT) further reinforced its role as a key sourcing and business platform for ASEAN's textile industry. The three-day fair welcomed over 17,000 visits from 54 countries and regions, and featured over 460 exhibitors from 21 countries and regions across 18,000 sqm. The 2026 edition was marked by the introduction of new international pavilions and zones, broadening the fair's sourcing scope across new geographies and product categories. The fringe programme, headlined by the debut Trend Forum, further distinguished VIATT as the region's most integrated textile trade platform – uniquely spanning the entire value chain.**

“This exhibition takes place at a time when Vietnam's textile and garment industry is entering a new phase of development – shifting from extensive to intensive growth, from contractual manufacturing to higher value-added production, and from traditional production models to green and smart manufacturing,” said Mr Bui Quang Hung, Deputy Director General of VIETRADE, at the fair's opening ceremony. “VIATT 2026 encourages leading global brands to transfer technology, share management expertise, and engage in the development of domestic raw material supply chains.”

Reflecting on this edition's achievements, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: “With each edition, VIATT has grown in both depth and breadth – not just as a sourcing platform, but as a space where the industry comes together to shape the future of the textile industry across the ASEAN region. The response from exhibitors and visitors alike reflects a growing recognition of what this fair uniquely offers: a holistic view of the entire value chain in three textile sectors, underpinned by a shared commitment to design, sustainability, and international collaboration.”

A focal point within the returning European Zone – which also spotlighted leading exhibitors from Italy, Switzerland, Türkiye, and the UK – the German Pavilion offered buyers direct access to a comprehensive range of well-engineered products and solutions, with a strong emphasis on quality, compliance, and time-proven manufacturing excellence. Complementing this, the inaugural Türkiye Zone made its debut at the fair, further broadening the European sourcing landscape and introducing a new dimension of textile expertise to VIATT's growing international offering.

### **Suppliers from across the value chain made valuable connections at the show**

A key exhibitor from the German Pavilion, **Ms Chixian Zhao, Deputy General Manager of Ibena Shanghai Technical Textiles (Technical Textiles & Technologies)**, shared: “We focus on technical textiles, especially flame-retardant fabrics for firefighters and emergency response, but also chemical protection workwear and EV fire protection. The German Pavilion's design is simple and beautiful, while the concept is valuable and well-

arranged, including matching us with VIP buyers, and introducing our company onstage – which drew additional visitors to our booth. We have connected with some Vietnamese firefighter agencies, while I'm very pleasantly surprised to find many overseas buyers who have factories or supply chain segments in Vietnam.”

Exhibitors across all three sectors responded positively to the fair's international atmosphere and diverse visitor profile. **Ms Kiki Chen, Global Marketing Communications Manager, Covation Biomaterials LLC (Apparel Fabrics & Fashion; USA)** highlighted the fair's global reach: “The Southeast Asian and Vietnamese markets are gaining traction, and VIATT has helped us connect with several international brands, including Inditex, PVH, and Sneakers Group, as well as some fabric and garment manufacturers and traders. It is the most international fair I've exhibited at for two years, and we met high-quality buyers and contacts from the US, Europe, Southeast Asia, China and more.”

**Mr Xavier Leite, President of Home from Portugal (Home & Contract Textiles)**, echoed this sentiment from the home textiles perspective: “As an association promoting Portuguese textiles for home and contracting, we aim to reach new markets and buyers who appreciate medium-high to high-end products. VIATT offers us a chance to display our products alongside competitors from various countries, many of whom already buy from Portugal. We've made valuable contacts at this year's show – visitors appreciate the uniqueness of our high-quality, niche market products.”

For another returning exhibitor, VIATT's unique three-sector format proved a key draw. **Mr Ezra Clarence, Marketing Manager, PT Kary Indomas Elok (Apparel Fabrics & Fashion; Indonesia)**, noted: “We are showcasing products mainly for clothes, stuffed toys, and home furniture. VIATT combines three sectors together which is a perfect match for us and helps us reach new potential customers. We want to export to the US and Europe as well and we met such targeted customers here. Our A/W collections got attention from big clients such as GAP and Carter's.”

**Mr James Jing, Vietbac Textile Printing and Dyeing Co Ltd (Apparel Fabrics & Fashion; Vietnam)** added: “This is our second time at VIATT, and during this edition we've met new quality international clients with offices in Vietnam. The Southeast Asian market is gaining traction, and recent tax reductions in Vietnam encourage European customers to order from here. We value the fair's international and professional atmosphere and are pleased with the buyer quality and footfall. We plan to return in 2027.”

The fair's new Textile Chemicals & Dyes Zone also drew positive responses. **Mr David YT Kweon, General Manager of Korea / Vietnam Market, Colourtex Industries (Technical Textiles & Technologies; India)**, shared: “In the textile industry, not just fabrics and filaments but chemical factors – especially dyes and chemical additives – are very important, as all fibres need to be dyed. When companies from multiple sectors are concentrated in one place, there are more opportunities to exchange and share ideas, which positively affects our business activities.”

First-time exhibitors were equally enthusiastic. **Mr Nattapong Tummachudpong, Chief Executive Officer, Double Star Industry (Home & Contract Textiles; Thailand)**, remarked: “We are a fully vertical integrated company starting from spinning, weaving, dyeing, finishing. The ASEAN market has been growing rapidly, and we think that we have a lot of things to offer to the global market. It's our first time joining this fair and I think we get to explore a lot of opportunities, to see new faces in the market, and to talk to some of the potential customers. I think that's the start of a great business to come.”

Drawn by VIATT's diverse and extensive offerings, 10 buyer delegations from eight countries and regions sourced at the fair, whilst VIP buyers from renowned brands including Adidas, An Phuoc, Gap, H&M, Ivy Moda, Lululemon, Muji, Nitori, Osprey, Perry Ellis, and many more, also met with exhibitors to further promote business exchange.

### **Visitors' comments**

"As a Canadian-owned company, we partner with many strategic vendors in Vietnam. What's quite unique about this country is seeing that transition towards more innovative qualities; moving away from just volume towards material differentiation. 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 Wiliam Yip, Raw Materials Lead, Mountain Equipment Company, Canada**

"There are many suppliers from different countries and a wide choice of raw materials such as fabrics, as well as many new techniques. For example, Thailand has a supplier with new improvements in towel materials and double-layer towel technology, which is very impressive and especially suitable for Vietnam."

**Ms Nancy Le, Vice Director, GM Corp., Vietnam**

"Our company has around 68 offices across 60 countries, supplying a wide range of products including garments, plastics, and household products. I came to VIATT to source directly from manufacturers and special materials that we can nominate for our suppliers. I have already identified some textile sourcing options from India and China, and I am very satisfied with the experience."

**Ms Do Chung Tu, Senior Sourcing Merchandiser, Link Worldwide, Vietnam**

"We are a team of around 15 buyers who have come from India, representing customers from South Africa, the US, Europe, and other parts of the globe. We are at VIATT 2026 to find some newness in fabrics and good garment manufacturers – we have already met some interesting Vietnamese and Chinese suppliers at the fair, and we also look forward to seeing more. I have been visiting this country for many years; the design trends here are very different and interesting."

**Mr Sanjeev Jain, President and CEO, TQM Global Buying (Sourcing Professionals Alliance), India**

Beyond the show floor, VIATT 2026 offered an expanded fringe programme designed to share trends, insights, and strategies with global industry players, bringing international perspectives to educate and inspire the local and regional markets. Key events included the inaugural Trend Forum, the Vietnam Textile & Garment Industry Development Strategy Summit (VTGIS), and the Textile Industry Exchange, alongside a series of seminars, panel discussions, workshops, and three captivating fashion shows that blended local and international perspectives.

### **Speakers' insights**

"Southeast Asia is no longer just a manufacturing alternative – it is becoming a strategic innovation hub. By integrating fashion, home textiles, and technology into one conversation, the fringe programme reflects how the industry operates today, as innovation increasingly happens between categories. Through talks, forums, and curated spaces, the Trend Forum allows trend content to go beyond visual inspiration, helping exhibitors and visitors move from trend-following to trend understanding."

**Mr Kai Chow, Lead Curator, VIATT Trend Forum and Creative Director of MUSEATIVE**

“The fashion show helps us a great deal because we are not yet known in this country, and what we are looking for is a distributor or licensee who would be interested in distributing our brand here. We see Vietnam as a market with huge potential, and it is obviously the best place to be. Having started our distribution in Korea last year, Vietnam would be our second country in Asia, and the development of our brand throughout the region is exactly what we are working towards.”

**Mr Hervé Coulombel, President and CEO of Royal Mer, France**

“Digital transformation is no longer optional. Especially for 3D design, AI-assisted development and virtual collaboration are now becoming a standard tool to reduce waste, shorten lead time, and improve global communication. We encourage companies to adopt those these workflows early, so they will get a competitive advantage in cost, speed, and sustainability, and we wanted to give our audience a clearer picture of how AI can integrate into their production. They were really interested as it can help them reduce costs and build up the necessary strategic tools for sustainable growth.”

**Ms Kathy Pham, Associate, Business Development, CLO, Vietnam**

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](http://www.viatt.com.vn) or contact [viatt@hongkong.messefrankfurt.com](mailto:viatt@hongkong.messefrankfurt.com).

VIATT 2027 will be held from 24 – 26 February 2027.

**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**

9 – 11 June 2026, Shenzhen (Futian)

**Intertextile Shanghai Home Textiles – Autumn Edition**

18 – 20 August 2026, Shanghai

**Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn**

25 – 27 August 2026, Shanghai

**Cinte Tectextil China**

1 – 3 September 2026, Shanghai

**Press information and photographic material:**

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

**Social media and website:**

[facebook.com/viattvietnam](https://facebook.com/viattvietnam)

[instagram.com/viatt\\_vietnam](https://instagram.com/viatt_vietnam)

[linkedin.com/in/viatt-vietnam-international-trade-fair](https://linkedin.com/in/viatt-vietnam-international-trade-fair)



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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 2,700\* people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were around € 766\* 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](http://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](http://www.messefrankfurt.com)

\*Preliminary figures 2025

### **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/>