

DISCOVER IN-DEPTH VIETNAM FURNITURE



**Hawa
Expo**

Organized by



HOCHIMINH EXPORT FURNITURE FAIR 2024

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6-9/03/2024

VIETNAM

Venue: Ho Chi Minh City & Binh Duong New City

SECC (6-9 Mar, 2024) - 799 Nguyen Van Linh,
Tan Phu W, D7, HCMC

WTC (7-9 Mar, 2024) - A19 Hung Vuong Str.,
Hoa Phu Ward, Thu Dau Mot City, Binh Duong

**BOOK
A SPACE
NOW!**



600

EXHIBITORS

3,000

BOOTHS & SHOWCASES

30,000

BUYERS & VISITORS

200

COUNTRIES/REGIONS

Introduction

HAWAEXPO 2024 - The OFFICIAL & BIGGEST international furniture exhibition of Vietnam, to present the true and updated power of Asia manufacturing kingdom.

Vietnam's wood and furniture industry has a significant global export presence, ranking 6th worldwide. Being one of the leading manufacturing hubs of the Global Wood and Furniture Industry, Vietnam holds many hidden gems that haven't been shown.

Carrying the mission of presenting the true national power support exhibitors **GO PRO TO GO GLOBAL**, then join hands in boosting industry performance, from 2024 onwards, HAWAEXPO will evolve as the most professional business platform and the great foundation for enterprise and furniture sector flying high in the international map.

Taking place from 6 - 9 March, X3 in the entire exhibition by scale, buyer quantity and marketing investment, HawaExpo 2024 is promising to be **ONE HIT WONDER** that can ever be found nationally & regionally. Moreover, supported strongly by the government, the biggest industrial associations and local enterprises in all sectors with various product types, HawaExpo 2024 is undoubtedly the hearty furniture party where your business and branding purpose will be hit.

Additionally, perfect timing and countless support from the organizers will uplift your inner competency remarkably.

Under the patronage of the Ministry of Agriculture and Rural Development, the Ministry of Industry and Trade, and the professional guidance and coordination of the Department of Industry and Trade, HawaExpo is organized by VIFOREST FAIR company, consisting of five associations: Viforest, HAWA, BIFA, DOWA, and FPA Binh Dinh, direct operated by the Handicraft and Wood Industry Association in Ho Chi Minh City - HAWA.

Exhibit Categories:



Furniture
& Furnishing



Home
Accessories



Handicraft
& Gift



Material,
Hardware & Service

Exhibitors:



Manufacturer



Trading
(Furniture made
in Vietnam)

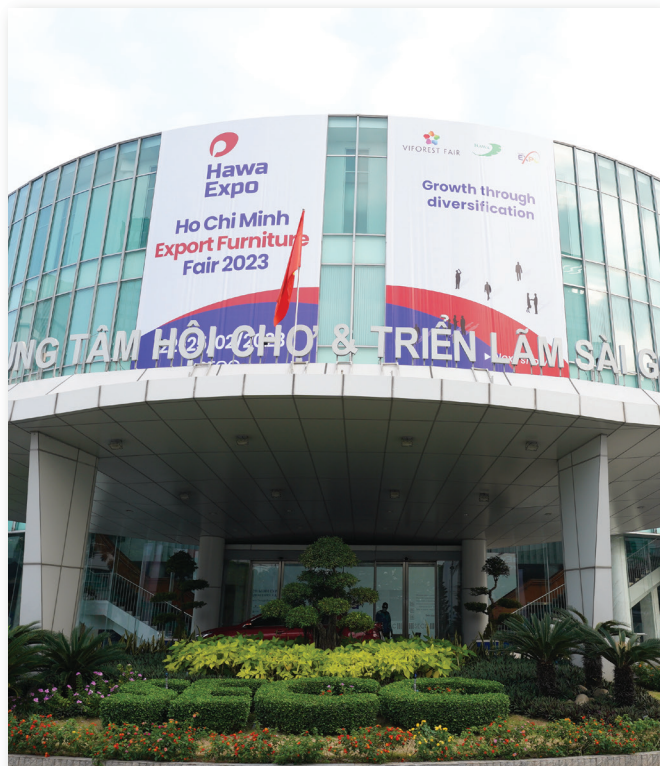


Interior
Design Enterprise



Supplier
& Service Provider

LOCATION EXPANSION



SECC . 6-9/03/2024

SECC . 6-9/03/2024

- **BOOTH NO.: 2.000**
- **UNIQUE SELLING POINT**
SHOWCASE GIFT & HANDCRAFT
SHOWCASE VN FURNITURE
INDUSTRY: THE LATEST & THE BEST



WTC . 7-9/03/2024

- **BOOTH NO.: 700**
- **UNIQUE SELLING POINT**
FACTORY VISIT SERIES
VIETNAM MANUFACTURING
FACTORY IN-DEPTH SHOWCASE

**HOCHIMINH EXPORT
FURNITURE FAIR 2024**



Record BREAKING SCALE



HawaExpo 2024

x3 FAIR SCALE

GATHERING >600 EXHIBITORS
MORE THAN > 3.000 BOOTHS & SHOWCASES



X3 BUYER NO.

30.000 BUYERS & VISITORS

X3 MARKETING INVESTMENT

- ▶ Global targeted Marketing Campaign
- ▶ Top & potential imported market concentration
- ▶ 1st time Launch Global RoadShow via Top Furniture Fair

Shout out worldwide via 05 strength marketing channels:

1. Activation & OOH
3. 1 on 1 - Buyer direct marketing
5. Digital (Ads & SEO)

2. PR (Newspaper & TV & Podcast show)
4. KOL & KOC

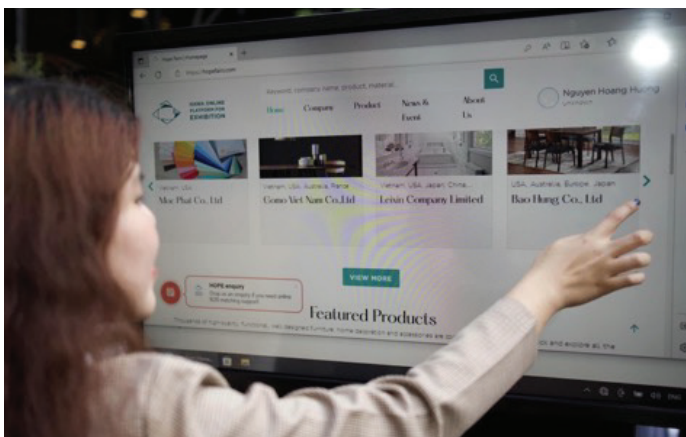


Premium BENEFITS RESERVED FOR EXHIBITORS



UPGRADE COMPETENCY TO GO PRO, GO GLOBAL

- Exhibiting & Networking skill enhancing by Master Class series
- Branding & Marketing optimization via HAWAEXPO's events and training series
- Latest global trend and market requirement via Offline Showcase & Seminars.



2. 1+1 PROGRAM – 1 EVENT and 1 YEAR SUPPORT PROGRAM

Organized by 5 leading furniture associations with:

- 1-year free online exhibition at Hopefairs.com
- Training & workshop
- B2B Networking event
- Selling / Buying mission
- Latest industry newsletter via HAWAEXPO App



3. A PART OF A GROWING & SUCCESSFUL STORY OF VN'S FURNITURE INDUSTRY & NATIONAL MISSION

- Taking advantage of the credible support & commitment from the umbrella of Government – Association
- Unstoppable growing with the event scale
- Marketing & branding enhancement
Business Networking broadening



Time to let our furniture footprint marked in global map

Exclusive BENEFITS FOR BUYERS

PROFESSIONAL HOSPITALITY TO ENSURE THE BEST TOURISM EXPERIENCE

Including free registration, 24/7 hotline and offline support, along with numerous accommodation and travel discounts.

MEET MORE EXHIBITOR & CAPTURE THE LATEST NEWS OF INDUSTRY

Experience the largest international furniture fair in Vietnam and ASEAN, stay updated on the latest industry news, network with high-class businesses, and enjoy new initiatives and surprises every year.

1+1 NETWORKING & INDUSTRY UPDATE PROGRAM

Subscribe for APP and enjoy the latest products in the 1st furniture virtual exhibition platform in VN, and get countless privilege.


**Hawa
Expo**

Available on the
 App Store

GET IT ON
 Google Play



Download to explore the exhibitors
and side events at **HawaExpo 2024**

