

## POST SHOW REPORT

# HOCHIMINH EXPORT FURNITURE FAIR

**Hawa  
Expo 2025**

Gateway to Vietnam's furniture prowess

**05 – 07  
MARCH**

**WHITE PALACE**

588 Pham Van Dong, Thu Duc, HCMC, Vietnam

## GENERAL INFORMATION

**HOCHIMINH EXPORT FURNITURE FAIR** - HawaExpo is the key trade event for Vietnam's furniture and wood industry, held every March to create an effective trade platform.

- ❖ **Date:** March 5 - 7, 2025
- ❖ **Venue:** White Palace, Thu Duc City, Ho Chi Minh City
- ❖ **Endorsed by:** Ministry of Agriculture & Environment, Ministry of Industry and Trade, Ho Chi Minh City People's Committee, Ho Chi Minh City Department of Industry and Trade

- ❖ **Organized by:**

VIETNAM FORESTRY FAIR JSC – VIFOREST FAIR

Handicraft and Wood Industry Association of Ho Chi Minh City – HAWA – Operated by: HAWA Development Corporation

- ❖ **Supported by:** Vietnam Timber & Forest Products Association (VIFORES), Binh Duong Furniture Association (BIFA), Dong Nai Wood & Handicraft Association (DOWA) và Forest Products Association of Binh Dinh (FPA Binh Dinh)



## EXHIBITION SCALE

**10.000**

sqm of exhibition space

**350** Curated booths

High-standard Vietnamese manufacturers meeting international export requirements

**10<sup>+</sup>** professional events  
including workshops  
& expert seminars

**02** Exhibition Building  
& Outdoor Events

**100<sup>+</sup>** exquisite wood &  
handicraft products

Displayed in a special showcase

**KHÔNG  
GIAN** Innovative and creative  
setups

impressive architecture and artistic performances



## Opening Ceremony - HawaExpo 2025 Honored to welcome special delegates:

Mr. Vo Van Hoan – Vice Chairman, Ho Chi Minh City People's Committee

Mr. Vu Ba Phu – Director General, Trade Promotion Agency, Ministry of Industry and Trade

Mr. Nguyen Tuan Hung – Representative, Ministry of Agriculture & Environment

Mr. Andrew Anderson – Senior Agricultural Attaché, U.S. Consulate General in Ho Chi Minh City

Ms. Soneta Asmara – Economic Consul, Consulate General of Indonesia in Ho Chi Minh City

Mr. Mike Hebert – Chairman, Canadian Chamber of Commerce in Vietnam

Mr. Nam Kyoung Wan – Vice Chairman, Head of External Relations, Korean Chamber of Commerce in Vietnam (Kocham)

Mr. Pablo Ignacio Arancibia Salazar – Trade Representative, ProChile Vietnam

Mr. John Chan – Southeast Asia & China Regional Director, AHEC

And representatives from central ministries and agencies; local departments and authorities; consuls general and diplomatic representatives of various countries in Vietnam; associations, organizations, partners, and domestic and international media agencies.









*"HawaExpo continues to affirm its position as the most prominent trade promotion event for Vietnam's wood & furniture export industry. At the same time, it fosters the development of Ho Chi Minh City's key economic sectors such as tourism, retail, and transportation, contributing to a dynamic economic landscape for both the city and Vietnam as a whole."*

**Mr. Võ Văn Hoan**  
Vice Chairman, Ho Chi Minh City People's Committee



*"I strongly believe that, with the collaboration of Wood Industry Associations, the participation of leading Vietnamese manufacturers and exporters, along with buyers from various countries, HawaExpo will continue to be professionally and systematically organized. It will solidify its role as an effective trade platform, enabling businesses to access market insights, enhance competitiveness, and stay ahead of emerging global trends."*

**Mr. Vũ Bá Phú**  
Director General, Trade Promotion Agency, Ministry of Industry and Trade



*"With the mission of advancing Vietnam's Wood and Handicraft industry, HawaExpo is committed to building a trade fair that prioritizes support for Vietnamese manufacturers. This is not only a platform for business networking and order generation but also a key meeting point for industry players to understand market demands and drive sustainable development in a global context."*

**Mr. Phùng Quốc Mẫn**  
Chairman of the HawaExpo Organizing Committee, President of HAWA



# 5.045

Buyers & Visitors

# 1.663

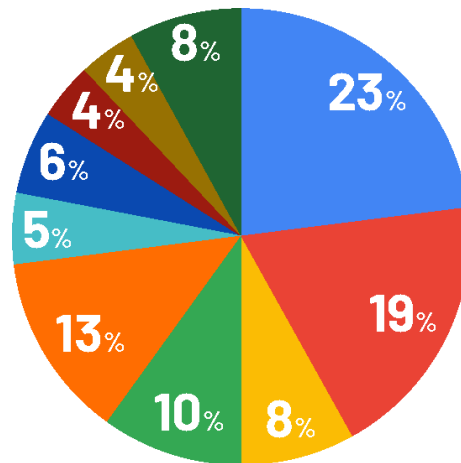
International Buyers

# 72

72 Countries & Regions

# TOP 10

Countries with the highest number of buyers

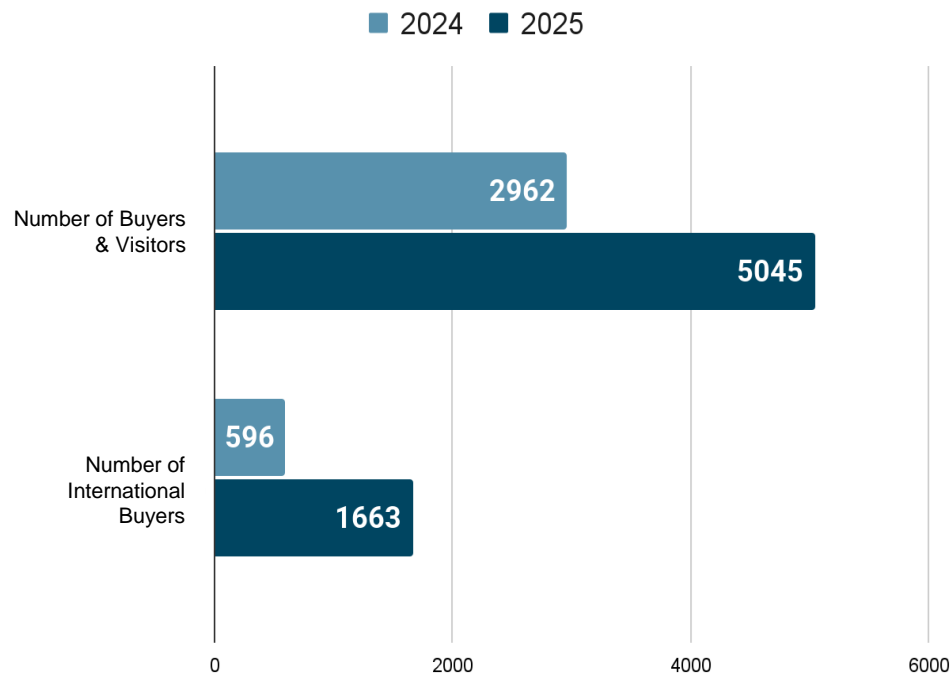


- US
- Japan
- Australia
- India
- China
- Canada
- UK
- Korea
- France
- Taiwan

# HAWAEXPO 2025

## A TRADE CONNECTION EVENT FOR QUALITY BUYERS

### Number of Buyers & Visitors at HawaExpo at White Palace (2024 - 2025)



### Enhancing Buyer Experience from the Airport to White Palace



1:1 buyer support for transportation and scheduling meetings

**FREE TAXI** service to White Palace

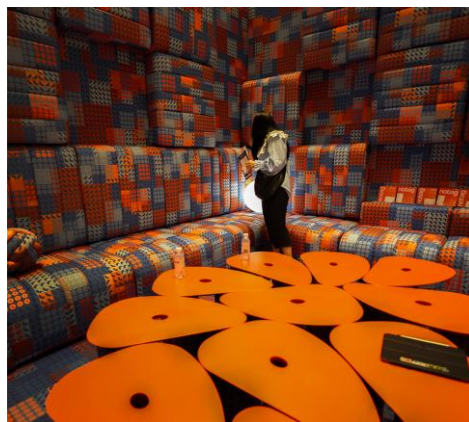


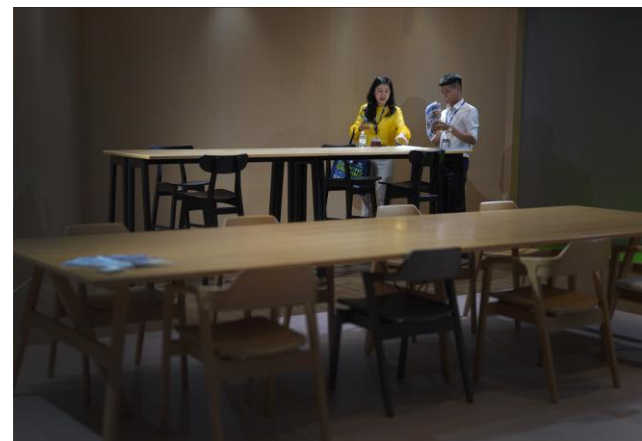




## HAWAEXPO 2025

### A CONCERT OF VIETNAMESE CRAFTSMANSHIP & INNOVATION







## EFFECTIVE CONNECTION OPPORTUNITIES BETWEEN BUYERS & EXHIBITORS



*This is my first time in Vietnam. I've heard a lot about Vietnamese furniture – very creative, high quality, and reasonably priced. That's why we wanted to explore this fair. HawaExpo is professionally organized, and there are many high-quality suppliers here. Truly a great experience."*  
– Ms. RITA, Buyer from the US



*This is our first time exhibiting to assess market demand. The number of buyers exceeded our expectations, especially buyers from Dubai, who loved our designs. Many inquired about bulk orders and customization."*  
– Viet Duc Interior, Exhibitor at HawaExpo 2025



## TRADE EFFECTIVENESS



**>102** Billions USD

The total estimated order value recorded, though not yet fully accounted for, by businesses after HawaExpo 2025



**>90%** Businesses

Confirm Booth Reservations for  
HawaExpo 2026

# WELCOME ACTIVITIES FOR INTERNATIONAL BUYERS

Welcoming & Supporting  
Buyers Throughout Their  
Journey from the Airport  
to White Palace



Friendly – Thoughtful – Professional



Hotel support for Pre-  
Registered Buyers

# STRATEGIC MARKETING & MEDIA OUTREACH

- Featured in 9 leading industry publications in the US, UK, Germany, Italy, South Korea, Japan, and other key markets
- 8.5+ million international buyers reached via email marketing campaigns
- 19.7+ million people reached through digital marketing (Facebook, LinkedIn, Google)
- 500+ billboards, banners, and posters across major roads, restaurants, hotels, and Ho Chi Minh City airport





# HAWAEXPO 2025 & MEDIA IMPACT

\*Data recorded during the 3 days of the exhibition

**>568.048** Total Reach

374,149 content views & 7,723 interactions on the official Fanpage

**>26.752** Visits

Organic traffic to [www.hawaexpo.com](http://www.hawaexpo.com)

**>30** Media Outlets

Domestic & international press coverage



# VIETNAM FURNITURE INDUSTRY OUTLOOK 2025 DECODING THE WOOD INDUSTRY AMID GLOBAL ECONOMIC AND POLITICAL TURBULENCE

**132**  
Attendees

Organized by:



Supported by:



**05/03/2025**

The forum, organized by five major associations—VIFOREST, HAWA, BIFA, DOWA, and FPA Binh Dinh, gathering renowned experts and speakers from both Vietnam and international markets.

With five key discussion topics, the event provided critical updates on import-export landscapes, tariff policies, and logistics, while also offering comprehensive insights into global interior design trends. This contributed to enhancing Vietnam's position in the international wood & furniture industry.



# VIETNAM WOOD & FURNITURE NETWORKING CONFERENCE E-COMMERCE EXPORT - UNLOCKING GLOBAL OPPORTUNITIES

115

Attendees

Organized by



05/03/2025

The seminar, co-organized by the Handicraft and Wood Industry Association of HCMC (HAWA) and Amazon Global Selling Vietnam, aimed to provide comprehensive business strategies and revenue growth solutions on Amazon.

Beyond practical insights shared by experienced sellers, the event served as a networking platform, connecting Vietnamese businesses with industry experts and international partners. Most importantly, it created 1:1 meeting opportunities with global buyers, unlocking long-term collaboration potential.





## LOGISTICS FOR THE EXPORT WOOD & FURNITURE INDUSTRY CONTEXT, FORECASTS & SOLUTIONS

128

Attendees

Organized by



06/03/2025

The seminar was co-organized by the Handicraft and Wood Industry Association of Ho Chi Minh City (HAWA), the Vietnam Logistics Business Association (VLA), and UPS Vietnam.

Amid significant impacts from changes in trade agreements, policies, and regulations, the event provided timely insights and strategic guidance, helping businesses optimize their supply chains and build long-term sustainability.



## SERIES OF CREATIVE ART WORKSHOPS

The series of interactive creative workshops featured handwoven grass sculpture, wood carving art, and Pháp Lam enamel art, attracting thousands of participants and generating widespread engagement on social media.





# HAWAEXPO 2025

## Pioneering Digital Technology Applications

### Smart Check-in System

QR Code Scanning – Easy Registration



### HAWAEXPO APP

Seamless Access to Essential Event Information. Instantly connect exhibitors with buyers for direct engagement within the app



### HOPEFAIRS.COM

- The entire fair and exhibition are digitized 24/7 on Hopefairs.com.
- Unlimited access to buyers anytime, anywhere
- Advanced online trade tools: 3D Showroom, Appointment Scheduling, Visitor Behavior Tracking





# Thank you

Sincerely thanks to our partners, exhibitors, buyers, and visitors for coming together to make this exhibition a resounding success!

## Endorsed by:



## Organized by:



## Association support



## Triển lãm trực tuyến

## Partners:



## Sponsor:



## Event support:



## Media partners:



## HawaExpo 2025's Exhibitors:





**Hawa  
Expo**

NAVIGATING  
THE WORLD OF  
POSSIBILITY

Organized by



SEE YOU AT

HOCHIMINH EXPORT FURNITURE FAIR

**HawaExpo**

**2026**

**MARCH 4-7**

**SECC** District 7  
HCMC