

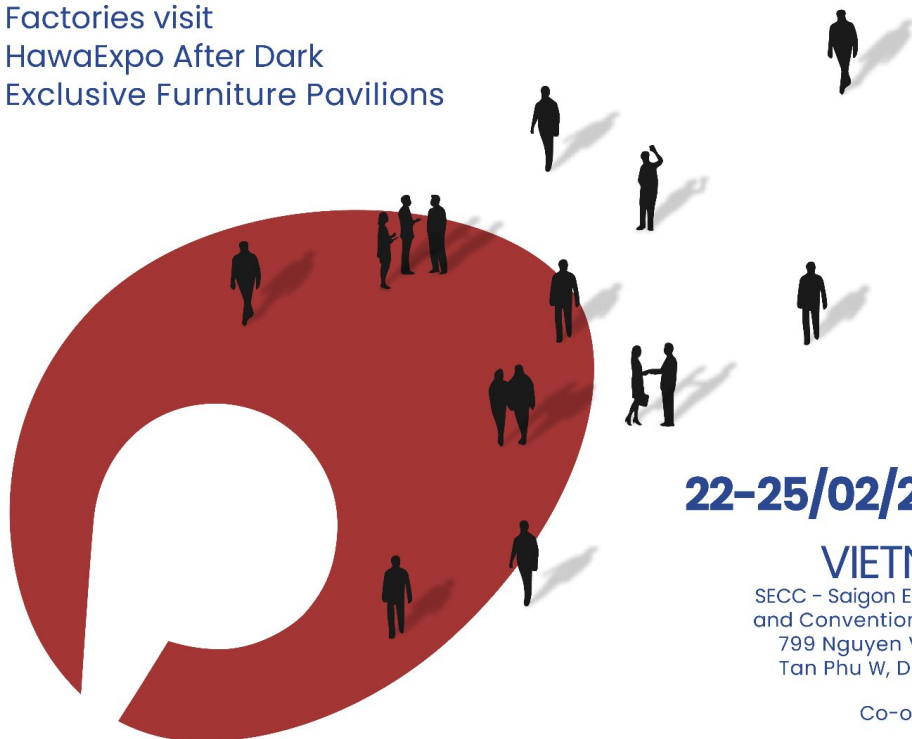
Ho Chi Minh Export Furniture Fair 2023

# Hawa Expo



**Growth through  
diversification**

One-stop Furniture Sourcing  
B2B Matching  
Factories visit  
HawaExpo After Dark  
Exclusive Furniture Pavilions



**22-25/02/2023**

**VIETNAM**

SECC – Saigon Exhibition  
and Convention Center  
799 Nguyen Van Linh  
Tan Phu W, D7, HCMC

Co-organizer



Handicraft & Wood Industry  
Association of HCMC



Hochiminh City Department  
of Industry and Trade

Website: [www.hawa.vn](http://www.hawa.vn)  
Email: [info@hawa.org.vn](mailto:info@hawa.org.vn)

## Ho Chi Minh Export Furniture Fair 2023

February 22-25, 2023  
SECC HCMC

*Ho Chi Minh Export Furniture Fair 2023*

# Hawa Expo

**HO CHI MINH EXPORT FURNITURE FAIR 2023 - HawaExpo 2023** is organized by Handicraft and Wood Association of Ho Chi Minh City (HAWA) in collaboration with Ho Chi Minh City Department of Industry and Trade, endorsed by Ministry of Industry and Trade and the Ministry of Agriculture and Rural Development, supported by 5 Furniture Associations including VIFOREST, HAWA, BIFA, DOWA, FPA.



- ❖ Date: February 22nd – 25th, 2023
  - ❖ Venue: SECC – Saigon Exhibition and Convention Center at 779 Nguyen Van Linh, Tan Phu Ward, District 7, HCMC, Vietnam
  - ❖ Exhibition scale: > 1600 Booths
- Indoor furniture
  - Outdoor furniture
  - Office furniture
  - Hospitality and Project
  - Gift and Handicraft
  - Home accessories
  - Hardware
  - Wood material and panels
  - Wooden House

Endorsed by



Supported by



Fair Management

Operated by



# GROWTH THROUGH DIVERSIFICATION

## PRODUCT PROFILE

Indoor furniture, Outdoor furniture, Office furniture, Hospitality and Project, Gift and Handicraft, Home accessories, Hardware, Wood material and panels, Wooden House.

## EXHIBITION MODELS

On site and Online

## MARKETING APPROACHES

Local publication, advertisement, social media, digital, online publicity, news, email marketing, Event...

## CUSTOMERS

Buyers: regional and national  
Exhibitors: furniture, home decoration, accessory, supporting service companies

## EXPERIENCES

Showcase, workshop, factory visit, showroom visit, side event...

## NETWORKING

Manufactures, buyers, suppliers, traders, retailers

## MARKETS

US, EU, UK, AUS, Japan, Korea  
New Market: Middle East, ASEAN, India, ...





# 2023'S FURNITURE SOURCING SEASON IN ASIA



Be a significant part in **furniture fair chain of the ASEAN Furniture Industry Council (AFIC)**'s members, HawaExpo 2023 will be introduced in Vietnam as a **first mover** which the next ones will be Malaysia, Indonesia, China... to welcome international buyers at the peak of 2023's furniture sourcing season in South East Asia



# HawaExpo 2023



# Outstanding Highlight



The **national-level trade fair** is endorsed by Vietnam's Ministries, supported by 5 largest wood associations, and co-organized with HCMC Department of Industry and Trade

**"One-stop" furniture sourcing show:** display all products made from wood and other materials such as bamboo, oak, metals... serving a variety of purposes, ranging from popular to high-class and rich in forms

A **first mover** which the next ones will be Malaysia, Indonesia, China... to welcome international buyers at the peak of **2023's furniture sourcing season in South East Asia**



# Outstanding Highlight

**Exclusive Pavilions:** ASEAN Furniture Pavilion,  
Designed by Vietnam Pavilion, Acacia Pavilion,  
Hoa Mai Furniture Design

**Priority and Privilege policy:** OSB – Organizer  
Support Buyer and OSE – Organizer Support  
Exhibitor

**Innovative programs for Manufacturers and  
Buyers:** B2B Networking event, Factory visit,  
Market tour, Offline & Online exhibition, HAWA  
After Dark program...







**One-stop furniture sourcing**



**Buyer lounge**

**ON-SITE  
Program**

  
**Hawa  
Expo**



**Networking cocktail**



**B2B matching**



## Factory visit

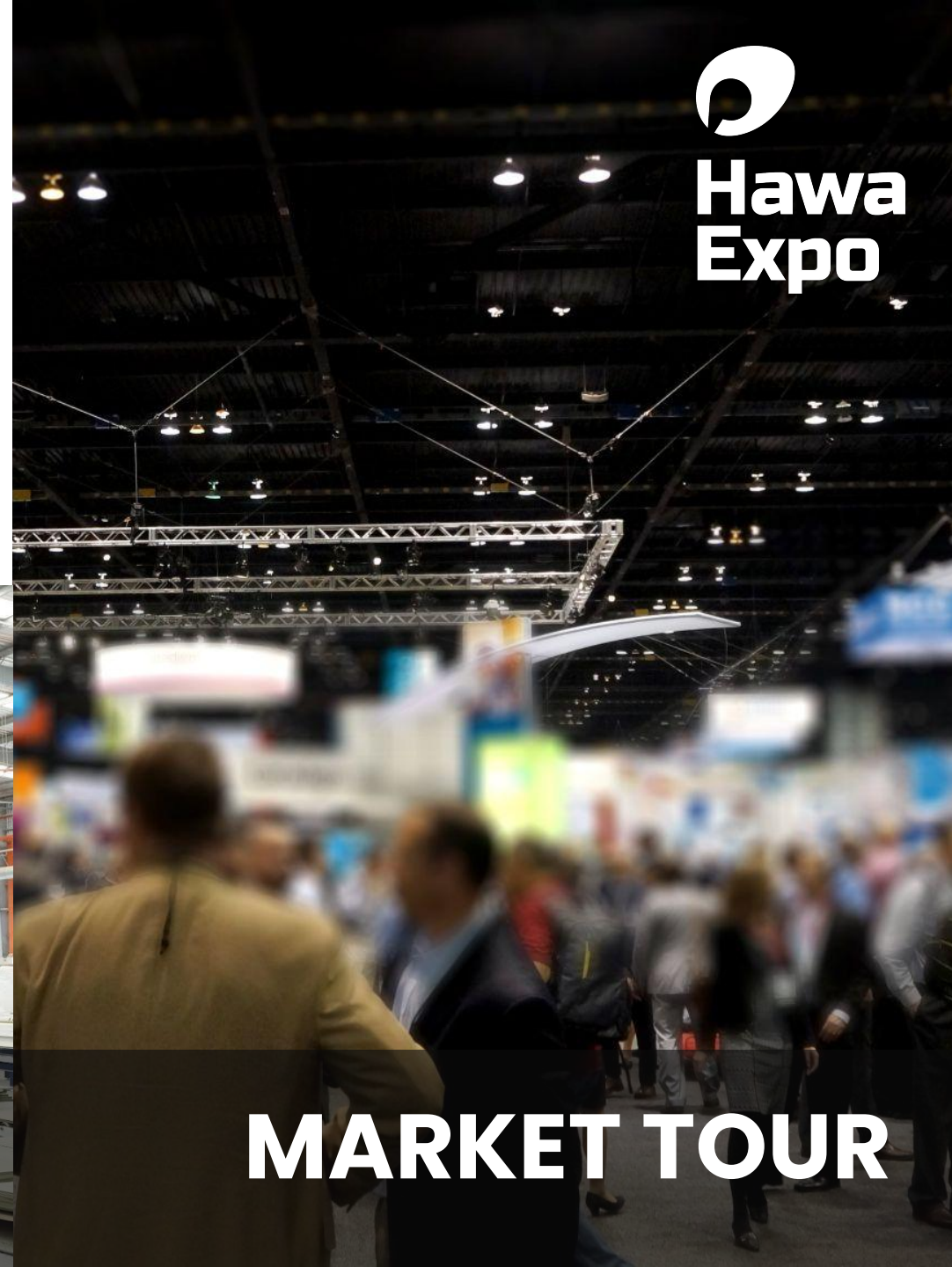
600+ manufacturers and showrooms around HCMC. Car transfer with staff assistants is ready to support and follow throughout the journey

## Hawa After Dark

to find more after long connection day through showroom visits and HCMC night excursion, local food adventure, must-see sights...



The tour will be designed based on visitor preferences or product customization that brings more experiences about Vietnamese goods with the help of top influencers.

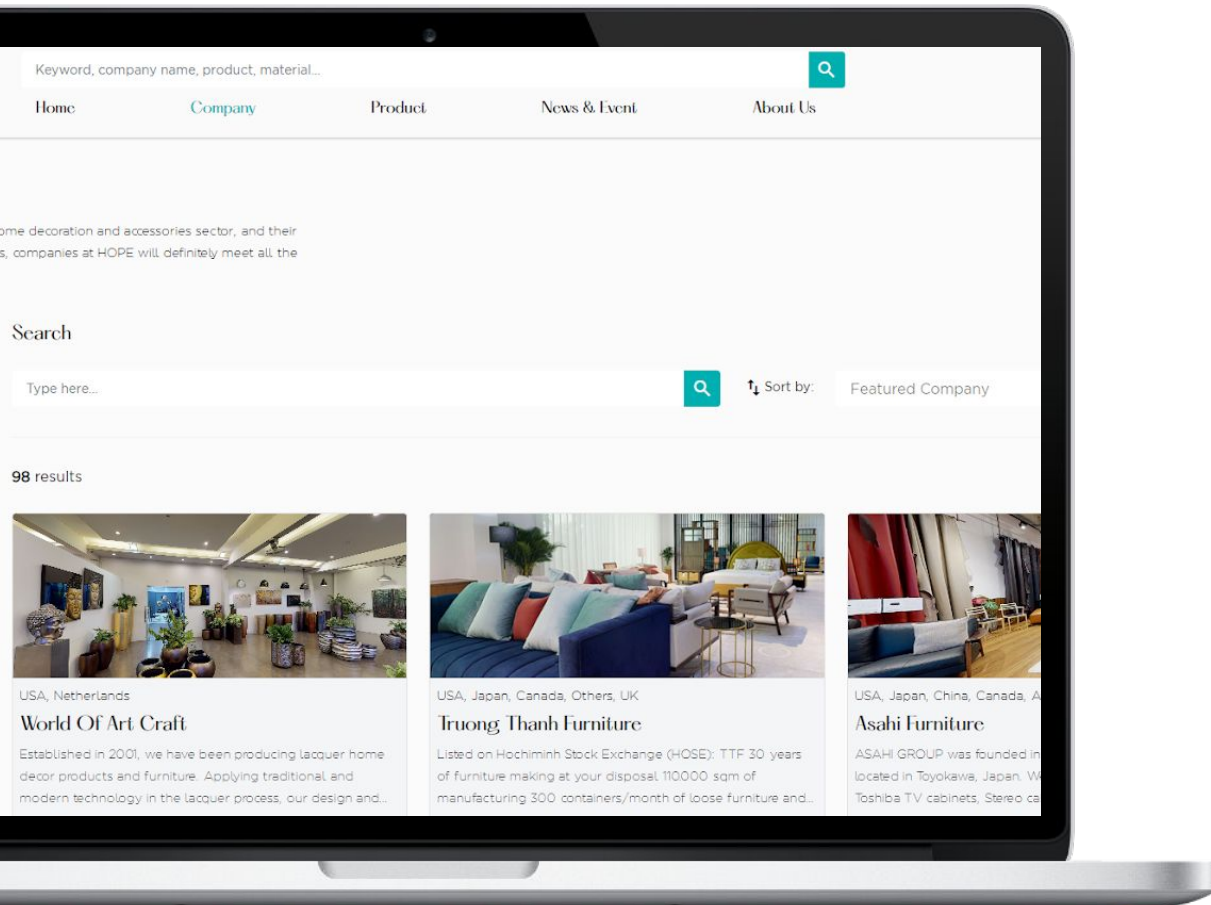


# MARKET TOUR

# ONLINE Exhibition

For more preliminary information about the exhibitors and their products in order to initially set up a schedule to visit exhibitors in advance

- > 400 manufacturers participate online, interactive 24/7
- Showroom 360 helps buyers visually experience products, display spaces, factories...
- Mini-site of each manufacturers fully and prominently demonstrates its competitiveness



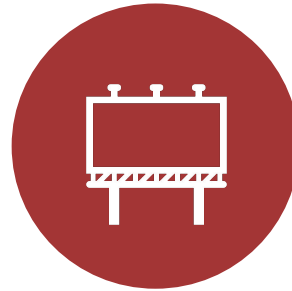


# OSE - Organizer support Exhibitor program



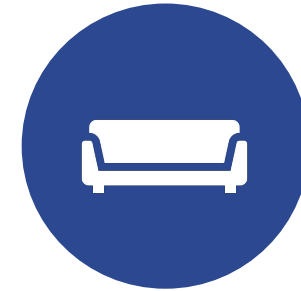
## TRAINING COURSE

booth arrangements  
according to sectors, how to  
B2B matching effectively



## PROMOTION

coordinate with exhibitors  
to promote activities to  
potential buyers through  
email marketing campaigns,  
e-newsletters, social  
media...



## SIDE EVENT

variety of specialized  
workshops to update  
information about trending  
topics such as ESG,  
greenhouse reduction,  
recycled

# Workshop series improving exhibitors' capacity

Ho Chi Minh Export Furniture Fair 2023

**Hawa  
Expo**

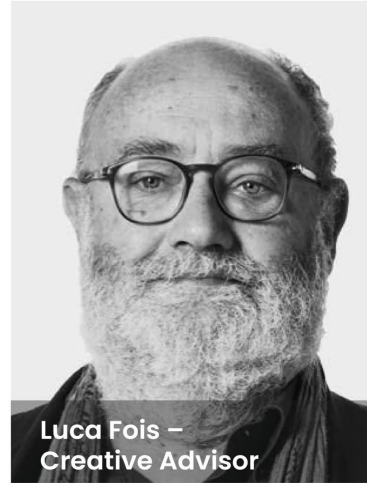
Organized by  
**HAWA**  
Handcraft & Wood Industry  
Association of HCMC

Supported by  
**Curvetto**

In the framework of the  
**Organizer Support Exhibitor  
(OSE) program**



**Marta Meda –  
Architect & Stylist**



**Luca Fois –  
Creative Advisor**

09:00 – 12:00,  
10th November 2022 (Thursday)

- **Event Design** – Culture and method to design an event
- **Different brands & similar products.** About trends and conformism
- **Who copies Who** – To show the difference between suggestions and copy.

**TALKSHOW**

We are still have more **3 workshop/ networking** with **various themes** to help exhibitors gain useful additional knowledge for the show

**IMAGE & BRANDING**

**Sourcing networking**

**DIGITAL MARKETING**

**Workshop EXHIBITION DISPLAY DESIGN &  
INSTALLATION**



# HOW TO ATTRACT BUYERS



Access international buyers with the assistance of **Foreign Trade Offices agencies of Vietnam**, Vietrade, Ho Chi Minh City's Department of Industry and Trade, and Ministry of Industry and Trade

Promote the show to international buyers through international **Furniture Show** (London); **World Furniture Confederation**

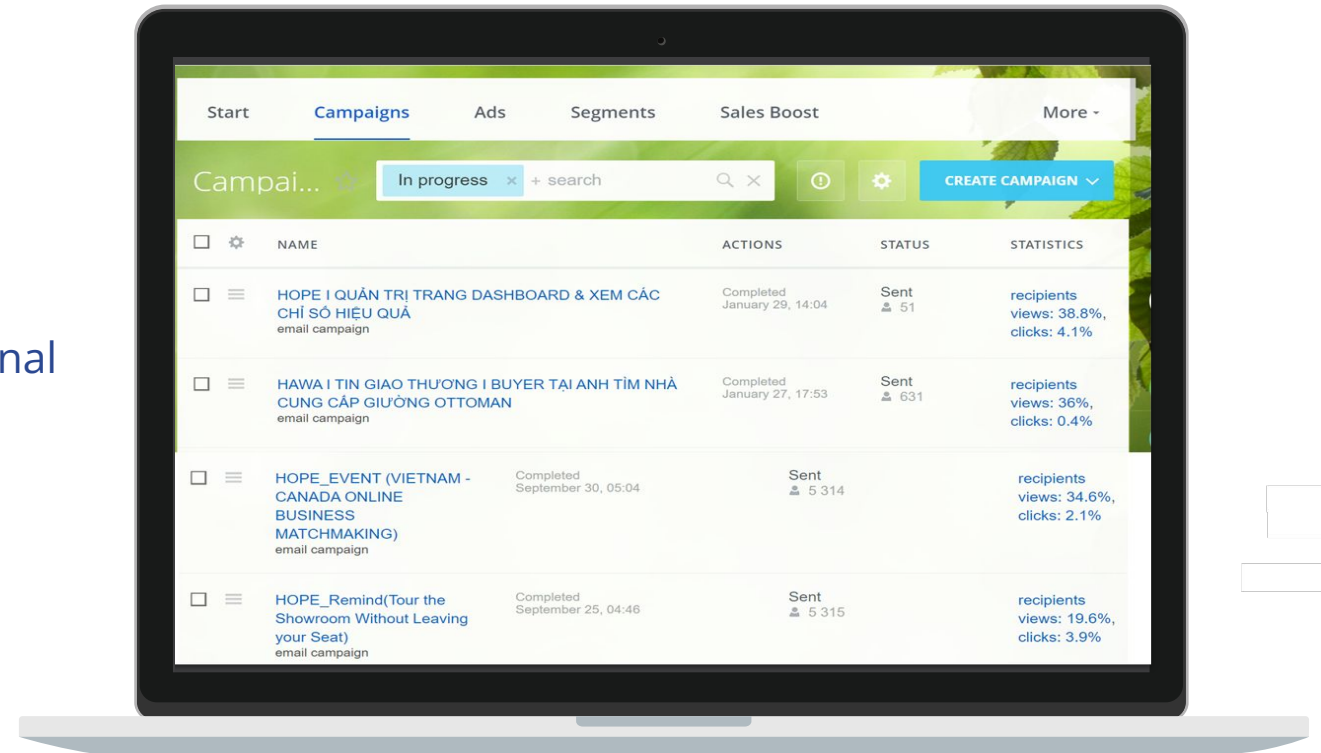
Associated with national partnerships to organize **Trade Mission** to welcome buyers from targeted market and visit the show such as wood industries and trade offices in other nations

# HOW TO ATTRACT BUYERS

Promote directly to over **10,000 international buyer** emails via HAWA's database.

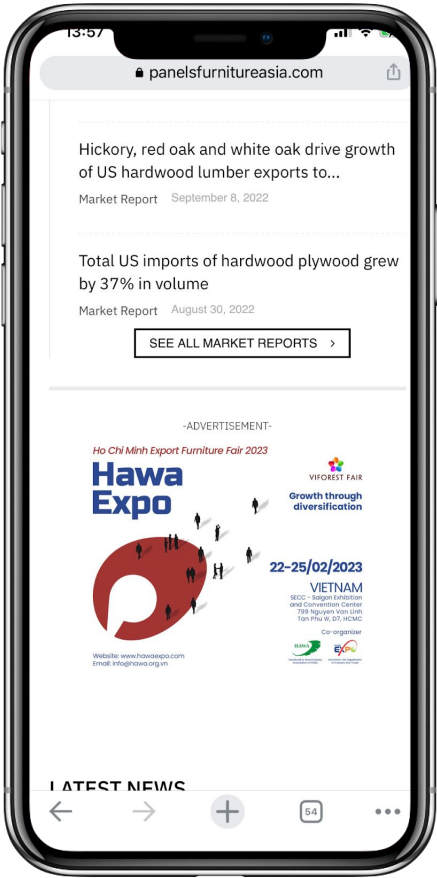
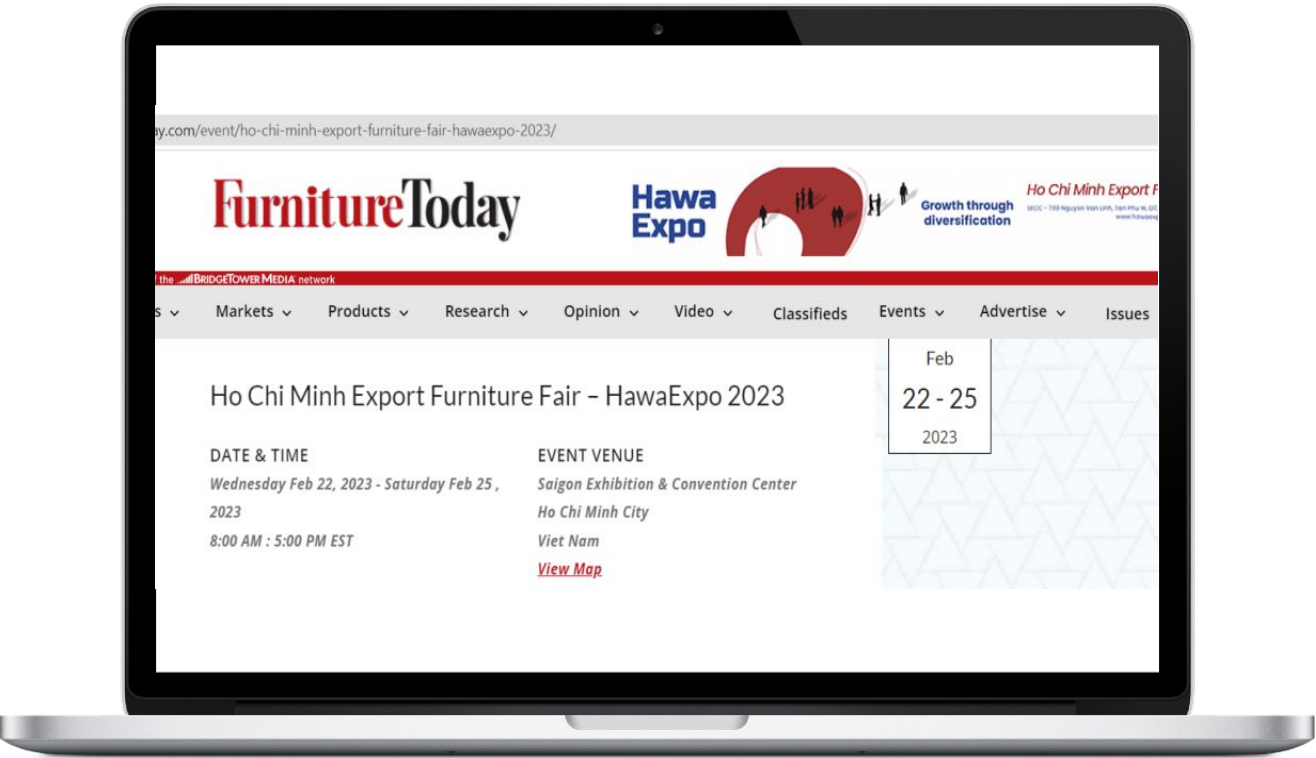
**Advertisement and news** in regional and national local publication, online publicity, magazine in potential market

**Online advertising**

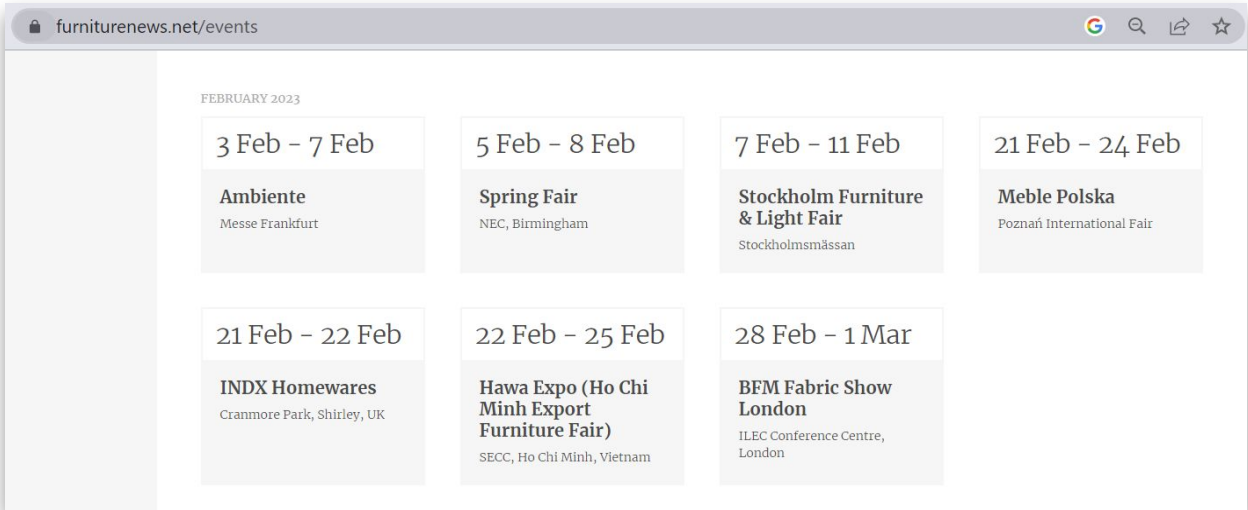
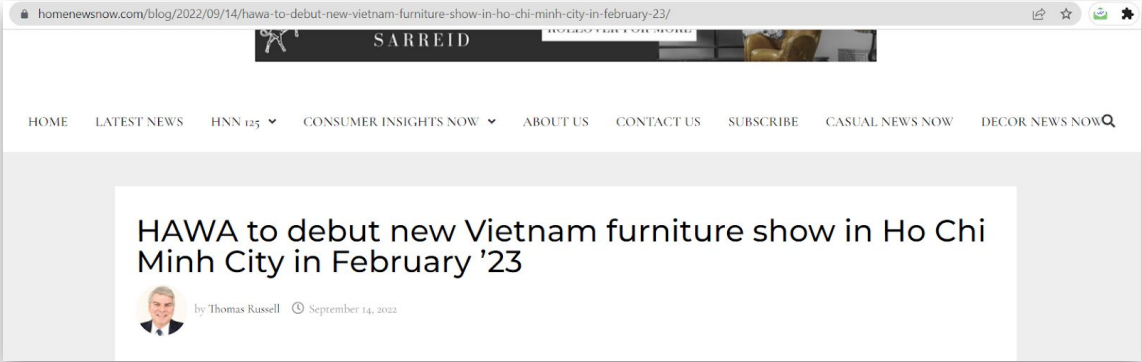
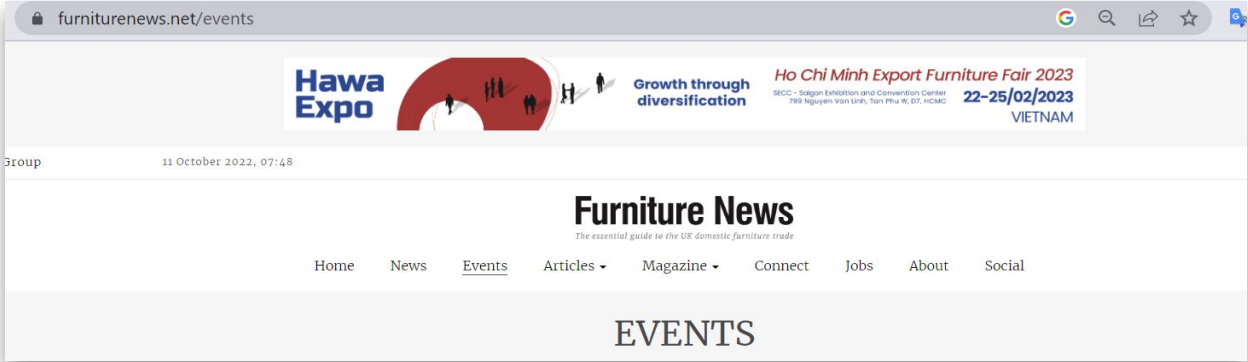




# INTERNATIONAL MEDIA PARTNERS



# INTERNATIONAL MEDIA PARTNERS



# Furniture News

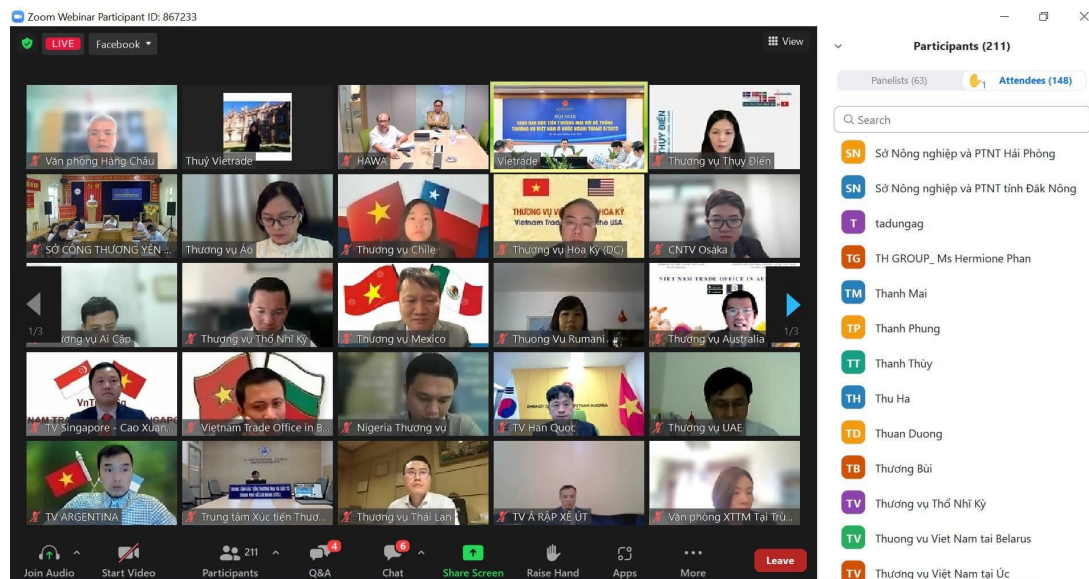
The essential guide to the UK domestic furniture trade

**MÖBELMARKT.DE**



# Introducing HawaExpo at specialized international events

- Appeared in the special edition of Furniture Today magazine, which was distributed to visitors at **Highpoint Furniture Market** from October 22–26, 2022.
- Connecting with 221 representatives of Vietnam Trade Offices Abroad at the **Trade Promotion Briefing** organized by the Ministry of Industry and Trade on September 30, 2022.
- Introducing at the **World Furniture Forum** organized by the Council of Asia Furniture Association (CAFA) on October 26, 2022.
- Promoting the Fair following Trade Promotion delegations in October 2022: **Delegation to Turkey** organized by Vietrade, **Delegation to Missouri** (US) organized by HAWA.





# Email marketing directly to international buyers in the network of HAWA and Associations

Sending emails directly to buyers with Buyer support programs (Organizer support Buyer – OSB) about sourcing services, factory tours, networking events, HawaExpo After Dark.

Campaigns ☆

CREATE CAMPAIGN ▾

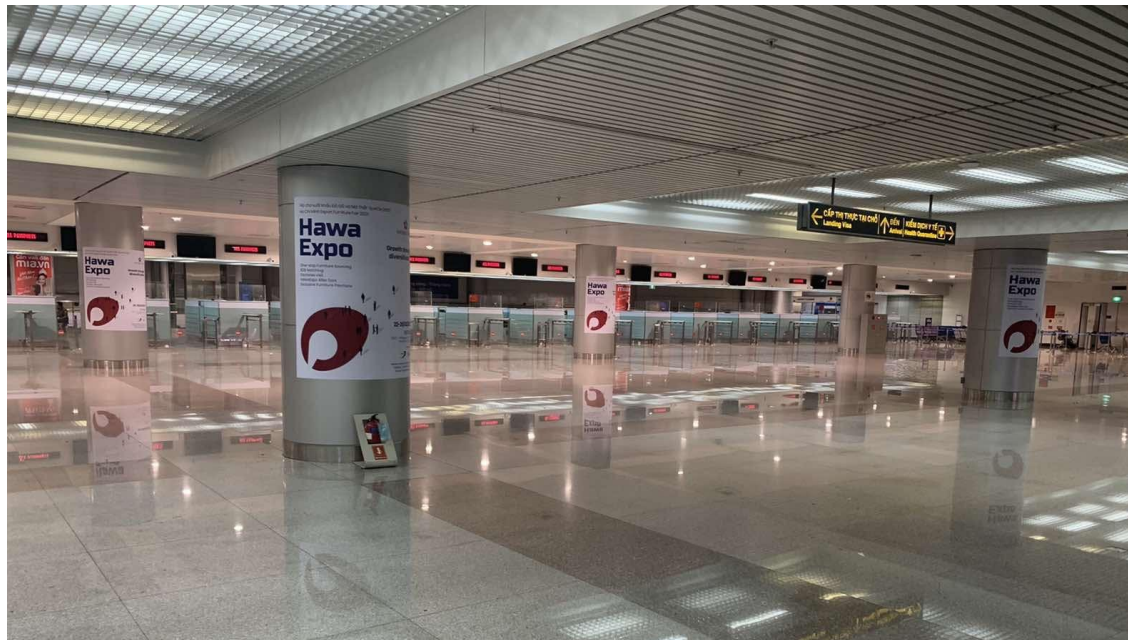
Completed × + search

<input type="checkbox"/>	⚙	Name	Actions	Status	Statistics
<input type="checkbox"/>	≡	Plan Your Asia Furniture Sourcing with HAWAEXPO 2023 email campaign	Completed October 8, 16:44	Sent 👤 655	recipients views: 21.6%, 0
<input type="checkbox"/>	≡	WHY VISIT HawaExpo 2023 email campaign	Completed September 28, 21:11	Sent 👤 706	recipients views: 17.9%, 0
<input type="checkbox"/>	≡	One-stop Furniture Sourcing with HawaExpo 2023 email campaign	Completed September 9, 17:39	Sent 👤 707	recipients views: 35.8%, 0
<input type="checkbox"/>	≡	ANNOUNCEMENT HawaExpo 2023 email campaign	Completed September 9, 17:25	Sent 👤 654	recipients views: 32.1%, 0



# Promoting at prime locations to reach potential international buyers

- Promoting at the immigration clearance area, the arrival terminal at **Tan Son Nhat international airport.**
- Billboard advertising on **Binh Duong Boulevard.**
- Advertising in **Heritage magazine** – appears on all international flights of the national airline Vietnam Airlines.



# Domestic and foreign partners and associations coordinate to promote HawaExpo

Council of Asia Furniture Association (CAFA), The ASEAN Furniture Industries Council (AFIC), Trade Facilitation Office (TFO), American Hardwood Export Council (AHEC), Eurocham, Icham, Taitra, Cancham, Amcham, Kotra, etc.

panelsfurnitureasia.com

Hickory, red oak and white oak drive growth of US hardwood lumber exports to...

Market Report September 8, 2022

-ADVERTISEMENT-

Ho Chi Minh Export Furniture Fair 2023

**Hawa Expo**

VIFOREST FAIR

Growth through diversification

22-25/02/2023

VIETNAM  
SECC - Saigon Exhibition and Convention Center  
799 Nguyen Van Linh  
Tan Phu W, D7, HCMC

Co-organizer

Website: [www.hawaexpo.com](http://www.hawaexpo.com)  
Email: [info@hawa.org.vn](mailto:info@hawa.org.vn)



ASEAN Furniture Industries Council - AFIC

13 Tháng 10 lúc 21:08 ·

HO CHI MINH EXPORT FURNITURE FAIR 2023 - HawaExpo 2023

ASEAN Furniture Industries Council - AFIC would like to congratulate the @Handicraft and Wood Industry Association of HCMC (HAWA Vietnam), together with the Ho Chi Minh City's Department of Industry and Trade on the announcement of its inaugural furniture exposition, the HO CHI MINH EXPORT FURNITURE FAIR 2023 - HawaExpo 2023, a game-changing show with its diversification and integrity.

Date: 22nd – 25th February, 2023... [Xem thêm](#)

Ho Chi Minh Export Furniture Fair 2023

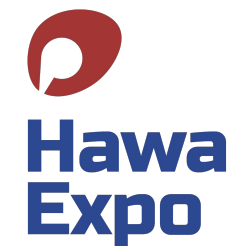
**Hawa Expo**

VIFOREST FAIR

Growth through  
diversification



# LOCAL MEDIA PARTNERS



# KEY FACTORS FOR SUCCESS

- ★ **Strong vision for the furniture industry**
- ★ **Unity by 5 furniture associations throughout Vietnam.**  
**This is a national-level event**
- ★ **Strong support for Manufacturers and Buyers**
- ★ **Extensive network with Ho Chi Minh and International partners**
- ★ **Utilize HAWA's 15 years resources and influence in the furniture community**
- ★ **Run by HAWA Executive board with the best dedication and expertise**





# THANK YOU!



Website: [www.hawaexpo.comcom](http://www.hawaexpo.comcom)



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