

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
Email: info@hawa.org.vn

Ho Chi Minh Export Furniture Fair 2023

February 22-25, 2023
SECC HCMC

BACKGROUND



In the first three months of the year 2022, the export turnover of the wood industry in Vietnam reached US\$3.94 billion, up by 3 percent compared to 2021. Vietnam's wood and wood products as well as furniture are being ranked in the sixth largest export turnover in the country. Vietnam is also currently the biggest wood and furniture exporter in ASEAN, the second in Asia and the seventh in the world. Therefore, Vietnam is the reputable furniture maker for buyers to find capable manufacturers to offer a wide variety of products. Vietnam eyes the wood processing industry to be a major economic sector by 2030 with a project to sustainably and effectively develop the wood processing industry for the 2021-2030 period in Decision No 327/QD-TTg approved by the Prime Minister.

*To achieve and promote the long-term and sustainable growth of Vietnam Wood and Handicraft Industry, 5 Wood Associations including HAWA, VIFOREST, BIFA, DOWA, FPA will together carry out trade fairs with strong consents and supports from the Ministry of Industry and Trade and the Ministry of Agriculture and Rural Development. More specifically, **HO CHI MINH EXPORT FURNITURE FAIR 2023 - HawaExpo 2023** will be the first fair organized by Handicraft and Wood Association of Ho Chi Minh City (HAWA) in collaboration with Ho Chi Minh City's Department of Industry and Trade.*

The fair will play a crucial role in supporting businesses to introduce new products, expand customer segments, and seek orders from new markets; and will be developed with a professional identification and a wide range of diversification in supporting activities for both buyers and exhibitors invested in operation effectively. In particular, the fair schedule will be changed to affirm the Vietnam position as 2023 first mover welcoming the international buyers in the regional chain of wood industry fairs.

Following nearly 15 years of great support in exporting fair and trade promotion activities of the Handicraft and Wood Industry, Ho Chi Minh City's Department of Industry and Trade and HAWA will collaborate to organize **Ho Chi Minh Export Furniture Fair in 2023 (HawaExpo 2023)**



The Logo Icon

Eye - Ear - Conversation -
Location icon: as signature of
physical exhibition: Look -
Hearing - Discussion

Font and Color: modern, credible
and international

Exhibition scale and product displays

> 1600 Booths
> 28.000 SQM

- Hall A : Furniture and Furnishing
- New hall B : Furniture and Furnishing
- Tents C4 - C5 : Wooden House, Landscape, Outdoor Furniture
- Tents C1,2,3 : Furniture, Materials, Accessories, Hardwares



Hội chợ XUẤT KHẨU ĐỒ GỖ VÀ NỘI THẤT TP. HCM 2023 Hochiminh Export Furniture Fair 2023



22 - 25/02/2023

Saigon Exhibition and Convention Center (SECC)

799 Nguyen Van Linh, Tan Phu Ward, District 7, HCMC

Contact Us!

Hotline: (+84) 90 250 7770

Email: info@hawa.org.vn



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**



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

Promising to be a hugely exciting **"One-stop" furniture sourcing show**, to promote the strength of local manufacturers and meet the needs of the industrial chain with high-quality supply need

The featured products will be exposed at the distinctive zones: **ASEAN Furniture Pavilion** – products originating from ASEAN's countries, **Designed by Vietnam Pavilion** – impressive designs from young team in industry, **Acacia Pavilion** – high respect for design from Acacia as the Vietnam local strength materials



What's New?

Effective Connectivity activities for Buyers and Exhibitors



One stop Furniture sourcing

on Feb 22-25
with key product
displays in many
sectors, markets
and segments



Business matching

at B2B zone with
organizer's
arrangement
throughout the
show



Factory visits

on Feb 26-28 after
finishing the show. The
objective is to create a
chance and connect
between manufacturers
and buyers by visiting
factories in HCMC and its
vicinity



Virtual exhibition on HOPE

to approach international
buyers. The mini-site on
Hopefairs.com will extend
3 months to support
exhibitors approaching
international buyers not
coming to the physical
fair

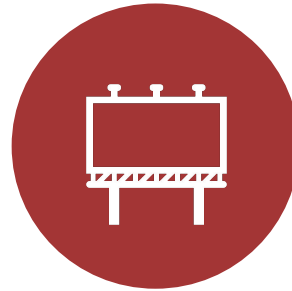
What's New?

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

HOW TO ATTRACT BUYERS

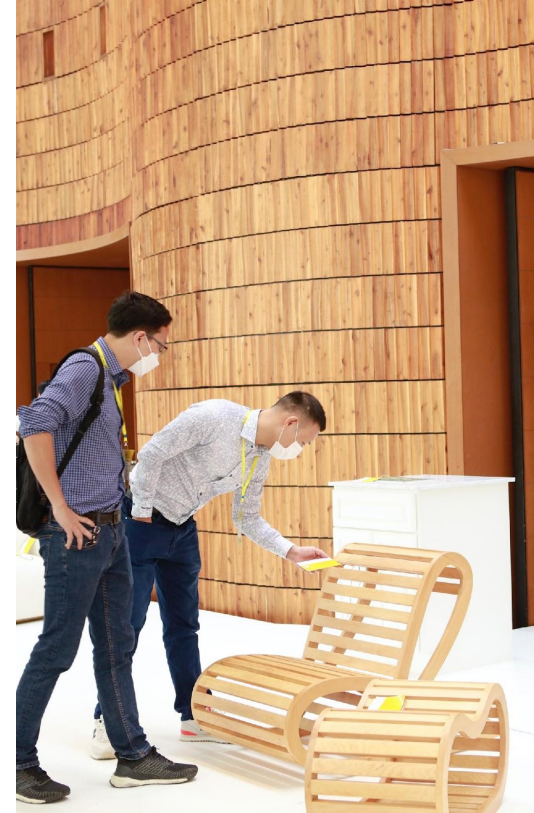
OSB - Organizer support Buyer program

HawaExpo After Dark: showroom visits, cultural exploration, business networking or even more

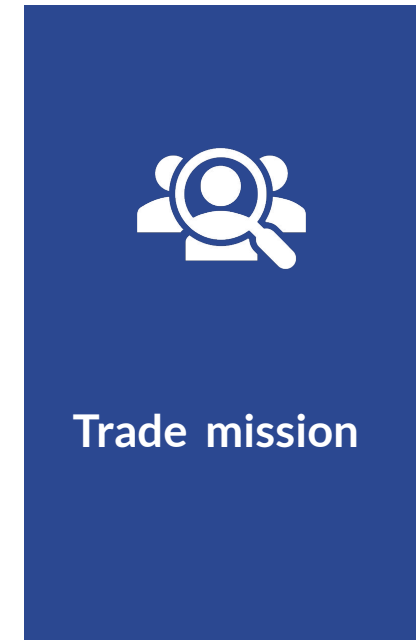
Buyer Hospitality Service: Service supports for buyers such as hotel, restaurant, tourist destination and other cultural tourism activities

Explore Vietnamese culture through travel tours, typical cuisine, traditional craft villages, golf tournaments... It will be a **business trip combining entertainment** with numerous profound impressions.

Collaborating with:
Vietnam Tourism Association



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**

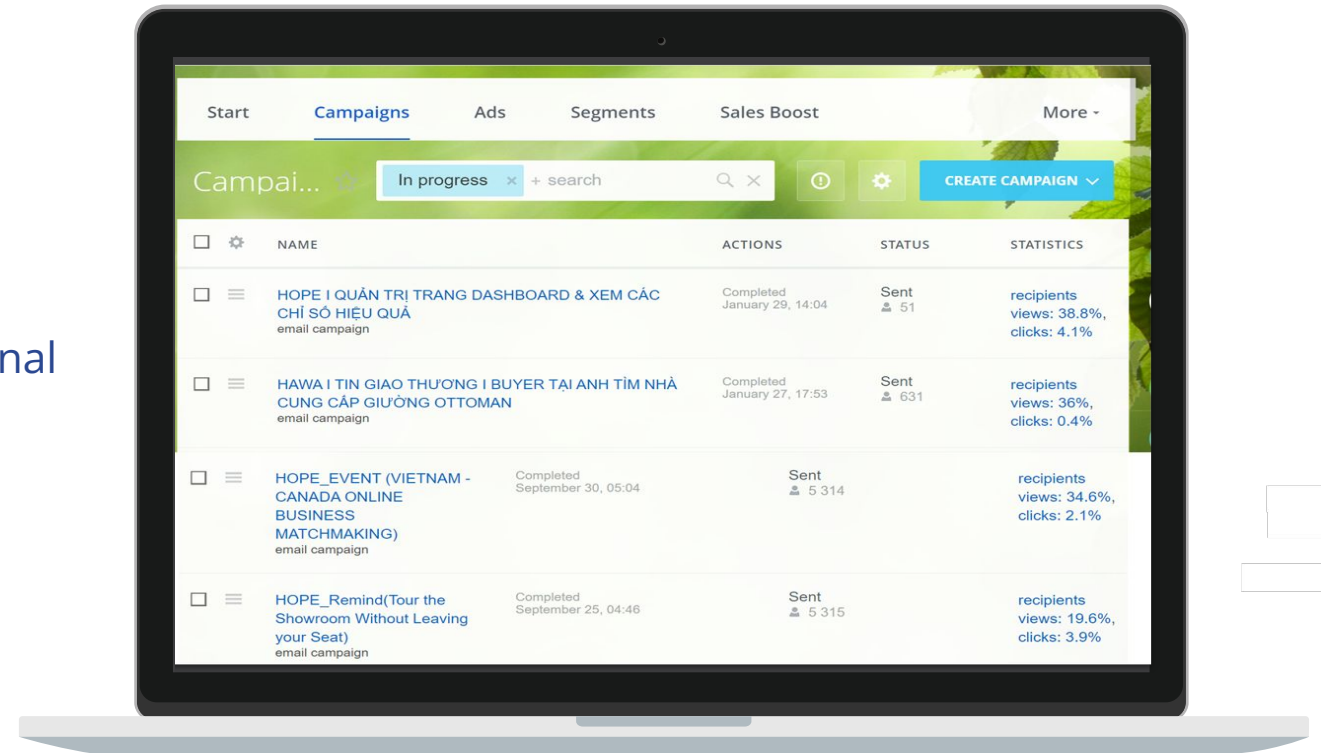
Associated with national partnerships to organize **Trade Mission** to welcome buyers from targeted market and visit the show such as wood industries and trade offices in other nations

HOW TO ATTRACT BUYERS

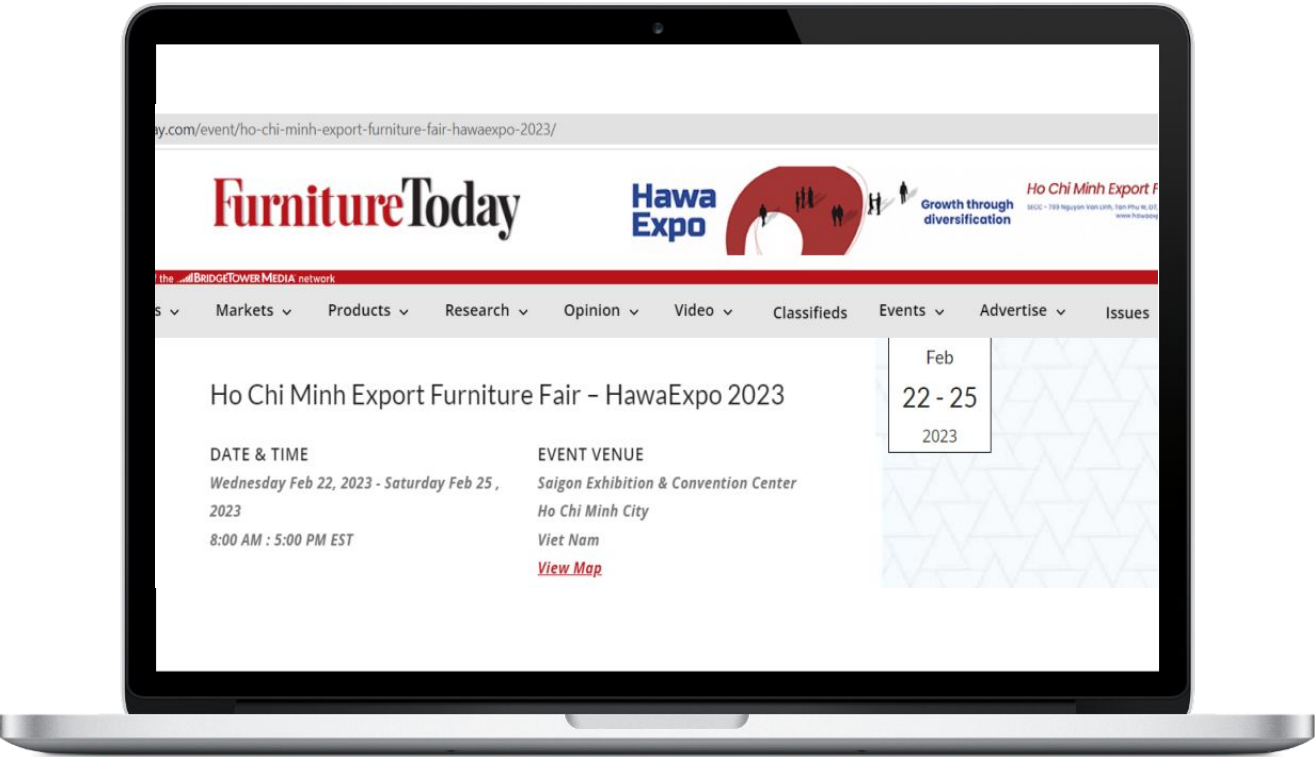
Promote directly to over **10,000 international buyer** emails via HAWA's database.

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

Online advertising



INTERNATIONAL MEDIA PARTNERS

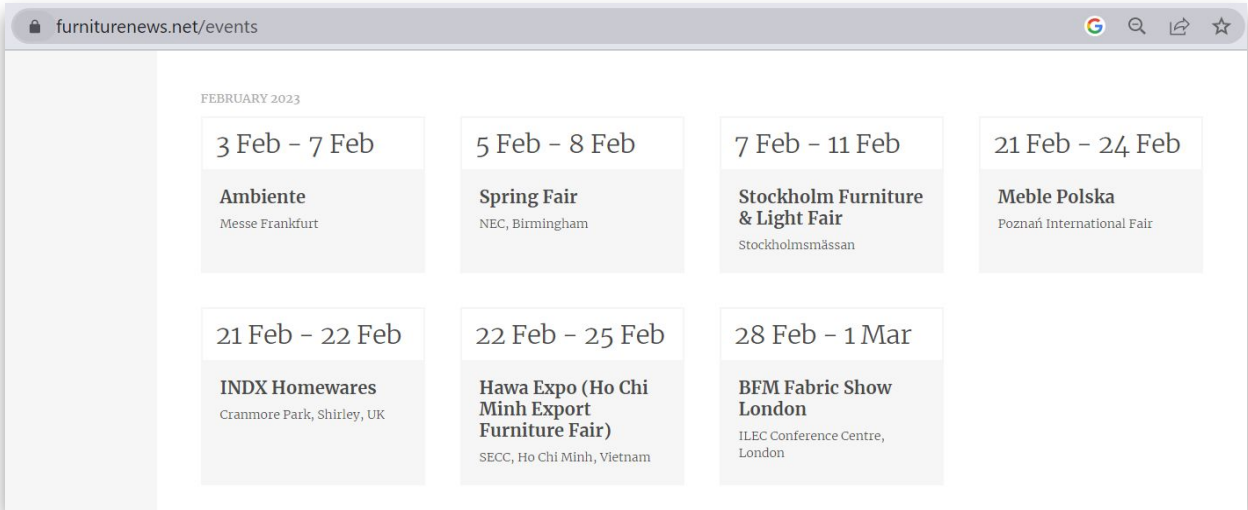
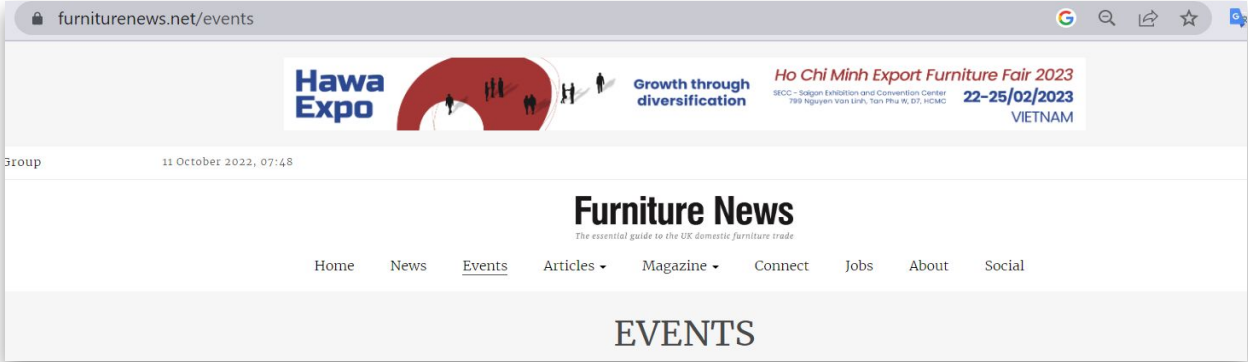


FurnitureToday

FURNITURE & FURNISHING
EXPORT INTERNATIONAL
Asia Pacific • Middle East • Europe

PANELS & FURNITURE ASIA
FOR PANEL MANUFACTURING, FURNITURE MANUFACTURING & FLOORING

INTERNATIONAL MEDIA PARTNERS



Furniture News
The essential guide to the UK domestic furniture trade

MÖBELMARKT.DE



LOCAL MEDIA PARTNERS



We make HawaExpo happen!

Endorsed by



BỘ CÔNG THƯƠNG



Supported by



Fair Management



Operated by



HAWA EXECUTIVE BOARD

The Board directly gives specific directions and participates in the show's operation, including:

- Strategy Development Committee
- Exhibitor Supporting Committee
- Buyer Program Committee



OPERATION TEAM

15 highly experienced, enthusiastic and committed staffs in different areas:

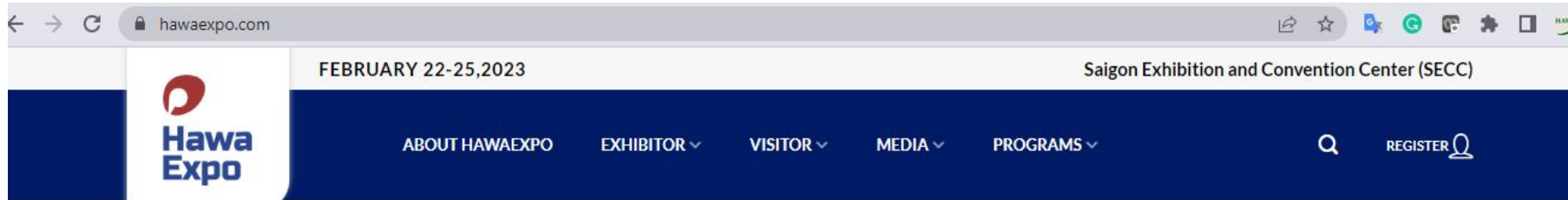
- Exhibitor support team
- Buyer support team
- Data & System
- Event
- Operation

EXPERTS AND PARTNERS

- LAITA - Creative Partner
- Others: Promotion, Design and Constructor



Register at **hawaexpo.com**



Ho Chi Minh Export Furniture Fair 2023

Hawa Expo

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



VIFOREST FAIR

**Growth through
diversification**

22-25/02/2023

VIETNAM

SECC - 799 Nguyen Van Linh
Tan Phu w, D7, HCMC

Co-organizer



Register NOW!



THANK YOU!



Website: www.hawa.vn



Email: info@hawa.org.vn



Hotline: 090 250 7770

Contact persons: Ms.Hieu + 84 944736530; Ms.Nhu +84907132670; Ms. Kim +84 988002616; Ms.Tuyet +84989707936