

*Ho Chi Minh Export Furniture Fair 2023*

# Hawa Expo



**ORGANIZER  
SUPPORT BUYER  
PROGRAM  
(OSB)**

**GROWTH THROUGH DIVERSIFICATION**

Ho Chi Minh Export Furniture Fair 2023

# Hawa Expo

**HO CHI MINH EXPORT FURNITURE FAIR 2023 - HawaExpo 2023** is organized by Handicraft and Wood Association of Ho Chi Minh City (HAWA) in collaboration with Ho Chi Minh City Department of Industry and Trade, endorsed by the Ministry of Industry and Trade and the Ministry of Agriculture and Rural Development, supported by 5 Furniture Associations including VIFOREST, HAWA, BIFA, DOWA, FPA.



- ❖ Date: February 22nd – 25th, 2023
- ❖ Venue: SECC – Saigon Exhibition and Convention Center at 779 Nguyen Van Linh, Tan Phu Ward, District 7, HCMC, Vietnam
- ❖ Exhibition scale: > 1600 Booths

- Indoor furniture
- Outdoor furniture
- Office furniture
- Hospitality and Project
- Gift and Handicraft
- Home accessories
- Hardware
- Wood material and panels
- Wooden House

**EXHIBITOR LIST:** <https://hawaexpo.expofp.com>

Endorsed by



BỘ CÔNG THƯƠNG



Supported by



Fair Management



Operated by





**HawaExpo  
2023**



# Outstanding Highlight



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**

**Exclusive Pavilions:** ASEAN Furniture Pavilion, Designed by Vietnam Pavilion, Acacia Pavilion, Hoa Mai Furniture Design, Japanese Pavilion

**Priority and Privilege policy:** OSB - Organizer Support Buyer and OSE - Organizer Support Exhibitor

**Innovative programs for Manufacturers and Buyers:** B2B Networking event, Factory visit, Market tour, Offline & Online exhibition, HAWA After Dark program...

# 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

# Why visit?

**Vietnam Furniture – Asia’s Growing Success** The world’s second largest furniture exporter and surpassed China as the largest furniture exporter to the U.S

**Vietnam Manufacturers** - large capacity to supply major buyers in volume, offer flexibility to cater to specific client’s needs; High quality products, combining with different materials, bringing craftsmanship into mass production; And have technological innovation with competitive price

**Sustainable development** - meet international standards on sustainable development, access to sustainable legal imported and local plantation materials



**Buyer Privilege Program**

to promote effective trade connections between buyers and exhibitors through a never-ending set of activities at the fair



**Market tour**

on Feb 24-28 with Hawa’s associate to take an effective walking tour of manufactures around HCMC



**HawaExpo Mobile App**

to prioritise buyers’ interests and build a customised calendar of events and attractions across the site



## SOURCING SUPPORT

Be consulted and provided with detailed information about your favorite furniture collections



## FACTORY VISIT

On February 24-28 with an associate to take an effective walking factory tours around HCMC

# ONSITE Exhibition



## NETWORKING COCKTAIL

Food & drink blending in live music are all the best ambiance to develop a business talk between buyers and leading exhibitors at 4:30pm



## HawaExpo AFTER DARK

Make the most of your trip to HawaExpo by extending your day to visit showrooms or explore Vietnam's nightlife

# Don't miss out — Networking Cocktail Reception



**Book prior** to coming to **receive networking pass** as seating is limited



Enjoy complimentary cocktails and grow your professional contacts **at HawaExpo Happy Hour** at 4:30pm in 2 days

Strengthen relationships more effective through **in-person connections**

Join for a **relaxed evening** for drinks, food, communication and giveaways

Identify a diverse community of the most **influential business leaders** in wooden product makers



## We are offering – Sourcing Support

Once we have your requirements clear, we will start with:

- checking in a network of 5 largest wood associations
- approaching members and exhibitors
- see whether these are interested to provide information

*We make appointments based on your Register form with the short-listed suitable companies for you. You can take it from there, or we can assist you further.*



## Factory visit

600+ manufacturers and showrooms around HCMC. Car transfer with staff assistants is ready to support and follow throughout the journey

## Hawa After Dark

to find more after long connection day through showroom visits and HCMC night excursion, local food adventure, must-see sights...



The tour will be designed based on visitor preferences or product customization that brings more experiences about Vietnamese goods with the help of top influencers, so **grab your seat NOW by completing the Register form**

# MARKET TOUR



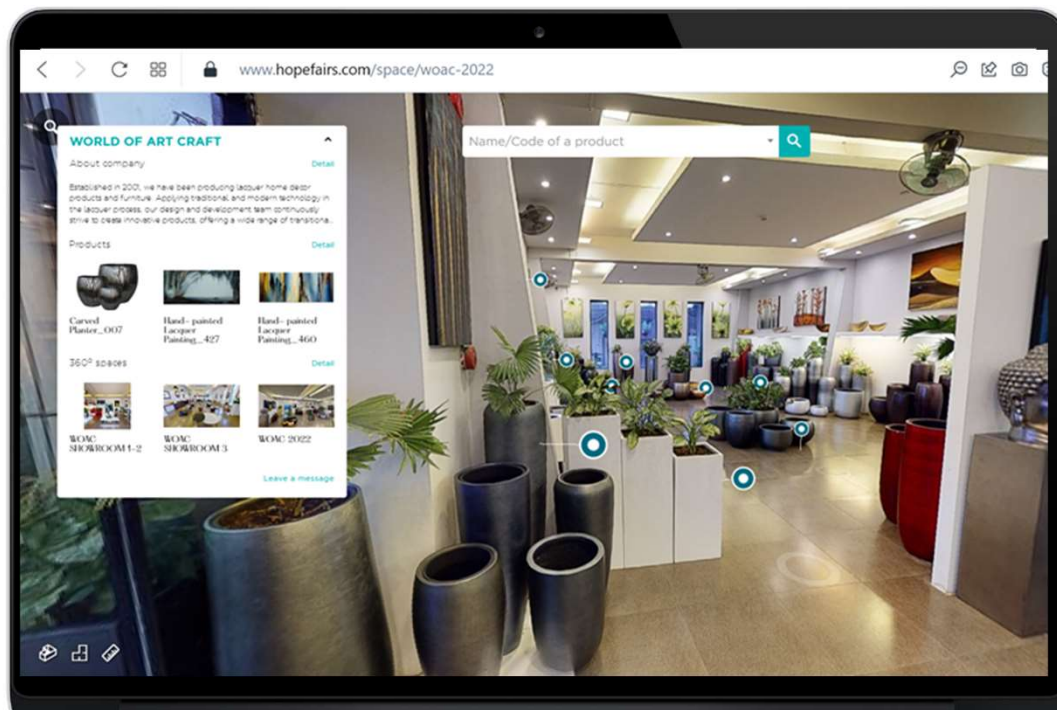
HAWA ONLINE  
PLATFORM FOR  
EXHIBITION

<https://www.hopefairs.com>

## Online Exhibition

For more preliminary information about the exhibitors and their products in order to initially set up a schedule to visit HawaExpo in advance

- > 400 manufacturers participate online, interactive 24/7
- Showroom 360 helps buyers visually experience products, display spaces, factories...
- Mini-site of each manufacturers fully and prominently demonstrates its competitiveness





## HAWAEXPO 2023



# Buyer Side Services

to support Buyers and Travellers attending HawaExpo and create favourable conditions in Vietnam

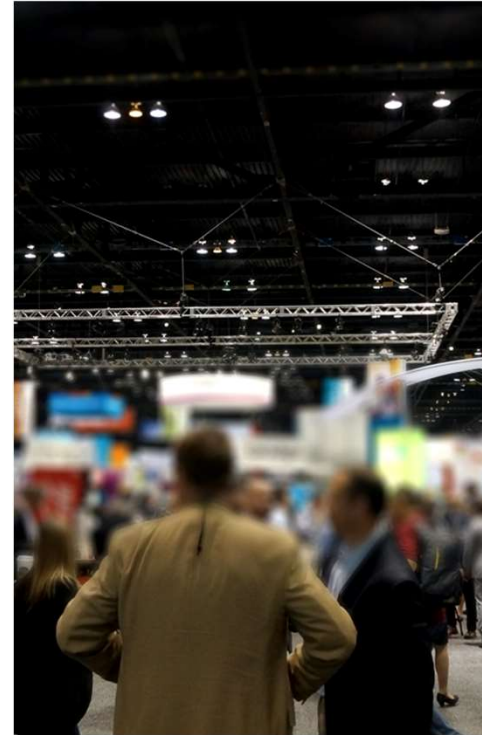
- **Free to download the Mobile Application** for planning the personal business trip
- **Free courtesy Airport transfer & Shuttle bus** to HawaExpo and factory visit
- **Recreational and entertainment services:** HCMC 1 day tour, restaurant, coffee shop, historical place, local food adventure, must-see sights...
- Vietnam VISA information with **Letter of Invitation** supported



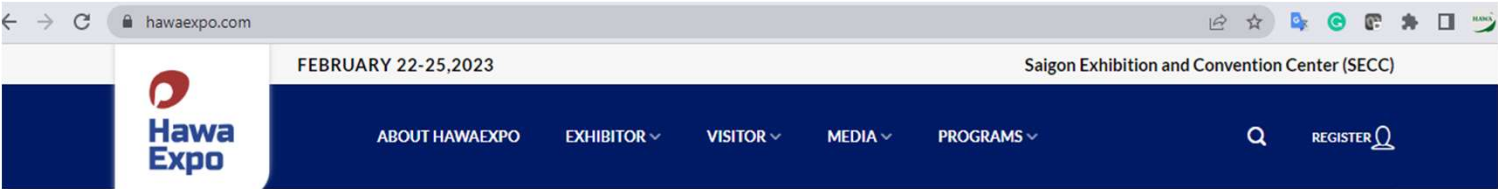
# Preferential benefits

For visitors to pre-register before January 15, 2023, HawaExpo will offer:

- **Networking Pass** to Networking Cocktail
- **Entry Ticket** to Buyer Lounge with drink voucher
- **Buyer's KITS** (Exhibition directory, Guild map, Badge, Activity program and side event information)
- **Shuttle bus** with flexible schedule
- **Check-in faster** at Airport
- **Support in factory visit and sourcing services**



# Register at [hawaexpo.com](http://hawaexpo.com)



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# Hawa Expo

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



**Growth through diversification**

**22-25/02/2023**

**VIETNAM**

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

Co-organizer

