

HawaExpo

2027

HOCHIMINH
EXPORT
FURNITURE FAIR



Gateway To Vietnam's Furniture Prowess

DATE

03-06 March, 2027

LOCATION

SECC - HCMC, Vietnam

HAWAEXPO OVERVIEW

Under the patronage of the Ministry of Agriculture and Environment and the Ministry of Industry and Trade, and with professional coordination from the Ho Chi Minh City Department of Industry and Trade, HawaExpo is organised by VIFOREST FAIR company. The Fair is operated directly by the Handicraft and Wood Industry Association in Ho Chi Minh City – HAWA.

HawaExpo is the official national furniture fair in Vietnam. It serves as a strategic sourcing platform, connecting global buyers with top manufacturers in furniture, home décor, and interior materials.

ENDORSED BY



Ministry of Agriculture and
Environment



Vietnam Trade
Promotion Agency



HCMC Department of
Industry and Trade

ORGANIZED BY



VIFOREST FAIR

OPERATED BY



SUPPORTED BY



MEDIA PARTNERS

FurnitureToday

MÖBELMARKT.DE

Furniture News
INFORMING INDUSTRY, BUILDING BUSINESS



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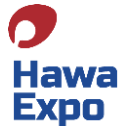
FURNITURE & FURNISHING
EXPORT INTERNATIONAL
Asia Pacific • Middle East • Europe



TẠP CHÍ
GỖ VIỆT

10times

Công Thương



LOOK BACK

HAWAEXPO 2026

40.000 SQM

450 Exhibitors

16.449 Buyers & Visitors

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

2.500 Booths &
Showcase

83 Countries & Territories





HAWAEXPO 2027

SECC – HCMC, Vietnam

03 —
— 06
MARCH

20
27

01

Approach Top
Selected
Furniture
Manufacturers
& Suppliers



02

Premium
Furniture Fair
In
Vietnam



03

De-Risked &
Verified
Sourcing Hub for
Global Buyers





HAWAEXPO 2027

SECC – HCMC, Vietnam

2,700

Booths &
Showcases

500

Exhibitors

85%

Top-selected
Manufacturers

3 – 6

MARCH, 2027

SECC

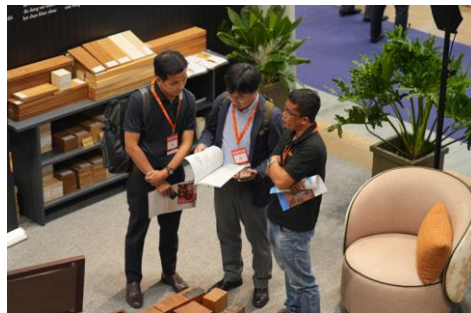
799 Nguyen Van
Linh, Tan My Ward,
HCMC, Vietnam

20,000

Buyers & Visitors

40,000

m² of exhibition space



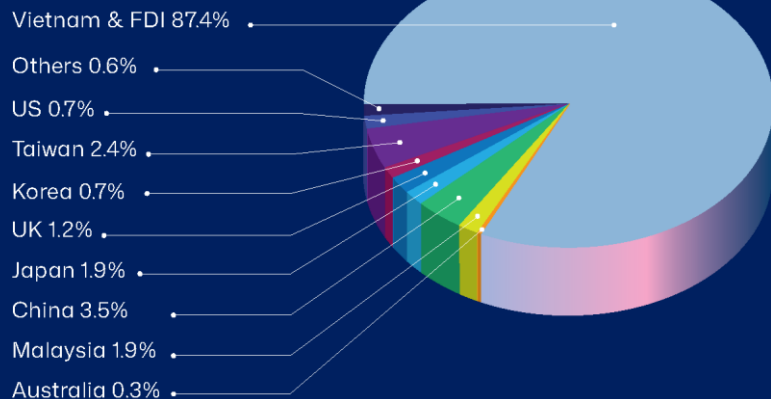
MEET EXHIBITORS AT HAWAEXPO 2027 (updating)



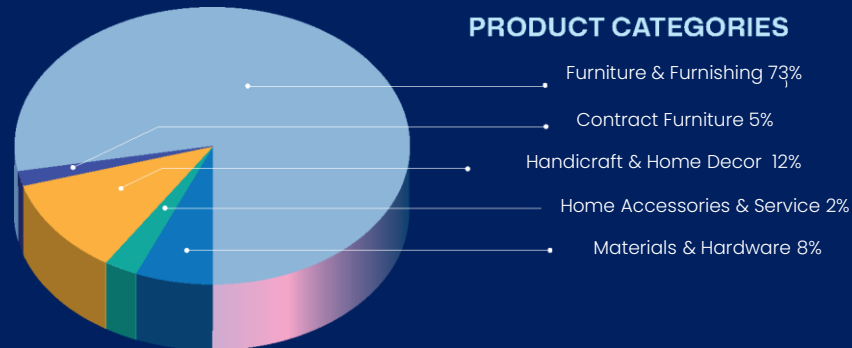
EXHIBITOR PROFILE

HawaExpo brings together export-oriented wood and furniture manufacturers and suppliers from diverse sectors and countries, showcasing the industry's strong export capabilities and comprehensive supply capacity.

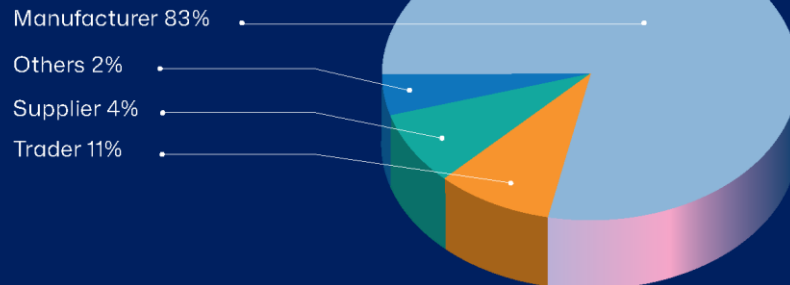
COUNTRIES



PRODUCT CATEGORIES



TYPES OF BUSINESS

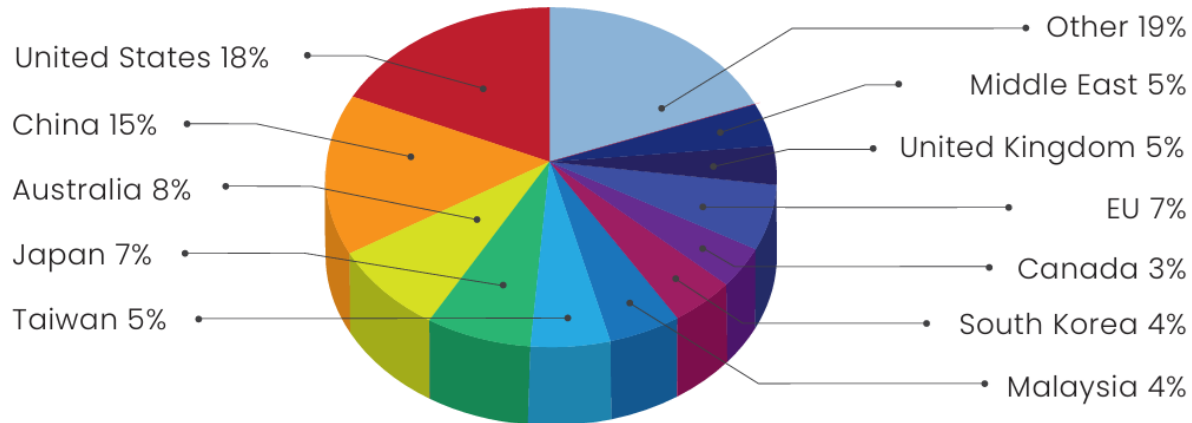


(*) Statistics based on 450 exhibitors at HawaExpo 2026



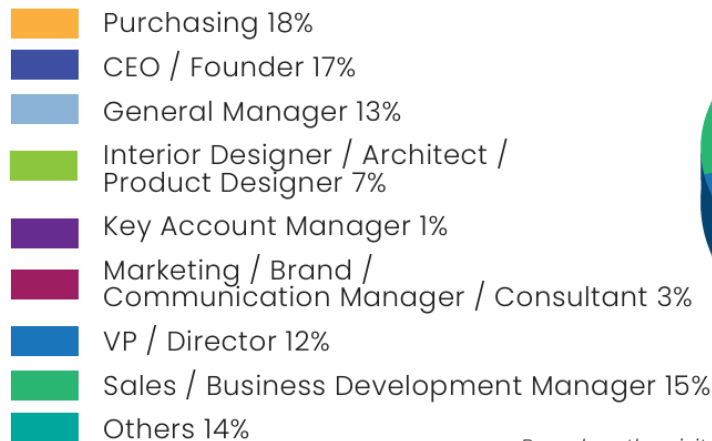
BUYERS & VISITORS PROFILE

TOP VISITING BY COUNTRIES/ REGIONS



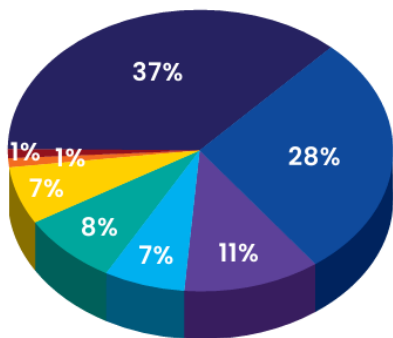
Based on the visitor registration data at HawaExpo 2026

VISITOR PROFILE BY ROLE



Based on the visitor registration data at HawaExpo 2026

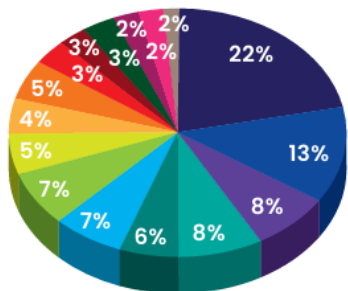
PURPOSE OF VISIT



- Meet and network with current manufacturers/suppliers 37%
- Look for new manufacturers/suppliers 28%
- Place order 11%
- Collect market and trends information 7%
- Evaluate the show for future participation 8%
- Look for new products/ technologies/ services 7%
- Attend seminar 1%
- Others 1%

Based on the visitor registration data at HawaExpo 2026

PRODUCTS OF INTEREST TO BUYERS



- Bedroom Furniture
- Contract Furniture
- Other
- Bathroom Furniture
- Children & Nursery Furniture
- Living Room Furniture
- Dining Room Furniture
- Outdoor & Garden Furniture
- Wood Material & Panels
- Home Accessories
- Gift & Handicraft
- Office Furniture
- Hotel Furniture
- Interior Fittings
- Hardware
- Services

Based on the visitor registration data at HawaExpo 2026



BUYERS & VISITORS PROFILE

EVENT & B2B MATCHING

01

FURNITURE MATCHING DAY

HawaExpo 2027 Pre-Show Event:

A Special Opportunity for Exhibitors to Connect Directly with Representative Offices in Vietnam.



02

FORUM SEMINAR

Vietnam Furniture Industry Forum, Seminar on Market Trends, Sustainable development, Ecommerce trends, etc.



03

1:1 B2B MATCHING

A personalized matchmaking effort created to encourage impactful interactions between buyers and exhibitors.



B2B MATCHING & FACTORY VISIT

B2B MATCHING

Organize 1:1 business matchmaking sessions between exhibitors and qualified buyers verified by the organizer.

Process:

1. Collect sourcing requirements from buyers.
2. Invite exhibitors to register for matching sessions based on buyer demand.
3. Facilitate 1:1 B2B meetings during the exhibition.



FACTORY VISIT TOUR

Organize buyer delegations to visit exhibitors' manufacturing facilities, showcasing their production capabilities while fostering networking and business connections between participating buyers.

Process:

1. Exhibitors register to organizer.
2. Invite buyers to join the factory visit tours.
3. Share the buyer list with exhibitors for confirmation.
4. Organize and facilitate factory visit tours.



SUPPORT FOR **EXHIBITORS' BUYERS**^(*)

■ **FREE STAY FOR 1-2 NIGHTS(*)**

At 4-5 star Hotel

(*) For VIP Buyers only

■ **AIRPORT PICK-UP SERVICE**

Provide airport pick-up assistance for buyers and arrange transportation from the airport to their hotels.

■ **SHUTTLE BUS**

To and from the fairground

■ **WELCOME DINNER**

Meet top leaders, experts & stakeholders in the furniture industry

■ **SUPPORT ON SITE**

Direct connections between buyers and furniture manufacturers

(*) Exhibitors are required to provide the organizer with the contact details of their buyers so the organizer can reach out and coordinate the support services and benefits available to them.





MARKETING & COMMUNICATION SUPPORT FOR EXHIBITORS

■ Series " Factory Capacities Video Series" & Factory-Verified Data(*)

Produce short documentary-style videos filmed inside manufacturing facilities, showcasing production lines and machinery, actual production capacity, defect rates, and the flexibility to fulfill both small and large-volume orders.

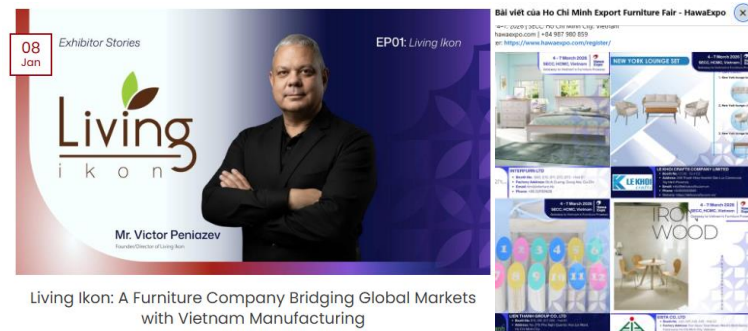
(*) Organizer will select a limited number of high-potential exhibitors to be featured in this series.

■ EXHIBITOR INTRODUCE ACROSS HAWAEXPO MEDIA CHANNELS

A series of videos, PR articles, and social media posts showcasing exhibitors' products, manufacturing facilities, and supply capabilities at HawaExpo..

■ EXHIBITOR INVITATION & PROMOTIONAL DESIGN KIT

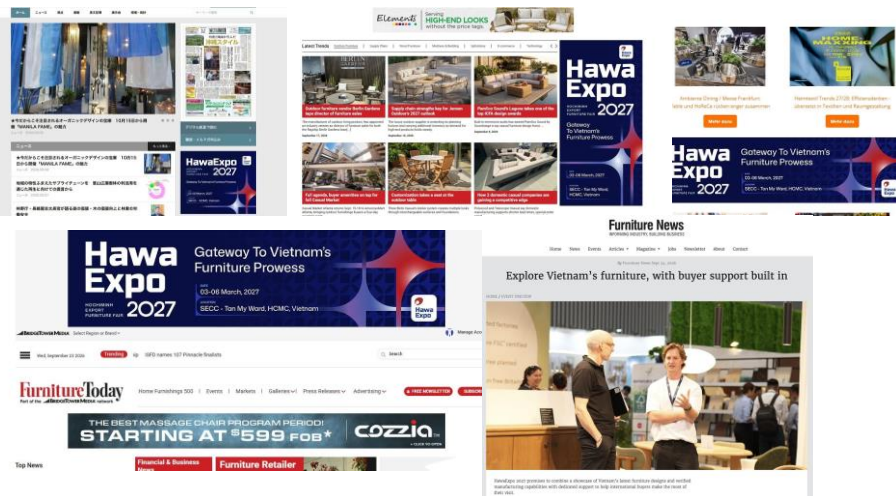
Provide ready-to-use invitation designs, social media posts, and promotional visuals for exhibitors to invite buyers to visit their booths at HawaExpo..





COMMUNICATE WITH BUYERS AT EVERY TOUCH POINT

01 Access online from specialized magazines, digital international & domestic newspapers, journal, magazine,...



02 Social Media: LinkedIn, Google, Tiktok, Facebook, Instagram, Youtube,



03 Email marketing, chat & call
Accurately reach buyers & visitors

We leverage an extensive **database of over 10.000 international buyers**, reaching them directly through targeted weekly and monthly Email Marketing campaigns.

Approach buyers from **European countries, America, Russia, Australia, Korea, Japan, Taiwan,...**

The exact data source is buyers from furniture fairs:
HawaExpo, Milan Design Week, High Point Market,...



COMMUNICATE WITH BUYERS AT EVERY TOUCH POINT

04 | Roadshow to leading global furniture exhibition & international forums

**Hong Kong Gift &
Premium Fair**
April 27 - 30, 2026

Lifestyle Week Tokyo
Jun 24-26, 2026

**CIFF – WMF – CPD
SHANGHAI 2026**
Sep 4-7, 2026

**High Point Furniture
Market**
Oct 17-21, 2026

Ambiente Expo 2027
Jan 29 - Feb 2, 2027

05 | International Buyer Outreach through Strategic Media Partnerships

Collaborate with **Vietnam Trade Offices** in **Hong Kong, Australia, Russia, the US, and New Zealand**, as well as **international furniture fairs**, to promote VIBE 2026 and attract international buyers.



COMMUNICATE WITH BUYERS AT EVERY TOUCH POINT

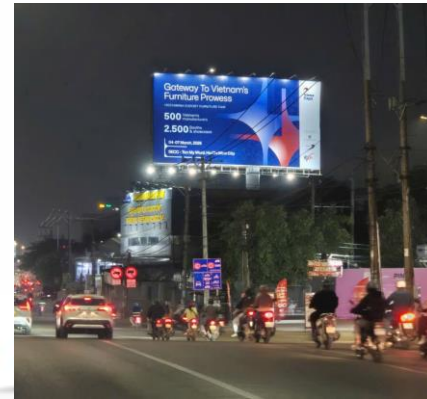
06 Communicate at every route on the buyer's journey to Vietnam



Advertising posters at
TSN International
Airport.



Billboard & Banner at Major
routes in city & from airport
to the center / SECC



Billboard & Roadshow
around District 7,
neighboring SECC



HOCHIMINH EXPORT FURNITURE FAIR

HawaExpo

THE ANNUAL MARCH DESTINATION

One Venue - Every March - Vietnam's Only Export Furniture Fair at SECC

2027

3 - 6 MARCH

2028

8 - 11 MARCH

2029

7 - 10 MARCH

2030

6 - 9 MARCH



CONTACT US:

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