

## THE LARGEST FURNITURE FAIR IN VIETNAM KICKS OFF IN GREAT TRANSFORMATION

*Officially launched on March 6, 2024, with 02 specific halls, gathering more than 80% Vietnamese companies out of a total of 500 exhibitors and many new categories added, HawaExpo is considered not only the largest export furniture fair in Vietnam but also a professional business platform that adds more authentic values for participants.*

### **A fair for Vietnamese businesses, to address the true needs of buyers**

“HawaExpo 2024 is considered a fair that addresses the true needs of both exhibitors and overseas buyers. Despite acknowledging that international visitors come to Vietnam to look for Vietnamese partners, it can be seen that most exhibitors in some current fairs are rooted in other countries, some even taking up more than half. Additionally, despite the growing numbers of export-qualified domestic manufacturers, current fairs have not expanded the corresponding scale. Therefore, from the viewpoint of the association, HawaExpo proactively embraces its vision to imprint its branding as a true Vietnamese-based international fair by minimizing foreign entrepreneurs and maximizing Vietnamese origin, while also presenting new profiles annually. These changes were soon applied and received a good response from participants. “ Mr. Nguyen Quoc Khanh, Chairman of HAWA and Viforest Fair shared.

This year, the entire scale is tripled compared to 2023 making HawaExpo the largest furniture fair in Vietnam. Remarkably, the major changes in the exhibition ratio make it even more worth visiting in person. During the journey from Connect Hall - To Create Hall, buyers will meet more than 500 exhibitors, of which Vietnamese manufacturing and processing enterprises account for 80%. The remaining 20% includes excellent Asean handicraft brands, furniture design & innovative technology-based companies, suppliers, and service providers.. who also play an important role in the supply chain. This strategy will be maintained and aimed at increasing numbers in the coming years.



*Connect Hall - SECC quy tụ gần 500 doanh nghiệp xuất khẩu hàng đầu*

### **The must-go fair to update the true Vietnamese competency**

‘Constantly learning with flexible adaptation, Vietnam industry has changed a lot in 5 years recently. As the associations ourselves, viewing from the macro lens, it’s noteworthy that global awareness of Vietnam’s competency is a nostalgia of a manufacturing hub from 5 years ago. During the past decade, there was a strong shift in industry structure. Now, many brands are proactively transforming to be supply chains independent from the sustainable resourcing area, in-house design team, factory, logistics, R&D... Considering this wholesome occasion, we found our responsibilities to update international visitors with all the latest changes while entertaining buyers visiting experience by aesthetic showcases, workshop. This uniqueness of HawaExpo hopefully contributes to broadening business value for all in Vietnam’ - Mr Khanh added.



*A brief look at Create Hall - HawaExpo*

HawaExpo seriously shows the Host role by favoring many benefits to motivate the best networking experience. Free Shuttle Bus, Accommodation discounts, strong customer service, and a grand Gala Dinner are named as a few. From March 6 - 9 2024, Vietnam Furniture Industry Outlook would be the destination for all senior levels to update, share a viewpoint, seek a wise solution with the Authority, Experts and key players. Besides, the Essence of Vietnamese Handwoven Craftmanship will add more seasoning to your trip, by immersing you in the in-depth product story and experiencing the art of national handicrafts by itself.

**VIETNAM FURNITURE INDUSTRY OUTLOOK 2024**

**MR. TRAN QUANG BAO**  
Director of the Forestry Department  
Ministry of Agriculture and Rural Development

**MR. NGO SY HOAI**  
Vice President & Secretary General,  
Vietnam Timber & Forest products Association (VIOFECT)

**MRS. GIOVANNA CASTELLINA**  
Representative from CSI

**MR. ZILAHY IMRE**  
Chairman of The International  
Alliance of Furnishing Publications

🕒 13:30 - 16:00 | MARCH 06, 2024  
📍 CONNECT HALL - SECC  
799 Nguyen Van Linh, Tan Phu Ward, Dist 7, HCMC

A half-day summit conference is dedicated to developing a sustainable furniture business environment in Vietnam and Asia. Gathering representatives of government, foreign buyer, VIP member of international commercial associations, national and regional top senior leaders for the practical solution, experience exchange, and industry update.

*One of the must-attended events for those who want to update and foresee the partnership potential in Vietnam*

The factory visit program is also available to register on HawaExpo website. This golden chance to have a comprehensive evaluation, practical analytics for finalizing the partnership decision.

### **Bring Vietnam close to the world with a professional global marketing campaign**

This year, the global promotion campaign has tripled in budget and was executed by an experienced marketing team. By the end of February 2024, the report shows dramatic attention from the Middle East, Australia, Canada, and India, while expanding the awareness in Europe and US. Briefly, HawaExpo 2024 attracted more than 160,000 online interest and nearly 25,000 registrations from 20 key export countries. During 6 months of global promotion, the fair strengthened the made-in-Vietnam furniture branding in 100 countries through many events, published more than 15,000 newsletters in 20 foreign languages, and presented in around 100 homepages a series of related international events, international associations, and tourism industry partners.

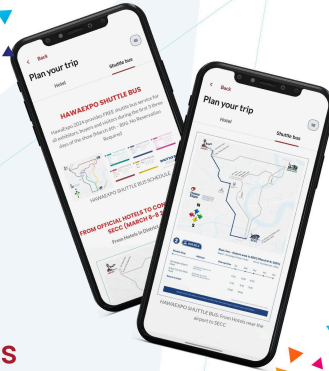
### **Enhancing B2B matching efficiency by Digitalization**

Innovation is in the DNA of HawaExpo. Joining the fair, participants will have the right to access three considerate business channels: Direct networking at the fair, online partnership through the Hopefairs exhibition platform and expanding sales channels on the global e-commerce platform thanks to the collaboration with the world's two leading e-commerce brands: Amazon and Wayfair.

Receiving the most positive feedback from exhibitors is the HawaExpo app, which has been newly introduced with a series of stunning features. Through the app, buyers can access exhibitor portfolios, book shuttle buses, and plan their trips... On the other hand, exhibitors can instantly get in touch with clients via a QR code scanning system, invite guests, and add more benefits within a touch. It's 100% free for participants.



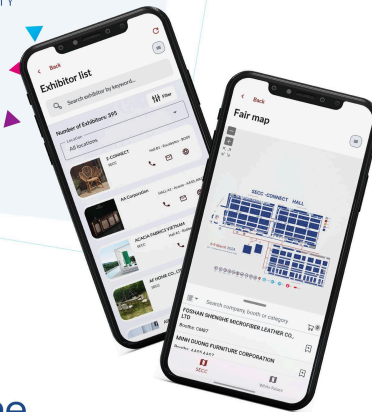
## Make The Most Experience with HAWAEXPO APP



Check Shuttle Bus Schedule



View Event & Factory Visit Schedule



Access the Exhibitors List

DOWNLOAD NOW!

HawaExpo is now available at Google Play và Apple App Stores

HawaExp 2025 will return by ....

For more details, please approach the below channels:

- Event Fact Sheet: <https://www.hawaexpo.com/press-release/>
- Email: honganh@hawa.org.vn
- Tel No.: 0962 971 690

