

# POST SHOW REPORT



VIFA-EXPO 2022

**VIETNAM**

INTERNATIONAL FURNITURE  
& HOME ACCESSORIES FAIR

**31 Aug - 3 Sept**

**2022**

**SECC SAIGON EXHIBITION &  
CONVENTION CENTER**



# GENERAL INFORMATION



VIETNAM INTERNATIONAL FURNITURE  
& HOME ACCESSORIES FAIR



31 August – 3 September, 2022

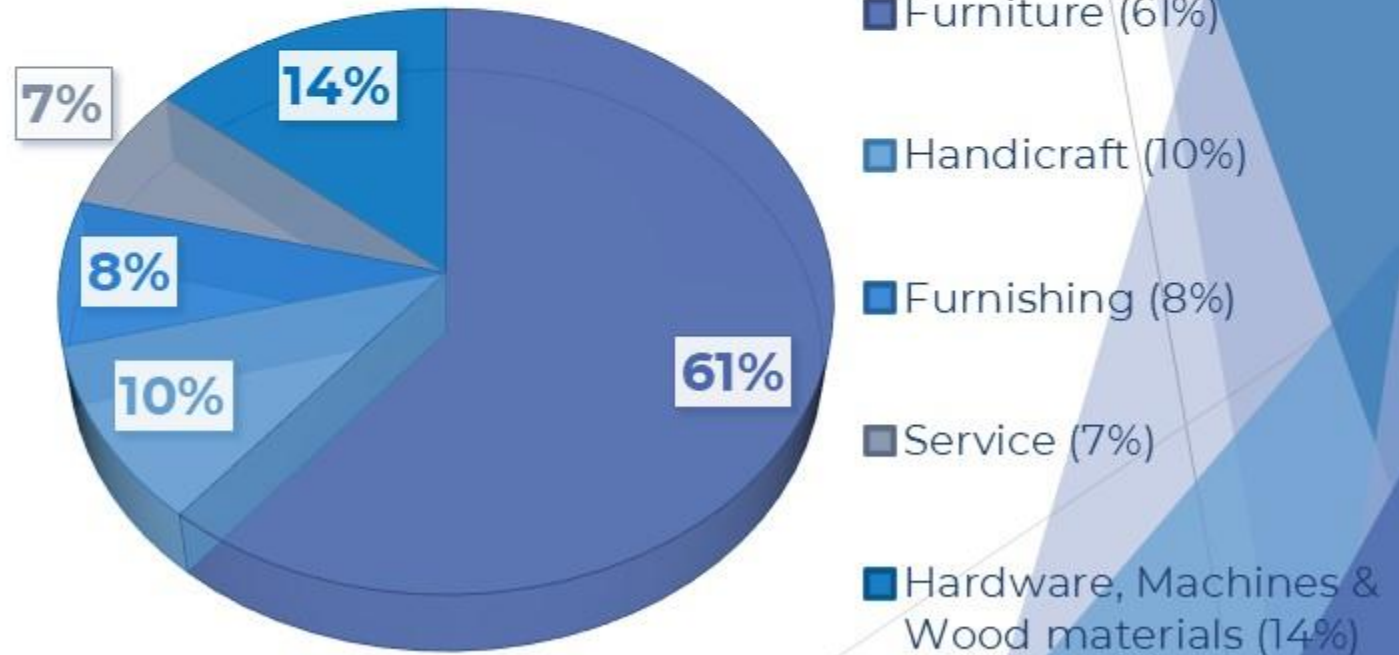


Saigon Exhibition & Convention Center  
(SECC) – 799 Nguyen Van Linh Parkway,  
District 7, Ho Chi Minh City, Vietnam

# FAIR SCALE



- ▶ **175 Exhibitors**
- ▶ **975 Booths** (equal to 9m<sup>2</sup>/booth)
- ▶ **Foreign Exhibitors:**
  - ▶ 34 Companies
  - ▶ 140 Booths
  - ▶ 12 Countries: Belgium, Canada, China, Denmark, Hong Kong, Indonesia, Korea, Holland, Singapore, Taiwan, Thailand, USA.



*Exhibitor structure*

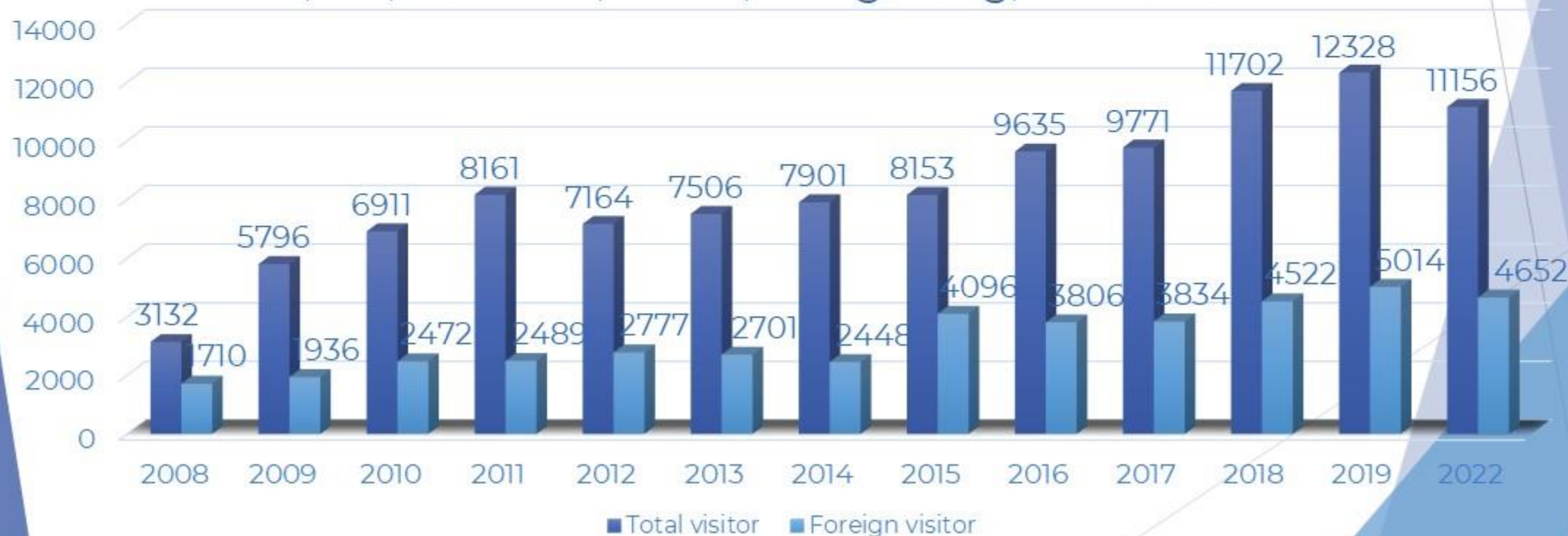
# VISITOR

▶ **11,156 Visitors**

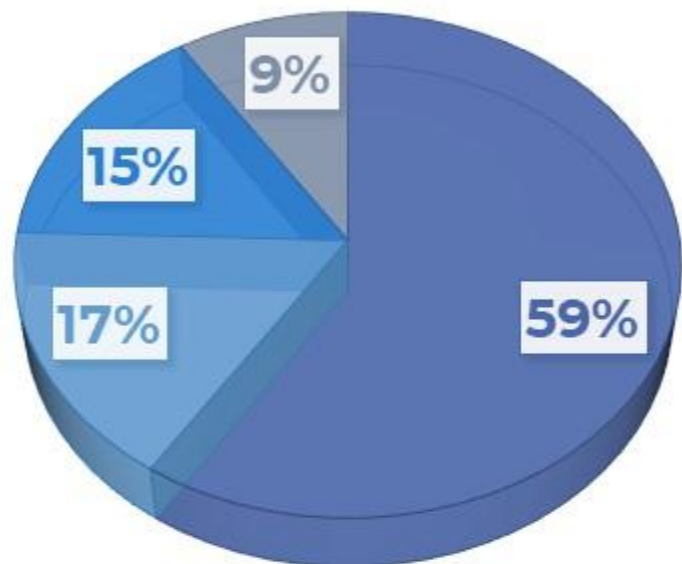
▶ **4,652 Foreign Visitors**

▶ **89 Countries & Territories**

▶ **Top 10 Visitor Countries: USA, Malaysia, Korea, Japan, India, UK, Australia, China, Hong Kong, New Zealand**

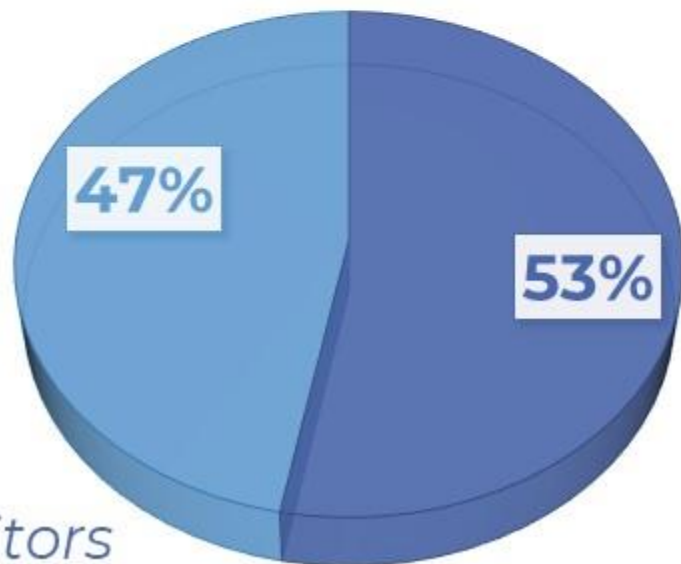


# VISITOR



*Visitor Origins*

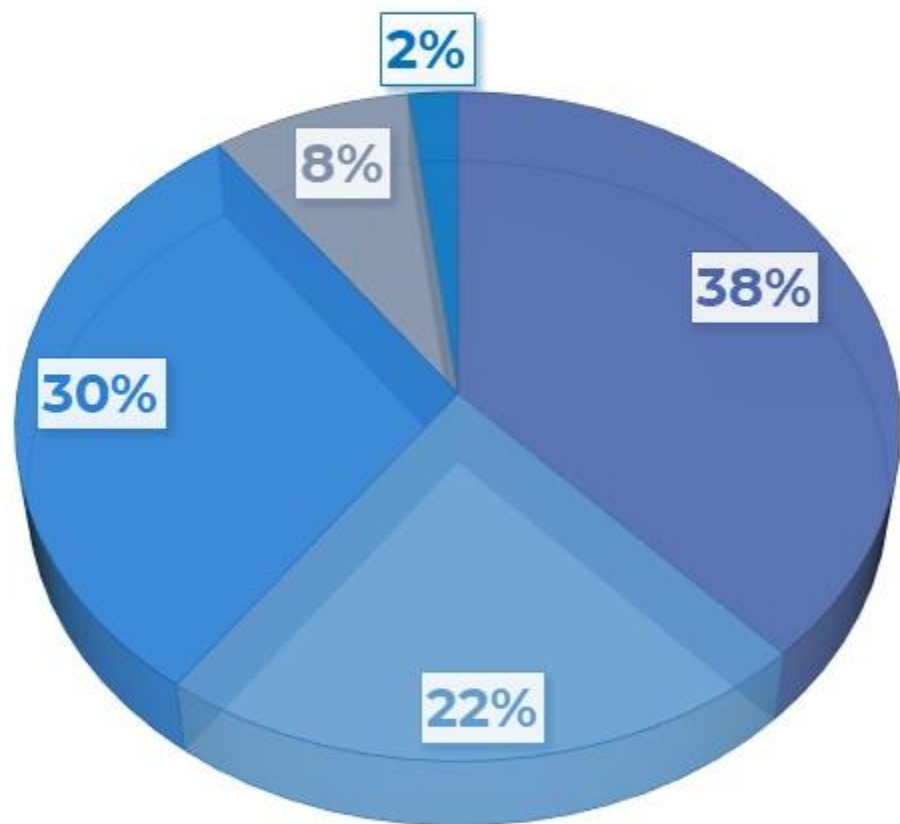
- Asia
- Europe
- America
- Australia



*Old / New Visitors*

- Old visitors (visited before)
- New visitor

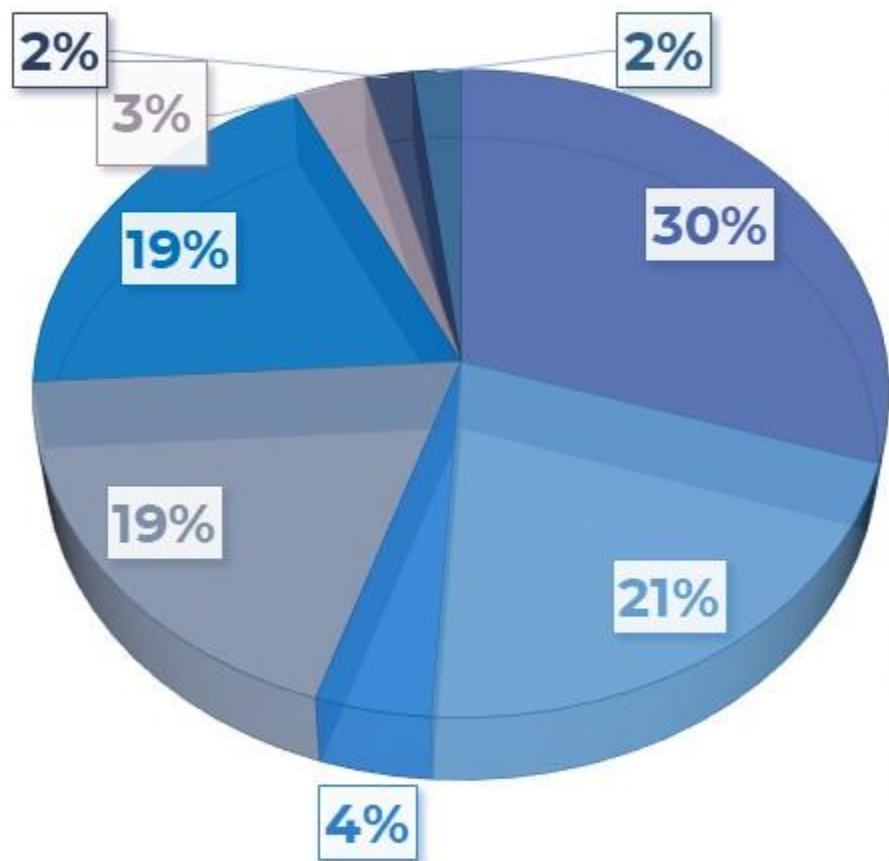
# VISITOR



- Trade Buyer (38%)
- Manufacturer (22%)
- Visitor (30%)
- Designer / Architect (8%)
- Press / Media (2%)

*Visitor Profile*

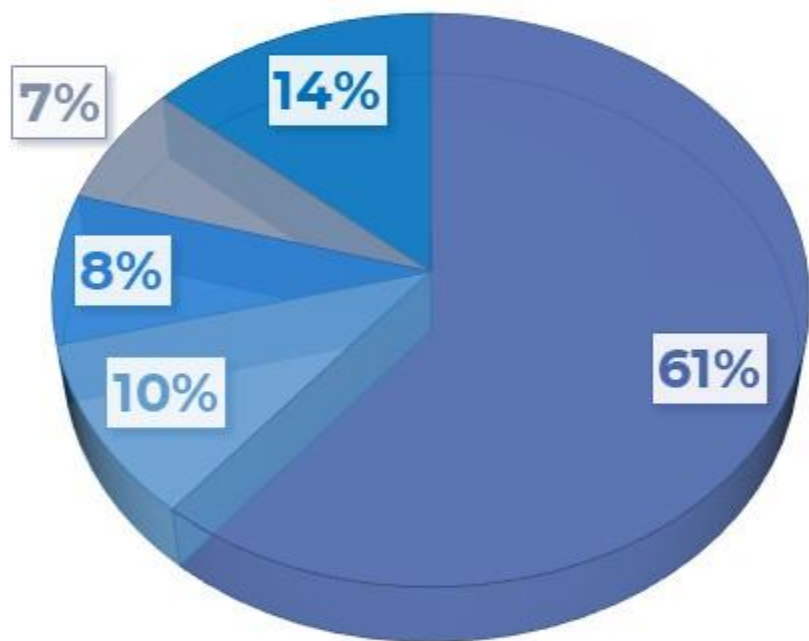
# VISITOR



Purpose of visiting  
VIFA EXPO

- Place order (30%)
- Extend my network (21%)
- Evaluate for future participation (4%)
- Look for new products / services (19%)
- Look for new / alternative suppliers (19%)
- See existing suppliers (3%)
- See competitors (2%)
- Other (2%)

# VISITOR

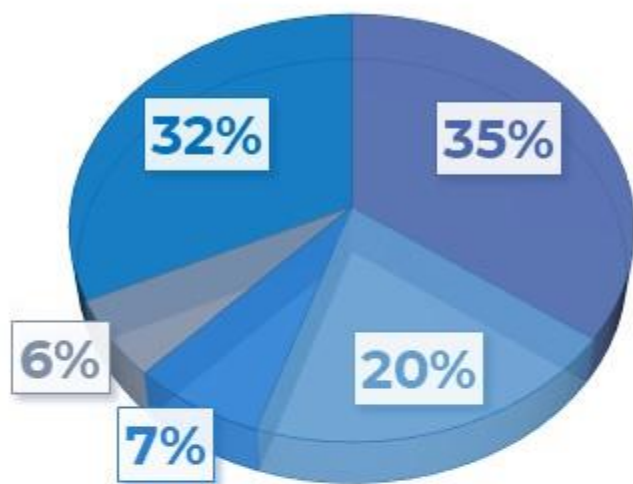


Product of interest

- Furniture (60.84%)
- Handicraft (10%)
- Furnishing (8.46%)
- Service (7%)
- Hardware, Machines & Wood materials (14%)



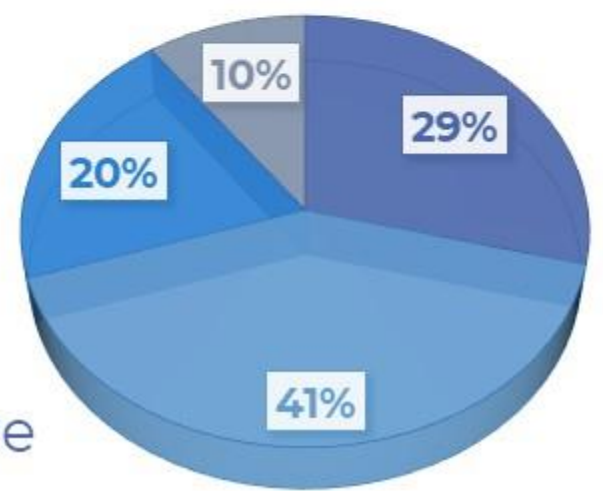
# VISITOR



- Under \$100,000 (35%)
- \$100,000 - \$500,000 (20%)
- \$500,000 - \$1,000,000 (7%)
- Over \$1,000,000 (6%)
- None / Not decided (32%)

Intention to place order at VIFA EXPO

Visitor's company size



- Under 10 people (29%)
- 10 - 100 (41%)
- 100 - 1,000 (20%)
- Over 1,000 (10%)

# TRADE PROMOTION



## Incomplete reports:

- ▶ **37 exhibitors** got contracts and memos.
- ▶ Current reported value of the contracts and memos signed during the fair: **4.7+ million US Dollars.**
- ▶ The exhibitors are collecting the orders' value and will report later.



# ACTIVITIES

## 2 SEMINARS:

### 1. “Canadian Wood: Exceptional Design Flexibility”

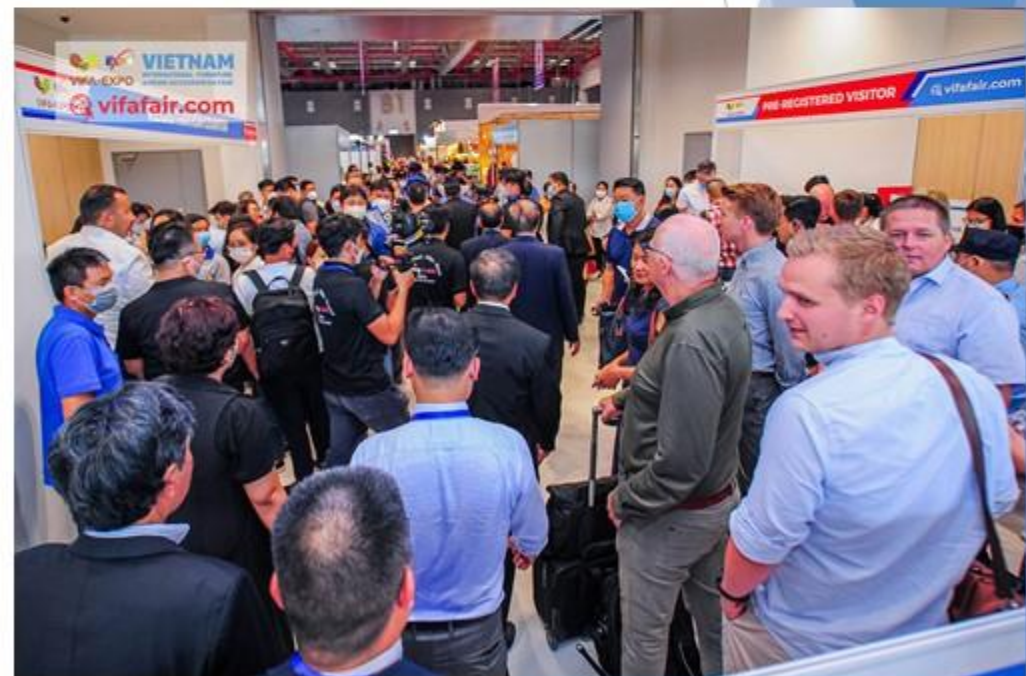
- ▶ Held by Canadian Wood Vietnam and Lien Minh Company
- ▶ About 100 attendees from the companies in the industry



### 2. “Digital Application for Export”

- ▶ Held by Vayana, Lean Supply Chain, Datasean and Lien Minh Company
- ▶ 30 attendees from the companies in the industry







# NEXT EDITION

SEE YOU AGAIN



VIFA-EXPO 2023

8 - 11

MARCH, 2023

 [vifafair.com](http://vifafair.com)

 /vifafair

# VIFA EXPO IN THE ASIA'S FURNITURE FAIR CHAIN MARCH 2023



**MALAYSIA**



**MIFF** MALAYSIAN INTERNATIONAL FURNITURE FAIR 2023

1 - 4 March  
2023.miff.com.my



**VIETNAM**



**VIFA EXPO 2023**

8 - 11 March  
vifafair.com



**CHINA**



**3F** 名家具展  
FAMOUS FURNITURE FAIR

15 - 19 March  
gde3f.com

Illustration by



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## ASIA'S FURNITURE FAIRS MARCH 2023

*\* The fairs logos belong to their Organizers*



**EFE**

7 - 10 March  
efe.my



**MALAYSIA**



**IFE** 23

9 - 12 March  
ifexindonesia.com



**INDONESIA**



**Ciff**

18 - 21 March  
28 - 31 March  
ciff-gz.com



**CHINA**



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## Contact us

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