news +++ Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, 24 – 26 February 2027

VIATT

VIATT 2027 names Thailand as its inaugural Partner Country

Ho Chi Minh City, 20 November 2026. Thailand will take centre stage as the inaugural Partner Country at the Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT), returning from 24 – 26 February 2027. Featuring a pavilion, dedicated product display and various fringe events, the Partner Country programme will holistically showcase Thailand's textile and fashion capabilities, complementing an exhibitor line-up spanning VIATT's three sectors. Alongside this new cooperation, eight additionally confirmed country and region pavilions and zones are set to strengthen the fair's international offering.

"Through the Partner Country initiative, we want to help buyers get to know a country beyond the products on display – to understand its culture, what shapes its design identity, and the textile expertise it has to offer," said **Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd**. "Beginning with Thailand, we aim to deepen understanding between buyers and suppliers and open up new possibilities for creative and commercial collaboration in Southeast Asia."

Thailand in focus: from the exhibition floor to the runway
The Thai Pavilion is organised by the Thailand Textile Institute (THTI) and supported by the Office of Small and Medium Enterprises Promotion (OSMEP) under the Thai SMEs New Opportunity Gateways project. Set to be substantial in scale, the Pavilion will underscore the breadth of Thailand's participation as the inaugural Partner Country. Echoing VIATT's positioning as a platform spanning the entire textile value chain, the Pavilion will present materials, fibres, and fabrics for applications ranging from fashion to home textiles and lifestyle products. Highlights include yarns, functional and technical textiles, denim, accessories, and creative textile solutions, complemented by textile processing and manufacturing services, and beyond.

Having participated in VIATT 2026, Home & Contract Textiles exhibitor **Double Star Industry** saw potential for further collaboration in the ASEAN textile market. **Mr Nattapong Tummachudpong, Chief Executive Officer,** said: "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 connecting with Vietnamese manufacturers can be beneficial and lead to collaborative work within the ASEAN market, as we can offer our products to Vietnam."

Extending the initiative beyond the exhibition booths, a Thai fashion show will connect textile manufactures with fashion designs on the runway. Several seminars and networking events will also form part of the fair's debut Partner Country cooperation, providing more opportunities for industry discussion and business exchange.

Beyond Thailand's participation, eight country and region pavilions and zones from China, Europe, Germany, India, Japan, Taiwan, Vietnam, and the UK will contribute to the international showcase, alongside domestic and overseas suppliers. Exhibitors will present a broad range of products and solutions spanning apparel fabrics, yarns, fibres and garments; home and contract textiles; and technical textiles, nonwovens and textile technologies. Suppliers looking to connect with buyers from around the globe can apply to exhibit until **30 November 2026**, while online pre-registration for visitors is now open.

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 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
10 – 12 March 2027, Shanghai

Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen
1 – 3 June 2027, Shenzhen (Futian)

Intertextile Shanghai Home Textiles – Autumn Edition
25 – 27 August 2027, Shanghai

Cinte Techtextil China
31 August – 2 September 2027, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn
1 – 3 September 2027, Shanghai

Press information and photographic material:
https://viatt.hk.messefrankfurt.com/hochiminhcity/en/press.html

Social media and website:
facebook.com/viattvietnam
instagram.com/viatt_vietnam
linkedin.com/in/viatt-vietnam-international-trade-fair

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About the Texpertise Network



Texpertise Network by Messe Frankfurt connects over 500,000 industry participants worldwide, combining trade fairs with networking and digital offerings focused on textile business. With over 60 international textile trade fairs in 15 countries, it spans the entire textile value chain and secures a place as the main platform for business and information about the global textile industry.

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 about € 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.

Messe Frankfurt develops new business models based on its digital expertise. Its range of services encompasses venue rental as well as exhibition stand construction, marketing services, staffing services, and catering.

Sustainability is a central pillar of our corporate strategy. Maintaining a balance between environmental and economic responsibility, social responsibility, and diversity lies at the heart of its approach.
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

Background information on VIETRADE

Vietnam Trade Promotion Agency (VIETRADE) is a governmental organization under the Ministry of Industry and Trade of Vietnam responsible for promoting trade and investment and supporting industry and trade development in Vietnam. VIETRADE works closely with various local trade promotion centers, trade associations, trade support institutions and international trade promotion organizations to support domestic and foreign enterprises in establishing and expanding their businesses. Established in 2000, VIETRADE has 26 years of experience in promoting trade and investment between Vietnam and countries around the world. Over the years, VIETRADE has supported Vietnamese and international businesses in expanding their markets and strengthening their trade promotion capabilities. For more information, please visit our website at: https://vietrade.gov.vn/