

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



Vietnam's market evolution creates new sourcing opportunities at VIATT 2027

Ho Chi Minh City, 15 October 2026. As Vietnam's textile industry continues to upgrade and scale, new opportunities are emerging for suppliers of advanced raw materials, design-led fabrics, production technologies, and sustainability solutions. The Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) will return 24 – 26 February 2027, presenting a cross-sector platform – spanning apparel, home and technical categories – for overseas companies to connect with manufacturers, brands, sourcing offices, retailers, and industry buyers from Vietnam, ASEAN, and beyond.

Vietnam's textile and garment sector is moving beyond its traditional focus on cut-make-trim (CMT), with more manufacturers developing higher value-added production capabilities including OEM and ODM. Driven by industry upgrading priorities, changing trade conditions, external buyer requirements, and rising expectations around traceability and environmental performance, domestic producers are placing greater emphasis on efficiency, technology upgrades, digital transformation, and higher standards.

These shifts are creating demand for overseas products, technologies and expertise across the textile value chain, from fashionable fabrics and functional materials to garment machinery and finishing technologies. Reflecting this market evolution, VIATT 2027 will spotlight opportunities across three major product sectors: **Apparel Fabrics & Fashion**, **Home & Contract Textiles**, and **Technical Textiles & Technologies**.

Apparel Fabrics & Fashion: supporting Vietnam's emerging style status

Vietnam's fashion landscape is gaining international visibility, supported by local craftsmanship, rapid social media marketing, and celebrity endorsements. Contemporary Vietnamese labels such as Fanci Club, La Lune, and Cong Tri have dressed international stars, contributing to Vietnam's emergence as a rising fashion hub¹. This growing profile is strengthening demand for quality, fashionable, and performance-led fabrics.

VIATT 2027's **Apparel Fabrics & Fashion** zone will feature fashion fabrics, fibres, yarns, accessories, prints, trims, functional materials, and garment manufacturing solutions, with product opportunities ranging from performance textiles to high-end shirting and suiting. The zone will also feature the new **Fashion Manufacturing Hub**, alongside dedicated international showcases, including the **European Zone**, presenting quality, sustainable, and technology-led products for buyers seeking specialist materials and advanced textile solutions. A variety of fashion shows, display areas, and workshops are set to further enhance product visibility and sourcing efficiency.

¹ "K-Pop Stars Are Fueling the Rise of Vietnamese Fashion", July 2026, Vogue Business, <https://www.vogue.com/article/k-pop-stars-are-fueling-the-rise-of-vietnamese-fashion> (Retrieved: September 2026)

Home & Contract Textiles: harnessing local urbanisation and hospitality growth

The Vietnam home textile market size stood at around USD 747 million in 2025, and is forecast to expand to over USD 970 million by 2030², underscoring sustained growth momentum across both residential and commercial demand segments. The outlook is further supported by Vietnam's booming tourism industry – the country is expected to add over 46,000 new hotel rooms between 2026 and 2029³, following one of the highest mid-to-luxury growth rates in the region over the past decade.

The fair's dedicated **Home & Contract Textiles** zone will bring together suppliers and buyers from the retail, interiors, property, and hospitality sectors. Key product categories include bedding, towels, upholstery fabrics, curtains, wallcoverings, decorative fabrics, bed and bath linens, and durable interior textiles for residential and commercial projects.

As demand expands across residential, commercial, and hospitality channels, the zone will offer an important sourcing interface between local buyers and international suppliers. Past editions have welcomed home textile exhibitors from China, Germany, India, Japan, Korea, Portugal, Thailand, and Vietnam, underlining VIATT's role as a key regional sourcing platform.

Technical Textiles & Technologies: meeting upgrade and performance needs

As Vietnam's textile and garment industry moves into higher value-added production, demand is also growing for technical textiles, functional fabrics, machinery, finishing technologies, and advanced production solutions. Manufacturers remain focused on improving output and compliance with international sourcing requirements.

High-potential application areas include protective textiles and sportswear, as well as medical and industrial nonwovens. The global nonwoven fabric market is projected to grow from USD 61 billion in 2025 to exceed USD 86 billion by 2031⁴, providing significant import and technology opportunities to serve Vietnam's currently limited domestic production capabilities.

VIATT 2027's **Technical Textiles & Technologies** zone -is set to provide a platform for products and machinery spanning the entire technical and industrial spectrum. Within this category, the returning **Textile Chemicals & Dyes Zone** will present chemical and dyeing solutions, colouration systems, treatment processes, and material enhancement solutions that support performance, sustainability, and production efficiency.

International showcases, sustainability, and buyer engagement

Reflecting VIATT's international buyer reach, the 2026 edition welcomed over 17,000 visits from 54 represented markets, with the top 10 visitor countries and regions including China, Hong Kong, India, Japan, Korea, Myanmar, Taiwan, Thailand, the US, and Vietnam.

Complementing this international visitor profile, exhibitor participation will be further strengthened through dedicated country and region pavilions, including the returning **China, Germany, India, Japan, Korea, Taiwan, and Thailand Pavilions**. Spanning all three major sectors, these pavilions will provide platforms for suppliers from across the

² "Vietnam Home Textile Market Size & Share Analysis - Growth Trends and Forecast (2025 - 2030)", September 2025, Mordor Intelligence, <https://www.mordorintelligence.com/industry-reports/vietnam-home-textile-market> (Retrieved: September 2026)

³ "Vietnam Hotel Investment Guide", October 2025, Watson Farley & Williams, https://www.wfw.com/wp-content/uploads/2025/10/Vietnam-Hotel-Investment-Guide-Oct-2025_FINAL_compressed.pdf (Retrieved: September 2026)

⁴ "Non-woven Fabric Market Size & Share Analysis – Growth Trends and Forecast (2026 – 2031)", September 2026, Mordor Intelligence, <https://www.mordorintelligence.com/industry-reports/nonwoven-fabric-market> (Retrieved: September 2026)

wider textile industry. Backed by recognised national and regional identities, these pavilions will support product discovery and cross-border business exchange for buyers seeking quality, innovation-led solutions. Complemented by dedicated product zones, the sector-integrated **Trend Forum**, and a comprehensive fringe programme, VIATT will also facilitate market insight and business dialogue across the textile value chain.

Meanwhile, sustainability will remain a key theme through the fair's **Texpertise Econogy** initiatives. The **Econogy Hub** will showcase sustainable products, certifications, and solutions; the **Econogy Finder** will increase visibility for verified sustainable exhibitors through the online directory and physical visitor guide; and **Econogy Talks** will host various seminars and panel discussions focused on responsible sourcing and production.

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)

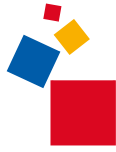
Intertextile Shanghai Home Textiles – Autumn Edition
25 – 27 August 2027, Shanghai

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 Textpertise Network

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Textpertise 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/>