

POST SHOW REPORT

HawaExpo

2026

HOCHIMINH EXPORT
FURNITURE FAIR



DATE

04-07 March

LOCATION

SECC - Tan My Ward, HCMC, Vietnam

40.000 SQM

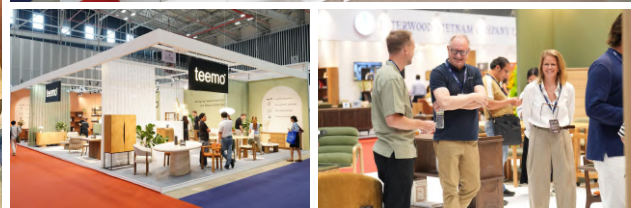
450 Exhibitors

16.449 Buyers & Visitors

15+ Forum, Seminar,
Talkshow, B2B Matching,...

2.500 Booths & showcases

83 Countries and Territories





OPENING CEREMONY

HawaExpo 2026

HOCHIMINH EXPORT FURNITURE FAIR

The Opening Ceremony of HawaExpo was honored to welcome distinguished guests, including:

- Mr **Lê Minh Hoan** - Member of the Party Central Committee, Vice Chairman of the National Assembly
- Mr **Nguyễn Quốc Trị** - Deputy Minister of Agriculture and Environment
- Mr **Nguyễn Văn Được** - Member of the Party Central Committee, Deputy Secretary of the HCMC Party Committee, Chairman of the HCMC People's Committee
- Mr **Vũ Bá Phú** - Director General of the Vietnam Trade Promotion Agency, Ministry of Industry and Trade
- Mr **Nguyễn Văn Dũng** - Vice Chairman of the HCMC People's Council
- Mr **Hà Công Tuấn** - Former Deputy Minister of Agriculture and Environment
- Ms **Anne Benjaminson** - Deputy Consul General of the United States in HCMC
- Mr **Bùi Tá Hoàng Vũ** - Director of the HCMC Department of Industry and Trade
- Ms **Alessandra TOGNONATO** - Consul General of Italy in HCMC
- Mr **Scott James** - Consul General of New Zealand in HCMC

The ceremony also welcomed representatives from central ministries and government agencies; local departments and authorities; Consuls General and diplomatic representatives from various countries in Vietnam; as well as associations, partner organizations, and domestic and international media agencies.





Mr
Nguyễn Quốc Trị

*Deputy Minister of Agriculture and
Environment*

“ We are entering a new phase of the global economy, where growth is measured not only by output, but by value creation, knowledge, sustainability, and adaptability.

HawaExpo is not merely a trade fair; it serves as a platform where technology, design, and global interior trends converge. It is also a space where Vietnamese enterprises affirm their flexible manufacturing capabilities, creativity, and strong commitment to Environmental, Social, and Governance (ESG) standards.

”



Mr
Nguyễn Văn Đước

*Member of the Party Central Committee,
Deputy Secretary of the HCMC Party
Committee, Chairman of the HCMC
People's Committee*

“ I propose that HAWA, together with wood industry enterprises and the city, commit to pursuing five strategic priorities:

1. Pioneering the green transition
2. Elevating from 'Made in Vietnam' to 'Made by Vietnam'
3. Leading through digital transformation
4. Diversifying and balancing export markets
5. Achieving double-digit growth

We must not only adapt to emerging trends but also take the lead in shaping them.

”



Ông **Vũ Bá Phú**

Director General of the Vietnam Trade Promotion Agency, Ministry of Industry and Trade

“ 2025 marked a notable milestone as Vietnam’s export value of wood and wood products reached approximately USD 17.2 billion. I firmly believe that with the strong support of ministries, government agencies, local authorities, industry associations, and especially the active participation of enterprises, HawaExpo 2026 will serve as an effective bridge, enabling Vietnam’s wood industry to further expand its presence in the international market. ”



Ông **Phùng Quốc Mẫn**

*Chairman of HAWA
Head of the Organizer HawaExpo 2026*

“ HawaExpo is the result of a strong spirit of industry collaboration. With a solid growth foundation and the aspiration to reach further, we believe that HawaExpo 2026 will continue to create valuable networking opportunities, generate meaningful business deals, and open new growth pathways for Vietnam’s wood industry community. ”



Bà **Anne Benjaminson**

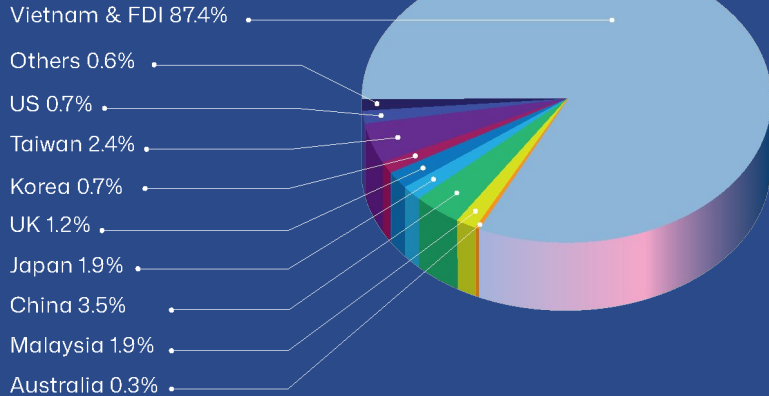
Deputy Consul General of the United States in HCMC

“ The timber trade relationship between the United States and Vietnam is highly complementary: the United States serves as a key supplier of raw materials, while Vietnam has emerged as a major manufacturing and export hub for furniture and wood products. HawaExpo plays an important role as a bridge, enabling businesses from both sides to expand cooperation and connect with the global market. ”

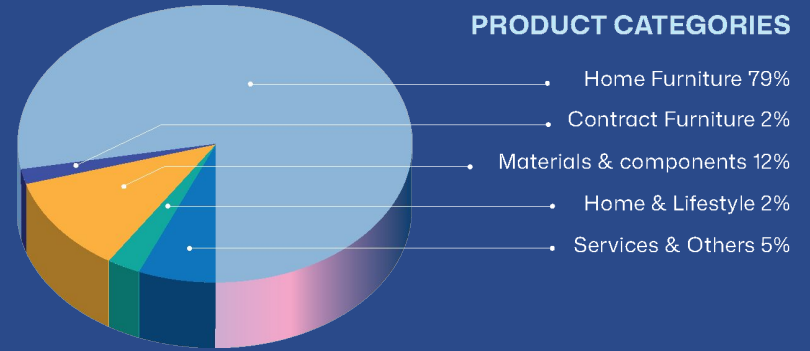
EXHIBITOR PROFILE

The most diverse range of Made in Vietnam products, offering complete supply-chain solutions - furniture, indoor & outdoor collections, accessories, and materials - all under one roof

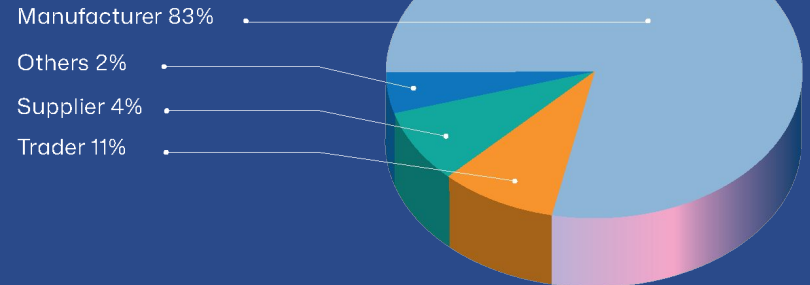
COUNTRIES



PRODUCT CATEGORIES



TYPES OF BUSINESS







BUYERS & VISITORS

TOP 10 Countries of Buyers & Visitors

16,449

Buyers & Visitors

3,284

International Buyers

83

Countries and Territories

TOP COUNTRY



EFFECTIVE NETWORKING PLATFORM BETWEEN BUYERS AND EXHIBITORS



“We are currently looking for suppliers from Vietnam. On this visit, my goal is to source high-end furniture collections for our retail system in Mexico. I am very impressed with the products showcased at the fair—many designs are beautiful, creative, and of excellent quality. With the objective of identifying new supply partners, I find HawaExpo to be a very suitable destination, as it brings together numerous companies and high-quality products in one place.”

Mr. Alejandro - Buyer from Mexico



“Our company is a member of HAWA and has participated in HawaExpo for many years. HawaExpo plays an important role in our strategy to promote our manufacturing facilities. Here, we have the opportunity to showcase our brand and production capabilities to international buyers, while also building and strengthening relationships with partners both domestically and globally.”

Lam Viet JSC - Exhibitor at HawaExpo 2026



ACTIVITIES TO WELCOME INTERNATIONAL BUYERS



WELCOME
pick-up and
drop-off for buyers
at the **AIRPORT**



**FREE
HOTEL**

H

HAWAEXPO says:

Let's go to HawaExpo

Enjoy your trip to SECC (March 4-7) and connect with leading Vietnamese furniture manufacturers.

Here's a 100.000đ gift voucher

Grab/Be vouchers for buyers & visitors during the fair days.



HAWAEXPO 2026 & MEDIA MEDIA IMPACT*

**Data recorded during the 4 days of the fair*

HawaExpo 2026 recorded strong media impact across digital platforms and both domestic and international press networks. The significant attention from the business community, international buyers, and media outlets helped amplify the exhibition's visibility, further reinforcing HawaExpo's role as a key meeting point for the wood and furniture industry.

>2,332,643 social media reach

with **1,360,072** content views and **7,151** engagements, reflecting strong online visibility and audience interaction during the event.

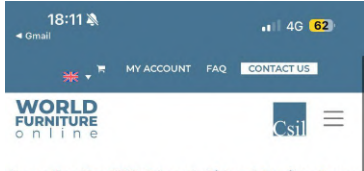
>25,577 organic visits

to hawaexpo.com, indicating strong interest and information searches from industry stakeholders and visitors.

>172 news articles and media features

were published through a network of more than 50 reputable domestic and international media outlets,

PROMOTION & MEDIA OUTREACH



Home > HawaExpo 2026: Gateway to Vietnam's Furniture Prowess

HAWAEXPO 2026: GATEWAY TO VIETNAM'S FURNITURE PROWESS



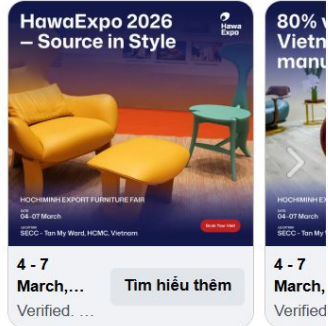
HawaExpo 2026, a key export-oriented furniture fair in Vietnam, will take place from 4-7 March 2026 at the Saigon Exhibition & Convention Center (SECC) in Ho Chi Minh City. Organised by VIFOREST and operated by HAWA, the event continues to strengthen Vietnam's position as a crucial manufacturing and sourcing hub for the global furniture industry.

Under the theme "Gateway to Vietnam's Furniture Prowess" HawaExpo 2026 is expected to gather over 700 exhibitors and more than 2,500 booths, with approximately 100,000 visitors.

worldfurnitureonline.com



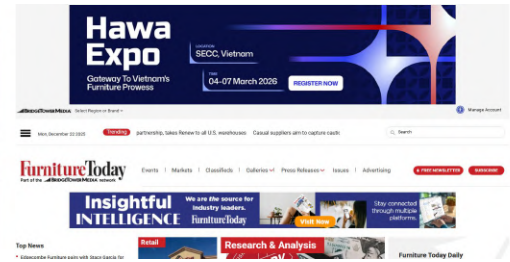
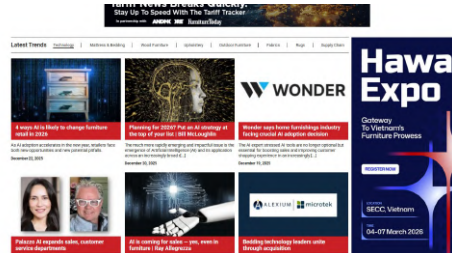
2,500 booths with 80% Vietnam manufacturers at HawaExpo - Gateway to Vietnam's Furniture Prowess



4-7 March, ...
Verified ...
Tim hiểu thêm



- Media partnerships with **15+** leading international trade publications across key markets: **United States, United Kingdom, Germany, Italy, South Korea, Japan,** and other Asian markets.
- **170+** news articles and features published across a network of over **50** domestic and international media and television outlets, amplifying the visibility of HawaExpo.
- Promotion of HawaExpo to **49,251** international contacts through the email marketing systems of HAWA, partners, and international media networks.
- Reaching over **23,373,945** audiences through digital marketing campaigns on Facebook, LinkedIn, and Google.
- International promotion of HawaExpo at major global industry events, including **High Point Market, Maison & Objet, Ambiente, and the CAFA Conference.**





GALA DINNER & HANDOVER CEREMONY OF AFIC CHAIRMANSHIP



Organized by:



101
Attendees



SEMINAR

VIETNAM'S FURNITURE INDUSTRY EXPORT STRATEGIES TO WIN IN THE NEW LANDSCAPE



The event was organized by the Handicraft and Wood Industry Association of Ho Chi Minh City in collaboration with Amazon Global Selling Vietnam. During the seminar, industry experts provided in-depth analysis of the 2026 market landscape, highlighting the competitive advantages of Vietnam's wood furniture industry amid the rapid growth of cross-border e-commerce and digital trade trends.

04/03/2026

FURNITURE FORUM 2026 ASIA RISING - DESIGN LEADING

The forum gathered association leaders, industry experts, and designers from various countries across Southeast Asia to discuss market dynamics, design trends, and strategic directions for the regional furniture industry, with the aim of elevating the position of the ASEAN interior design sector on the global stage within the framework of HawaExpo.

05/03/2026



Organized by:



DESIGN TALK ASIA DESIGN, GLOBAL VOICE & KICK-OFF HOA MAI DESIGN AWARD 2026



The talk show featured inspiring discussions on cultural identity, the voice of design, and the growing role of Asian design within the global creative landscape. At the same time, the Hoa Mai Design Award 2026 was officially launched, marking the beginning of a new season aimed at discovering and nurturing emerging design talents within the industry.

05/03/2026

SEMINAR GREEN TRANSFORMATION IN THE DIGITAL ERA

The seminar attracted industry experts who engaged in discussions on green transition under the pressure of international markets. The session also proposed practical pathways for green transformation that are suitable for the scale and operating conditions of Vietnamese wood industry enterprises, within the framework of HawaExpo.

06/03/2026



Green Transformation Forum

A PREREQUISITE FOR VIETNAM'S WOOD INDUSTRY TO ADVANCE IN THE GLOBAL VALUE CHAIN



The forum brought together sustainability experts, international certification bodies, and representatives from industry associations. Discussions focused on circular economy practices in the wood industry, sustainable manufacturing trends, and health standards in green building projects, within the framework of HawaExpo.

06/03/2026

TALKSHOW TECHNICAL DECODING - EP.2

STANDARDIZATION FOR BREAKTHROUGH: ELEVATING DESIGN, PRODUCTION, AND MANAGEMENT IN THE WOOD INDUSTRY

At the talk show, speakers shared practical insights on standardizing design, production, and management processes within the wood & furniture industry. The discussion also introduced practical solutions, including the application of the Autodesk ecosystem to enhance design productivity and optimize operational efficiency.

06/03/2026



B2B MATCHING WITH BUYER DELEGATION

FICCI - Federation of Indian Chambers of Commerce & Industry

The B2B Matching session with the buyer delegation from the FICCI Furniture Committee created opportunities for direct 1:1 meetings between **>30 exhibitors** and over **10 buyers** from the delegation, facilitating discussions and the exploration of potential business partnerships.

During the session, HAWA and FICCI also signed a strategic cooperation agreement, aimed at strengthening trade connections and collaboration between the two sides.

SFA - Singapore Furniture Association

The B2B Matching session with the buyer delegation from SFA recorded direct meeting and discussion sessions between **>50 exhibitors** and **10 international buyers**. These meetings created valuable opportunities for information exchange, market insights, and the initial establishment of potential business partnerships during HawaExpo.



CREATIVE ART WORKSHOP SERIES

A series of creative experience workshops, including hand weaving and Pháp Lam enamel art, became a highlight of HawaExpo. The activities helped showcase and share the unique beauty of Vietnam's traditional handicraft heritage with international buyers.

05-07/03/2026





KODA SAIGON CO., LTD



STEP FURNITURE MANUFACTURER SDN. BHD



2-CONNECT APS

Top Hawa Expo 2026 Best Booth Awards

Honor the most outstanding exhibition booths of HawaExpo 2026, recognizing excellence in creativity, originality, and professional presentation.



LIVAX VIETNAM CO., LTD



TEEMO DESIGNS LTD



WOODEN STORIES CO., LTD



NITORI FURNITURE VIETNAM EPE



FINE SCANDINAVIA CO., LTD



SACRED EARTH VIETNAM LTD.,

Top **Hawa Expo 2026**

Best Booth Awards



MY KHANG CO., LTD



PMA FURNITURE DESIGN SWEDEN



ALLINGHAM HOLDINGS LIMITED



INTERWOOD VIET NAM CO.,LTD



GREENSTONE CO., LTD



FUJISAWA INDUSTRIAL CO., LTD



WOOD CONCEPT

Top Best Booth Awards

Hawa Expo 2026



SQUARE HOME VIET NAM COMPANY LIMITED



BOKA CRAFT COMPANY LIMITED



ZIATTI COMPANY LIMITED



SAVIMEX CORPORATION

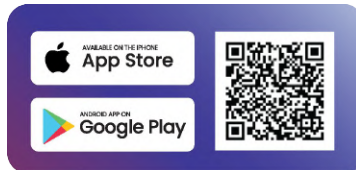


HAWAEXPO 2026 PIONEERING DIGITAL TECHNOLOGY APPLICATIONS

HAWAEXPO APP

The HawaExpo App continued to serve as an **effective digital tool** supporting visitors and businesses throughout the exhibition. The app allows users to conveniently search for information on booths, companies, products, and event schedules.

During HawaExpo 2026, the application recorded **2,412** downloads and active users, contributing to an enhanced visitor experience and facilitating business connections at the fair.



HOPEFAIRS.COM

A **3D scan of the entire venue** recreated the layout and exhibition areas of HawaExpo.

Each booth was also individually scanned(*), allowing exhibitors to present their booths through interactive 3D virtual tours, with data accessible for 365 days after the event.



(* according to the organizer policy)

THANK YOU

For being part of the success of HawaExpo 2026

ENDORSED BY



Ministry of Agriculture and Environment



Vietnam Trade Promotion Agency



HCMC Department of Industry and Trade

ORGANIZED BY



VIFOREST FAIR

OPERATED BY



HAWA

SUPPORTED BY



VIFOREST



TOGETHER WE GROW!



FPA GIA LAI

PARTNERS



AFIS



FIP



MFC



ASMINDO



FTI Furniture Industry Clubs



LFA



sfic



UNIVERSITY



International Labour Organization



Productivity Ecosystems for Decent Work



UNIVERSITY OF MALACCA



Norway



FSC FORESTS FOR ALL FOREVER



amazon global selling

THANK YOU

For being part of the success of HawaExpo 2026





THANK YOU & SEE YOU AT

HawaExpo

03-06 Mar 2027

HOCHIMINH EXPORT FURNITURE FAIR

