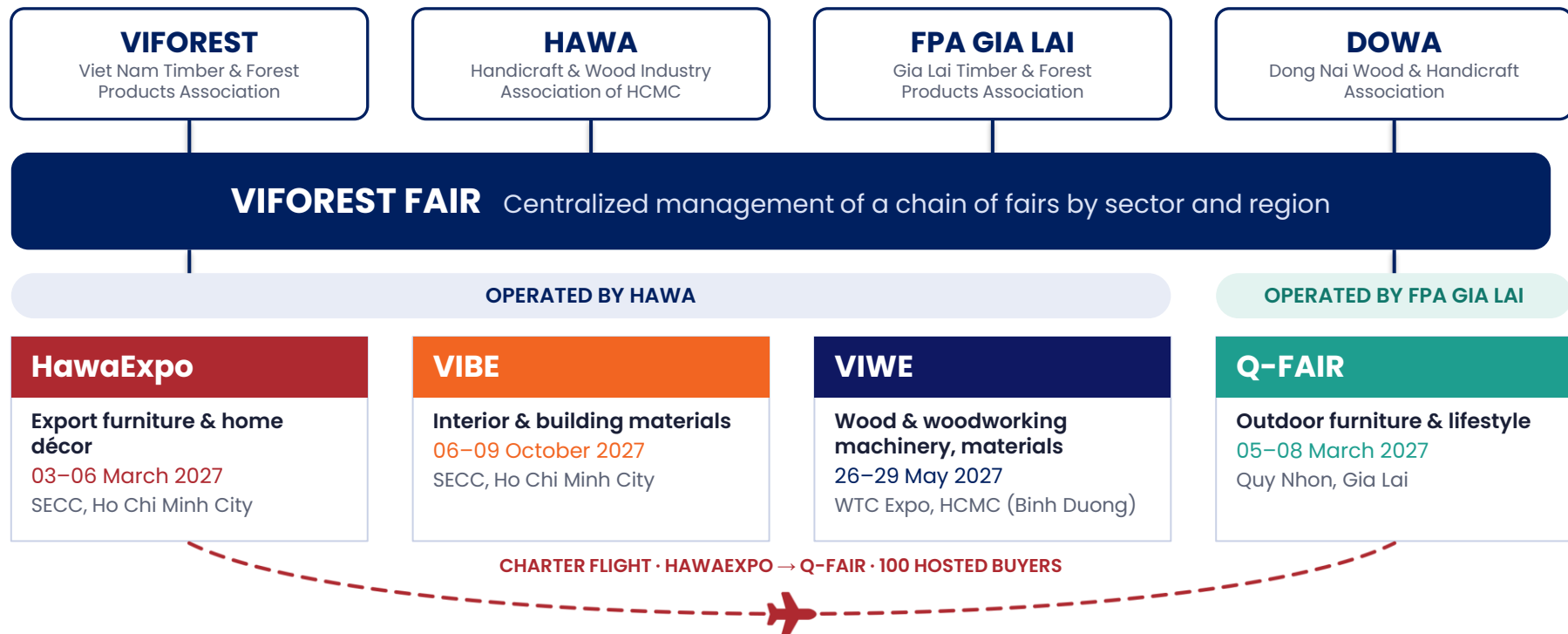




A premier gateway for trade connection and elevating Vietnam's manufacturing & design capabilities





HawaExpo

2027

HOCHIMINH
EXPORT
FURNITURE FAIR



Gateway To Vietnam's Furniture Prowess

DATE

03-06 March, 2027

LOCATION

SECC - HCMC, Vietnam

HAWAEXPO OVERVIEW

Under the patronage of the **Ministry of Agriculture and Environment** and the **Ministry of Industry and Trade**, with professional coordination from the **Ho Chi Minh City Department of Industry and Trade**, HawaExpo is organised by VIFOREST FAIR company. The Fair is operated directly by the Handicraft and Wood Industry Association in Ho Chi Minh City – HAWA.

HawaExpo is the official national furniture fair in Vietnam. It serves as a strategic sourcing platform, connecting global buyers with Vietnam's top manufacturers in furniture, home décor, and interior materials.

ORGANIZED BY



OPERATED BY



SUPPORTED BY



MEDIA PARTNERS





LOOK BACK AT HAWAEXPO 2026

40.000 SQM

450 Exhibitors

16.449 Buyers & Visitors

15+ Forum, Seminar,
Talkshow, B2B Matching...

2.500 Booths &
Showcase

83 Countries & Territories





HAWAEXPO 2027

SECC – HCMC, Vietnam

03 —
— 06
MARCH

20
27

01

Approach Top
Selected
Furniture
Manufacturers
& Suppliers



02

Premium
Furniture Fair In
Vietnam



03

De-Risked &
Verified Sourcing
Hub for Global
Buyers





FORECAST HAWAEXPO 2027

SECC – HCMC, Vietnam

2,700

Booths &
Showcases

500

Exhibitors

85%

Top-selected
manufacturers
based in Vietnam

3 – 6

MARCH, 2027

SECC

799 Nguyen Van
Linh, Tan My Ward,
HCMC, Vietnam

20,000

Buyers & Visitors

40,000

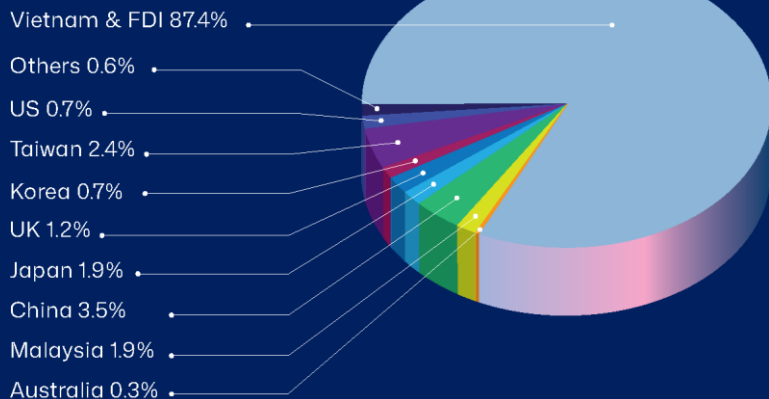
m² of exhibition space



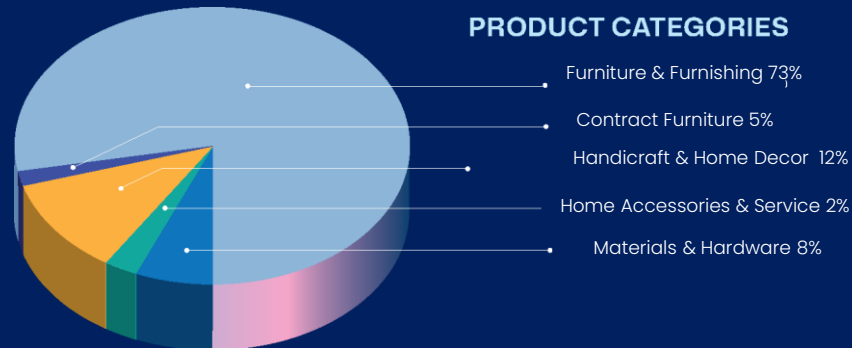
EXHIBITOR PROFILE

HawaExpo brings together export-oriented wood and furniture manufacturers and suppliers from diverse sectors and countries, showcasing the industry's strong export capabilities and comprehensive supply capacity.

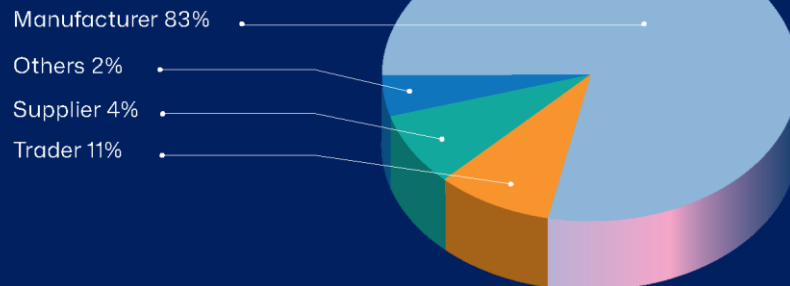
COUNTRIES



PRODUCT CATEGORIES



TYPES OF BUSINESS



(*) Statistics based on 450 exhibitors at HawaExpo 2026

MEET EXHIBITORS AT HAWAEXPO 2027 (updating)





Hawa
Expo

SOURCING CATEGORY

85% Top-selected manufacturers based in Vietnam

15% Prestige furniture brands in ASIAN countries and internationally

90% Exhibitors hold export-related certifications.
Ex: ISO, FSC, PEFC, BSCI, SMETA, and more.

- Indoor Furniture & Furnishing (Living, Dining, Bedroom, Upholstery)
- New Dedicated Outdoor & Garden Zone (Tailored for all Buyers)
- Contract, Hospitality & Interior Design Projects
- Gift, Handicraft & Sustainable Home Décor
- Home Accessories & Conceptual Lifestyle Brands
- Materials, Hardware, Logistics & Full Supply-Chain Solutions



1

Furniture & Furnishing



2

Interior Design
& Contract Furniture



3

Gift & Handicraft



4

Material & Hardware



5

Home Accessories

DELEGATION BUYER PROGRAM

ROUND-TRIP TICKET

(only for Commercial Counselor)

FREE HOTEL STAY

Complimentary 2 nights at 4-5 star Hotel per company

B2B MATCHING

Support & targeted supplier connections

AIRPORT TRANSFER

Assistance for daytime arrival

OPENING & GALA

Invitation to Opening Ceremony & Gala Dinner

FACTORY TOURS

Explore production capacity & sites

VIP LOUNGE

Plus lunch vouchers at the venue

VIP BUYER'S KIT

Badge, directory & souvenir

SHUTTLE BUS

Service to and from venue



REQUIREMENTS:

- Delegations must be organized by an **Industry Chamber, Trade Association, or Vietnam Trade Office** overseas.
- Each delegation must consist of **at least 10** qualified international buyers.
- Priority may be given to delegations **representing target markets**.



VIP BUYER PROGRAM

VIP BUYER PROGRAM also includes benefits for international visitors such as visa support, shuttle bus, etc.

FREE STAY FOR 2 NIGHTS

At 4-5 star Hotel

VIP LOUNGE ACCESS

Plus lunch vouchers at the venue

PERSONALIZED B2B MATCHING

Targeted meetings with suppliers that meet your specific needs



[**LINK**](#)



FACTORY TOUR

Explore production processes & gain insights into the factory's capacity

VIP BUYER'S KIT

Including Badge, Show Directory, and Special Souvenir

INTERNATIONAL VISITOR SUPPORT

■ SHUTTLE BUS

To and from the fairground

■ SOURCING SUPPORT

Direct connections between buyers
and furniture manufacturers

■ VISA SUPPORT

Invitation letter for visa application
(if needed)

■ FACTORY TOURS

Explore production processes & gain
insights into the factory's capacity

■ BUYER KIT

Receive your badge, exhibition guide,
exclusive souvenir, lunch voucher in
advance



[LINK](#)





HOCHIMINH EXPORT FURNITURE FAIR

HawaExpo

THE ANNUAL MARCH DESTINATION

One Venue - Every March - Vietnam's Only Export Furniture Fair at SECC

2027

3 - 6 MARCH

2028

8 - 11 MARCH

2029

7 - 10 MARCH

2030

6 - 9 MARCH





2026
vibe

VIETNAM INTERIOR & BUILD EXPO 2026

Triển lãm Nội thất & Xây dựng Việt Nam

TIMELINE

30/09 - 03/10

LOCATION

SECC TP. HCM



VIBE OVERVIEW

Vietnam Interior & Build Expo (VIBE) is organized by the Handicraft and Wood Industry Association of Ho Chi Minh City (HAWA) and the Ho Chi Minh City Construction & Building Material Association (SACA). The exhibition serves as a platform for business networking, professional sharing, and creative inspiration across the Architecture, Interior, and Construction industries.

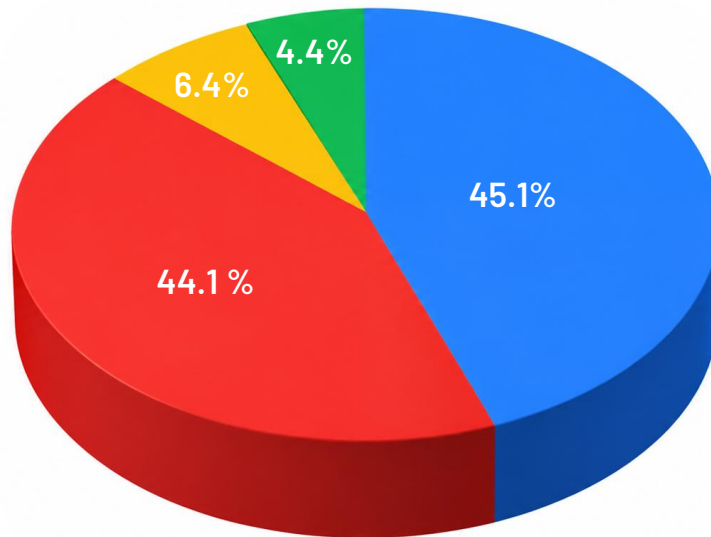
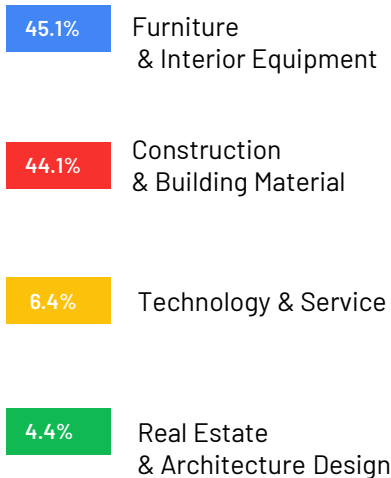
VIBE 2026

Next in Space – **Growth in Motion**



EXHIBITION SCALE

EXHIBITION INDUSTRY STATISTICS



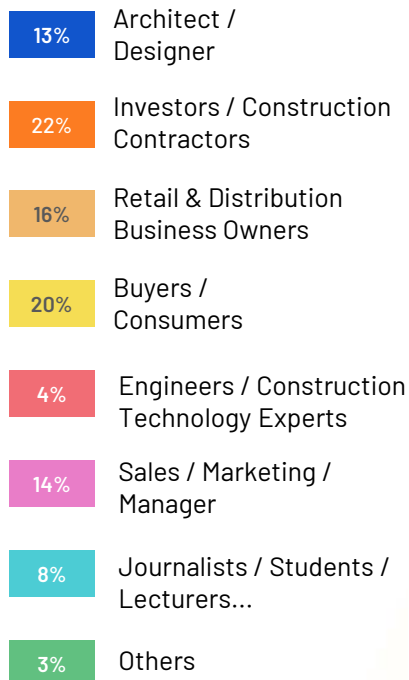
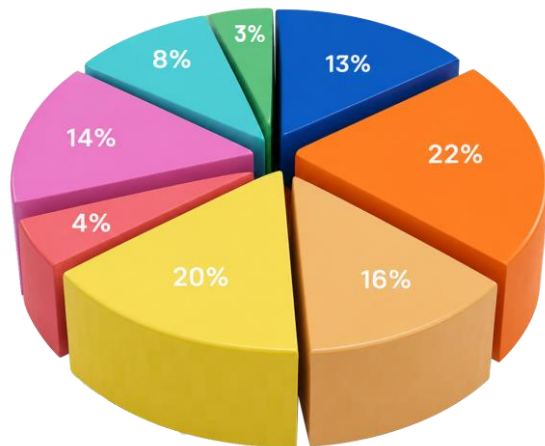
287 Exhibitors
Increase 90% compared to 2025

650 Booths
Increase 18% compared to 2025

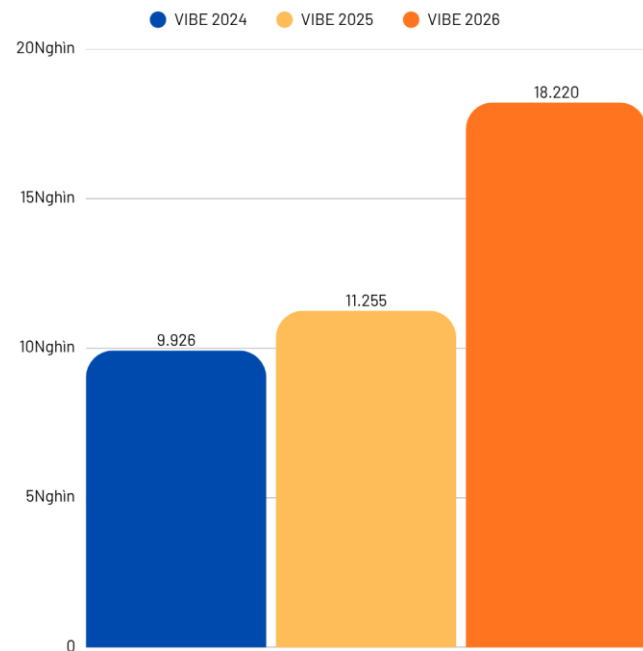
> 10.000
Products and services

18.220 VISITORS *Increase 62% compared to 2025*

TARGET VISITORS



GROWTH STATISTICS OVER 3 YEARS



TRADE EFFECTIVENESS



86%

Exhibitors met or exceeded expectations regarding trade outcomes at the VIBE 2026.



> 90%

enterprises registered to reserve booth locations for VIBE 2027





Hẹn gặp lại tại
SEE YOU AT
06-09 Tháng 10, 2027
SECC Phường Tân Mỹ, TP. Hồ Chí Minh

vibe 2027
VIETNAM INTERIOR & BUILD EXPO

VIETNAM INTERNATIONAL WOOD & WOODWORKING EXHIBITION 2027

Date: May 26, 2027 - May 29, 2027

Location: WTC EXPO International Exhibition Center, Lot A19,
Hung Vuong Street, Binh Duong Ward, Ho Chi Minh City

Exhibit Profile:

- Machinery trade promotion fair
- Industrial woodworking machinery & equipment
- Raw materials & accessories for wood & furniture (indoor - outdoor)

1,000

BOOTHS

**Calculated by number of booths or enterprises*





Q-FAIR 2027

Quy Nhon International Outdoor Lifestyle Fair · Nguyen Tat Thanh Square, Quy Nhon, Gia Lai

05-08

March 2027

15,000

m² of exhibition space
(projected)

5 halls

A-E, themed by product
category

1,200

booths at Q-FAIR 2025 · 100+
exhibitors



HALL A-B

Outdoor furniture & garden

HALL C

Outdoor wooden houses &
treehouses

HALL D

Woodworking machinery

HALL E

Furniture showcased in a
beach setting

Discover outdoor furniture right where it is made. Organized by Viforest Fair, operated with FPA Gia Lai, in the heart of Vietnam's outdoor furniture production region.

HAWAEXPO ✈️ Q-FAIR · CHARTER FLIGHT 2027

One trip, two fairs

Hosted buyers continue from HawaExpo in Ho Chi Minh City to Q-FAIR in Quy Nhon, the heart of Vietnam's outdoor furniture production.

Q-FAIR 2027

05-08 March · Quy Nhon



Sponsored flights

Charter from Ho Chi Minh City to Quy Nhon



Stay in Quy Nhon

2 days, 1 night of hosted accommodation



B2B matching

Meetings with manufacturers that fit your sourcing needs



Fair & factory tours

Scheduled visits to Q-FAIR and production sites

Nominate your buyer delegations sales@viforestfair.vn · Mr. John +84 913 923 027 · Ms. Tracy +84 907 515 304

THÔNG TIN LIÊN HỆ

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