

POSTSHOW REPORT



**Hawa  
Expo**

NAVIGATING  
THE WORLD OF  
POSSIBILITY

# HO CHI MINH EXPORT FURNITURE FAIR

**06 – 09 MARCH, 2024  
SECC & WHITE PALACE**



# HAWA EPO





Endorsed by



Organized by



Supported by



## GENERAL INFORMATION

- ❖ Fair Name: Hochiminh Export Furniture Fair 2024 – HawaExpo 2024
- ❖ Time & Venue:
  - 06-09/3/2024: SECC, District 7, Ho Chi Minh City
  - 07 – 09/3/2024: White Palace, Thu Duc City, Ho Chi Minh City
- ❖ License: No. 1254/ SCT-QLXNK and 717/SCT-QLXNK issued by the Department of Industry and Trade of Ho Chi Minh City
- ❖ Endorsed by: Ministry of Agriculture and Rural Development, Ministry of Industry and Trade
- ❖ Local Authority: Ho Chi Minh City Department of Industry and Trade
- ❖ Supported by: Vietnam Trade Promotion Agency - Ministry of Industry and Trade; Forestry Department - Ministry of Agriculture and Rural Development
- ❖ Organizer: Viforest Fair Wood Industry Exhibition Company Limited
- ❖ Operator: HANDICRAFT AND WOOD INDUSTRY ASSOCIATION OF HCMC – HAWA DEVELOPMENT CORPORATION
- ❖ Cooperating Associations: Association of Vietnam Timber and Forest Product (VIFOREST), Binh Duong Furniture Association (BIFA), Dong Nai Wood Association (DOWA), and Forest Products and Association of Binh Dinh (FPA Binh Dinh).

THE LARGEST NATIONALLY ENDORSED  
EXPORT FURNITURE FAIR VIETNAM



MARCH 6-9 2024 SECC  
CONNECT HALL  
799 Nguyen Van Linh, Tan Phu Ward, Dist 7, HCMC

MARCH 7-9 2024 WHITE PALACE  
CREATE HALL  
588 Pham Van Dong, Thu Duc City, Ho Chi Minh City



www.hawaexpo.com



We extend our gratitude to the leadership boards of ministries and departments from central to local levels, along with representatives of domestic and international associations, organizations, and partners who have shown interest, provided guidance, accompanied, and supported HawaExpo 2024.

### HawaExpo 2024 is honored to welcome esteemed delegates:

- Mr. Nguyen Quoc Tri - Deputy Minister of Agriculture & Rural Development
- Ms. Phan Thi Thang - Deputy Minister of Industry and Trade
- Mr. Nguyen Van Dung - Vice Chairman of Ho Chi Minh City People's Committee
- Ms. Nguyen Thi Kim Ngoc - Deputy Director of Ho Chi Minh City Department of Industry and Trade
- Mr. Tran Quang Bao - Director of Forestry Department
- Mr. Le Hoang Tai - Deputy Director General of Vietnam Trade Promotion Agency

- Mr. Scott James - Consul General of New Zealand
- Mr. Enrico Padula - Consul General of the Republic of Italy
- Mr. Andrew Anderson-Sprecher - Senior Agricultural Attaché, U.S. Consulate General in Ho Chi Minh City
- Mr. Chan Sorykan - Consul General of Cambodia
- Mr. Talah Alhazza - Consul General of the State of Kuwait
- Mr. Ruslan Varankou - Consul General of the Republic of Belarus
- Alongside the Embassies of the Philippines, Finland; Investment and Trade Promotion Center (ITPC); Vietnamese Trade Offices abroad; Ho Chi Minh City Department of Agriculture and Rural Development; Departments of Industry and Trade, Departments of Agriculture and Rural Development, Trade Promotion Centers in Binh Duong, Dong Nai, Tay Ninh, Long An, Ba Ria Vung Tau provinces; Domestic and international associations and partners: VCCI, ITPC, HUBA, AMCHAM, EUROCHAM, TAITRA, ICHAM, AFIC, AHEC, ITA, ELLE DECORATION VIETNAM, ILO, SIPPO, SACA, VLA, FFA, HAA, HAMEE, Vietnam Furniture Association, CIO Vietnam, SECC, Saigon Tourist; Domestic and international media agencies.





*"I believe HawaExpo will be an effective trade promotion channel; creating many connections, exchanges, and cooperation; promoting the image of Vietnamese timber and furniture products to customers worldwide, attracting customers to Vietnamese timber and wood products."*

**Mr. Nguyen Quoc Tri**  
Deputy Minister of Agriculture  
and Rural Development

*"HawaExpo will become an annual professional and effective trade promotion event for businesses in the wood industry to introduce new products and technologies, as well as promote the industry's brands and products to international customers. It contributes to promoting the stable and sustainable development of Vietnam's wood processing industry and timber trade.."*

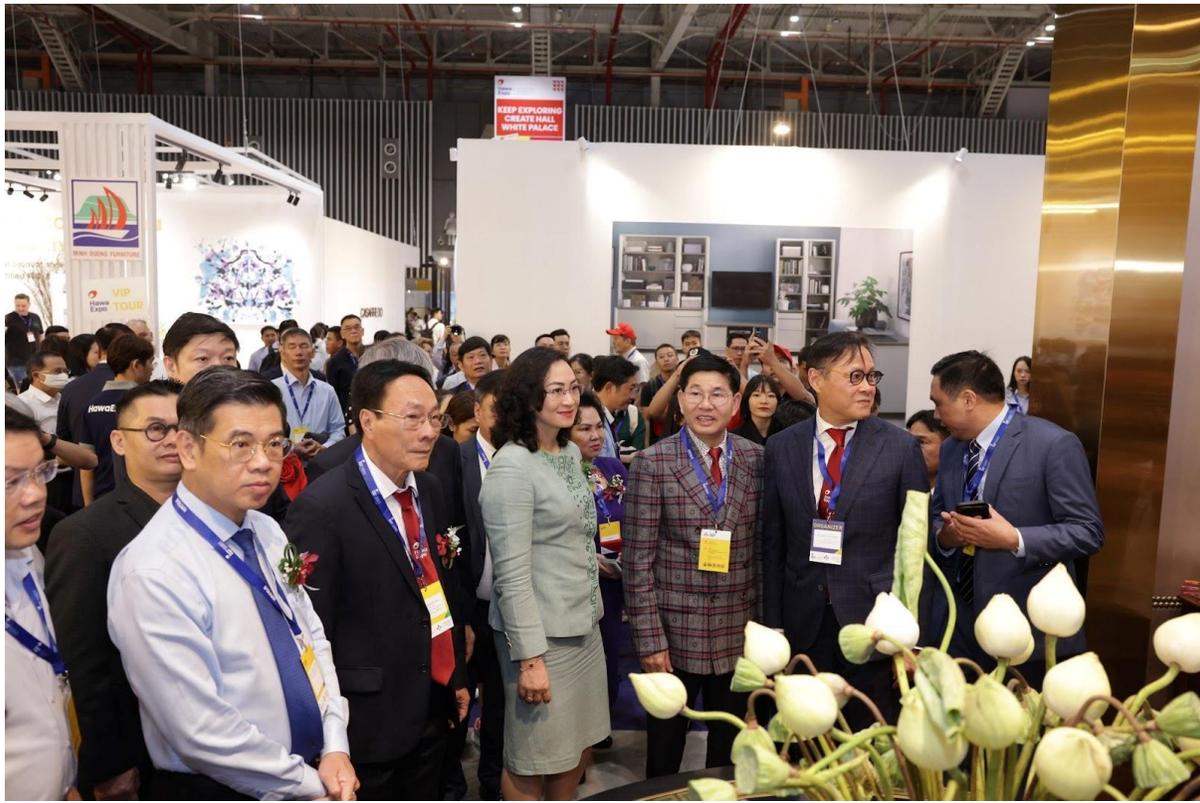
**Ms. Phan Thi Thang**  
Deputy Minister of Industry and Trade

*"I highly appreciate the efforts and dedication of the Associations in creating a representative Export Fair for the Vietnamese Wood Industry. This fair also contributes to promoting the development of various economic sectors of the city such as tourism, retail, transportation... thereby fostering vibrant economic growth in Ho Chi Minh City and the entire country."*

**Mr. Nguyen Van Dung**  
Vice Chairman of the People's Committee  
of Ho Chi Minh City

*" In the context of the economic crisis significantly impacting the entire export industry, this event with notable changes, impressive investment scale, and especially, based on the collective strength of the Government - Association - Enterprises, will be a lever for the entire industry to soar back to the race for a top 5 ranking among the world's leading wood exporting countries."*

**Mr. Nguyen Quoc Khanh**  
Chairman of Viforest Fair, Chairman of  
HAWA.



## 2 BESPOKE HALLS WITH 2 UNIQUE THEMES



### CONNECT HALL

Saigon Exhibition and Convention Center

Gathering all manufacturers in the furniture supply chain



### CREATE HALL

Exhibition And Event Center - White Palace  
Pham Van Dong

Showcase the design capabilities, unique, and creative products of the Vietnamese furniture industry



SCALE

2500

Booths and Showcases

500

Exhibitors

46,000

sqm



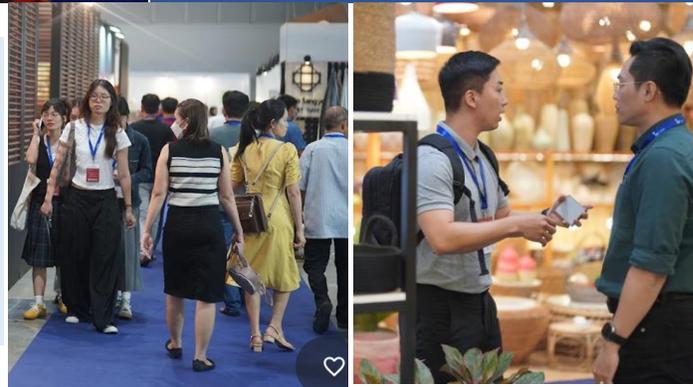
*"There are 3 core missions of HAWAExpo. Firstly, to prioritize the exhibition and trade promotion of Vietnam's Wood & Handicraft products. Secondly, to contribute significantly to the industry-wide transition from Original Equipment Manufacturing (OEM) to Original Design Manufacturer (ODM), thereby enhancing the value of products bearing the "made-in-Vietnam" label. Lastly, to spearhead innovation and creativity by organizing professional and modern trade events that accurately affirm the strength and potential of the Wood and Handicraft industry in Vietnam."*

**Mr. Nguyen Quoc Khanh**

**Chairman of Viforest Fair, Chairman of HAWA**

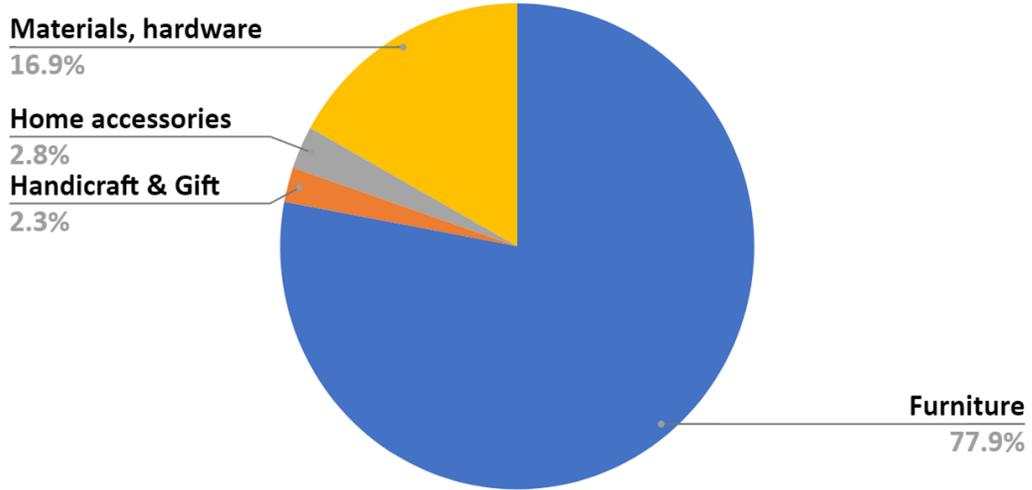
80%

*of manufacturers are Vietnamese*

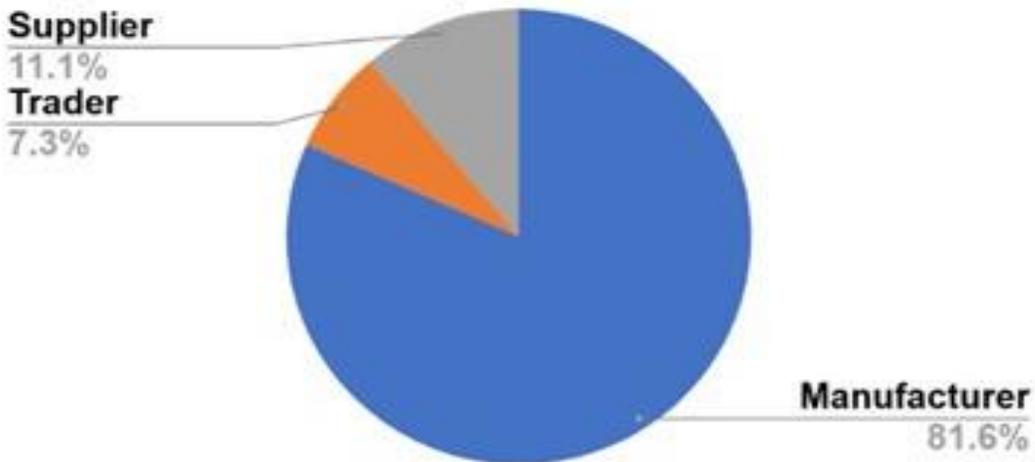


# EXHIBITION STATISTICS

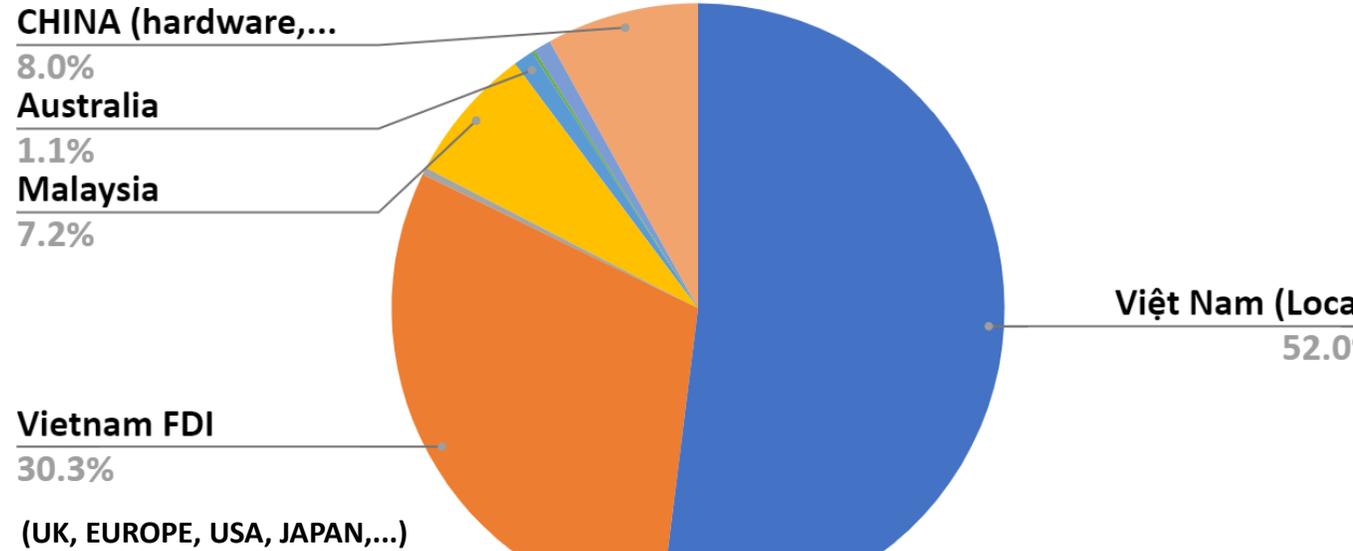
## EXHIBIT PRODUCT



## EXHIBITOR



## COUNTRY



# 20.076

Visitors

# 4.643

Buyers

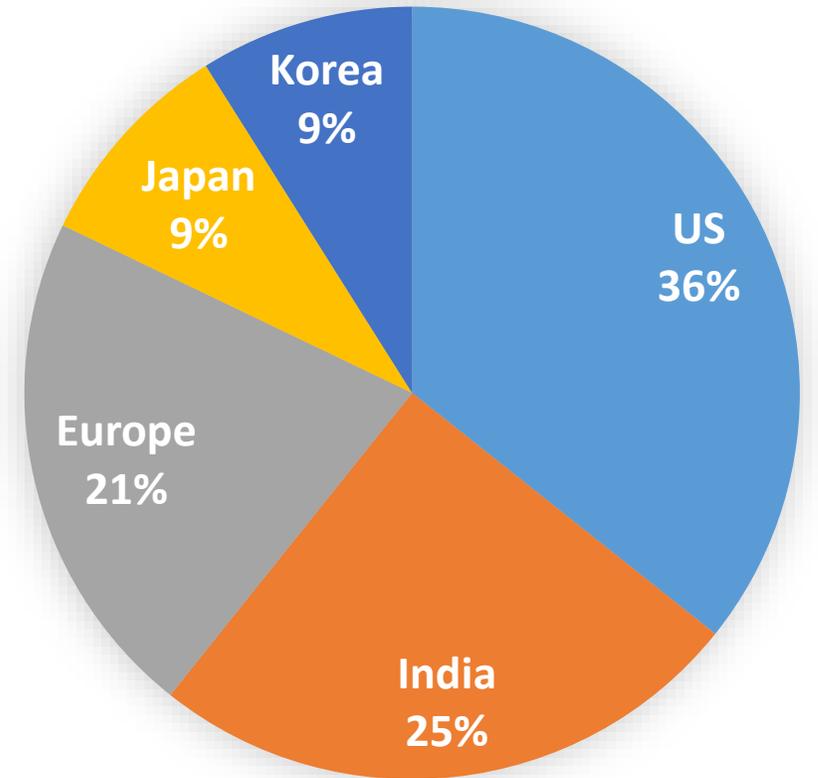
# 110

Countries and Regions



# TOP 5

## COUNTRIES WITH THE HIGHEST NUMBER OF PARTICIPANTS AT HAWAEXPO



■ US ■ India ■ Europe ■ Japan ■ Korea

# EFFICIENT TRADING



**>115 million USD** is the total value of orders partially recorded from exhibitors after HawaExpo 2024



**>75%** Exhibitors have signed contracts and MOU from HawaExpo

*"Due to the disruptions caused by COVID-19, I haven't been to Vietnam for purchasing in the past 4 years. Attending HawaExpo 2024, I was truly surprised by the positive changes. Businesses have invested in many new products. The organization of HawaExpo 2024 was also impressive in arranging booths, organizing reception activities, and supporting international buyers to connect with manufacturers... For me, this was a worthwhile and effective business trip."*

*David Gevurtz- President of Urbia Imports LLC*



## EFFECTIVE NETWORKING OPPORTUNITIES BETWEEN BUYERS AND EXHIBITORS



*"Through the recent trade fair, we have received a lot of positive feedback from our customers about the designs. It is also a motivation for us to develop new trends in the future."*

*Mrs. Duong Thi Minh Tue  
Business Development Director of Minh Dương Furniture*





# CREATE HALL

A HUB OF DESIGN AND INNOVATION

-----

THE SPECIAL HIGHLIGHT OF HAWAEXPO





ONE-OF-A-KIND PRODUCTS

Fashion show



Gala Dinner



# EVENTS AND PERFORMANCES

SERIES OF FASCINATING ACTIVITIES AT HAWAEXPO 2024



Design Talks

Hawa Expo NAVIGATING THE WORLD OF FURNITURE  
The Largest Nationality Endorsed EXPORT FURNITURE FAIR IN VIETNAM

## NGHỆ THUẬT ĐAN LÁT THỦ CÔNG VÀ TRẢI NGHIỆM

VIETNAMESE WEAVING CRAFTSMANSHIP: DISCOVER THE BEAUTY OF TRADITION AND EXPERIENCE  
TP. Hồ Chí Minh, 07.03.2024



Weaving Craftsmanship Workshop



DUAL SKILL TO BE THE GLOBAL FURNITURE DESIGNER

9:30 - 11:00 | MARCH 07, 2024  
CREATE HALL - WHITE PALACE  
588 Phạm Văn Đồng, Thủ Đức City, HCMC



# OSB ACTIVITIES FOR WELCOMING INTERNATIONAL GUESTS

## WELCOME TO HAWAEXPO 2024

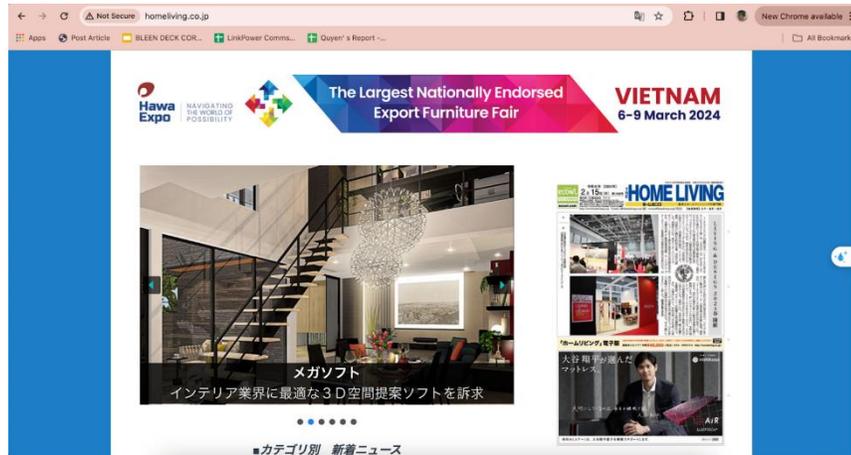
Friendly - Attentive - Professional. HawaExpo team greeted international guests at the airport.





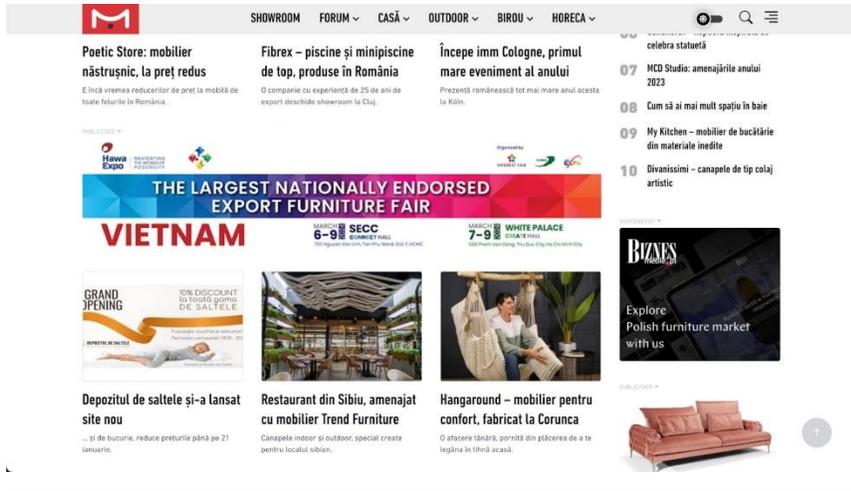
## SHUTTLE BUS — TRANSPORTATION FOR BUYERS AND VISITORS

HawaExpo - The first exhibition in Vietnam, in collaboration with SaigonTourist, established a shuttle bus system to facilitate transportation for international guests between various locations: hotels, Connect Hall, and Create Hall.



# INTERNATIONAL MARKETING

- Collaborate with 11 major international industry newspapers. Over 500 articles have been distributed across the global press system.
- HawaExpo exhibition promotion reached over 7,959,541 international visitors through HAWA's and its partners' email marketing system and international press.
- Over 13,401,890 individuals were reached through digital marketing campaigns on Facebook, LinkedIn, and Google.



10times @10\_times

HawaExpo will allow industry experts to network and form new business ties by displaying the newest furniture trends, styles, and technologies. This fair promotes furniture variety and local makers.

To know more: [buff.ly/3ud5Qq1](https://buff.ly/3ud5Qq1)

#business #DiningRoomFurniture  
Djch bai dang

WORLD FURNITURE CENTER

MULTICLIENT RESEARCH CUSTOM RESEARCH RESOURCES NEWS & EVENTS MAGAZINE ABOUT US

1-4 MARCH MITEC & WTCKL

HAWA EXPO

ADVERTISE WITH CSIL

CURRENT EXHIBITIONS FUTURE EXHIBITIONS

Showing 1 to 1 of 1 entries (filtered from 387 total entries)

10 Search exhibitions VietNam March 2024

Date	Exhibition name	Country	Location
6-9 Mar 2024	Hawa Expo, Export Furniture Fair 2024 06-09 March, 2024   SECC, Ho Chi Minh City ; 07-09 March, 2024   WTC, Binh Duong New City	Vietnam	Ho Chi Minh

Date	Exhibition name	Country	Location
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# ROADSHOW – PROMOTION AT INTERNATIONAL FAIRS



**KOFURN**  
Korea International  
Furniture & Woodworking  
**24-27**  
AUG 2023



**HPMKT**  
High Point Market  
High Point Furniture Market  
**14-18**  
OCT 2023



**IFFINA**  
Indonesia Meubel  
& Design Expo  
**14-17**  
SEP 2023



**MAISON&OBJET**  
Paris Nord Villepinte Exhibition - Centre,  
ZAC Paris Nord 2, France  
**07-11**  
SEP 2023



**FURNITURE CHINA 2023**  
The China International  
Furniture Expo  
**11-15**  
SEP 2023

# DOMESTIC MARKETING

Collaborate with over 30 reputable newspapers and 10 trustworthy television channels domestically



## Khai mạc Hội chợ quốc tế đồ gỗ và nội thất Hawa Expo 2024

Hôm 03/03/2024 15:57 (GMT+7)  
[ĐCĐVN] - Hội chợ quy tụ hơn 500 doanh nghiệp triển lãm, trong đó hơn 80% là các doanh nghiệp sản xuất hàng xuất khẩu. Đây là sự kiện thương mại quốc tế đầu tiên của ngành công nghiệp đồ gỗ và nội thất Việt Nam, thu hút sự quan tâm của các nhà đầu tư nước ngoài và các doanh nghiệp trong nước. Hội chợ quy tụ hơn 500 doanh nghiệp triển lãm, trong đó hơn 80% là các doanh nghiệp sản xuất hàng xuất khẩu. Đây là sự kiện thương mại quốc tế đầu tiên của ngành công nghiệp đồ gỗ và nội thất Việt Nam, thu hút sự quan tâm của các nhà đầu tư nước ngoài và các doanh nghiệp trong nước.



## Hơn 500 doanh nghiệp góp mặt tại HawaExpo 2024

Ngày 03/03/2024, Hội chợ xuất khẩu đồ gỗ & nội thất - HawaExpo 2024 đã khai mạc tại Trung tâm Hội chợ và Triển lãm Sài Gòn (SECC) - Quận 7, TP. Hồ Chí Minh. Hội chợ quy tụ hơn 500 doanh nghiệp triển lãm, trong đó hơn 80% là các doanh nghiệp sản xuất hàng xuất khẩu. Đây là sự kiện thương mại quốc tế đầu tiên của ngành công nghiệp đồ gỗ và nội thất Việt Nam, thu hút sự quan tâm của các nhà đầu tư nước ngoài và các doanh nghiệp trong nước.



### OPENING SPEECH

#### Opening Committee of HAWAEXPO 2024

Ông Nguyễn Quốc Khanh - Chairman of HAWA, Chairman of Viforest Fair

“Create Hoop” is a space dedicated to design and creativity in wood products, gradually falling in love with the surrounding committee would like to express sincere gratitude and trust Development, the Ministry of Industry and Commerce, the Trade Promotion Department, Vietnamese Departments of Industry and Trade, and Agriculture and Forestry, as well as the provinces of Binh Duong, Dong Nai and Gia Lai.

Hawa Expo 2024 attracts to the buyers from nearly 100 countries with over 500 exhibitors and thousands of visitors. It is expected to contribute to the success of this event. HawaExpo will bring favorable trade relations, business opportunities and cooperation on the part of the exhibitors.

Ngày 03/03/2024, Hội chợ xuất khẩu đồ gỗ & nội thất - HawaExpo 2024 do Viforest Fair tổ chức đã chính thức khai mạc và đón khách tham quan tại hai địa điểm là Trung tâm Hội chợ triển lãm Sài Gòn (SECC - Quận 7) và Trung tâm Hội chợ Triển lãm Phạm Văn Đồng (thành phố Thủ Đức), TP. Hồ Chí Minh. Hội chợ quy tụ hơn 500 doanh nghiệp, trưng bày hơn 2.500 gian hàng và sẽ kéo dài đến hết ngày 9/3.



## Thị trường

Khung pháp lý Công nghiệp Xuất nhập khẩu Nông sản Thị trường

18:11 07/03/2024

### Hawa Expo 2024: Kỳ vọng tạo nên sự đột phá cho xuất khẩu đồ gỗ

Chu Khai

Hội chợ Xuất khẩu Đồ gỗ và Nội thất TP.HCM (Hawa Expo 2024) diễn ra từ ngày 6-9/3/2024 quy tụ hơn 500 doanh nghiệp trong và ngoài nước tham gia trưng bày triển lãm...



More than 560 advertising banners, billboards, and panels spread from the airport cover over 20 major roads surrounding the SECC & White Palace

Optimize a system of 64 search keywords related to HawaExpo on the Google platform. Increase the visibility and website traffic of HawaExpo by over 7 times compared to 2023



### HawaExpo

https://hawaexpo.com - Dịch trong này

#### HawaExpo 2024 - The Largest Furniture Fair in Vietnam

6-9 March, the most crowded and prestigious international furniture export fair, gather 3000 buyers, 700 exhibitors in a 5000 exhibiting area.

#### Largest Nationally Endorsed Export Furniture Fair in Vietnam

22 Feb 12, 2023 - HawaExpo 2024 - a leading choice to investigate professionally Vietnam furniture market. From 6th to 9th March 2024, The HawaExpo 2024, a ...

Join us at HawaExpo 2024, the largest nationally endorsed export furniture fair in Vietnam! With over 3000 booths, 700+ exhibitors, and a diverse array of ...

5.0 ★★★★★ 6 đánh giá trên Google

Công ty quản lý sự kiện ở Thành phố Hồ Chí Minh

Các tùy chọn dịch vụ: Đặt lịch trực tuyến Địa chỉ: 41-45 D, Số 7, Khu đô thị Văn Phúc, Thủ Đức, Thành phố Hồ Chí Minh 700000 Điện thoại: 0967 800 859 Tỉnh: Thành phố Hồ Chí Minh Các giờ: Đang mở cửa - Đóng cửa lúc 17:00 - Đề xuất chỉnh sửa - Bạn sẽ hủy doanh nghiệp này?

Caution: hawaexpo.com Nhấn cung cấp

## Hawaexpo 2024 - The Largest Nationally Endorsed Export Furniture Fair in Vietnam

799 Đ. Nguyễn Văn Linh, Tân Phú, Quận 7, Quận 7, Thành phố Hồ Chí Minh

5.0 ★★★★★ 3 reviews

Sort by

Most relevant Newest Highest Lowest

Chris Walker Local Guide · 1 review · 7 photos

★★★★★ 3 days ago NEW

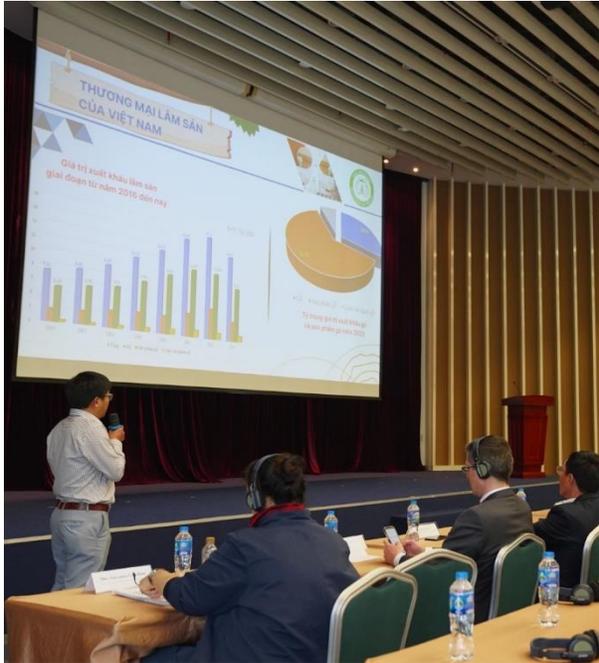
The event brings together 700 businesses in the wood manufacturing and export sector. HawaExpo 2024 showcases the diversity of Vietnam's Wood & Furniture industry. This modernly invested event features a rich array of sideline activities, providing effective support programs for exhibitors and buyers alike.

# SERIES OF EVENTS AND INDUSTRIAL SEMINARS



## Forum Vietnam Furniture Industry Outlook 2024

HOSTED BY:



# Talkshow

## ACACIA ROAD: A BREAKTHROUGH FACTOR IN THE VIETNAM WOOD INDUSTRY TRANSFORMATION

Hosted by:



# Seminar

## GREEN FINANCE AND OPPORTUNITIES FOR VIETNAMESE WOOD INDUSTRY ENTERPRISES

Hosted by:



# Seminar UNDERSTANDING EU DEFORESTATION REGULATION AND AMERICAN HARDWOODS WITH AHEC

Hosted by:



# Seminar CROSS-BORDER E-COMMERCE – A GLOBAL GROWTH OPPORTUNITY FOR VIETNAM FURNITURE INDUSTRY

Hosted by:



# HOA MAI DESIGN AWARD 2024

Honoring the top young designers who achieved outstanding success in both the Open Award and Grand Award categories at the 20<sup>th</sup> edition of Hoa Mai



HOA MAI design award 2023-2024

Organized by



Platinum Sponsor





# FACTORY VISIT

The factory tour series took place continuously from March 7th to March 9th, 2024, with over 60 international buyers participating. They directly visited and explored the scale and production capacity of major factories such as Rochdale Spears, Boho Décor, and AA Corporation.





THANH TAM WOODEN FURNITURE JSC



SKETCH



TRAN DUC CORPORATION



# TOP BEST BOOTH AWARDS – HAWAEXPO 2024



BOHO DECOR



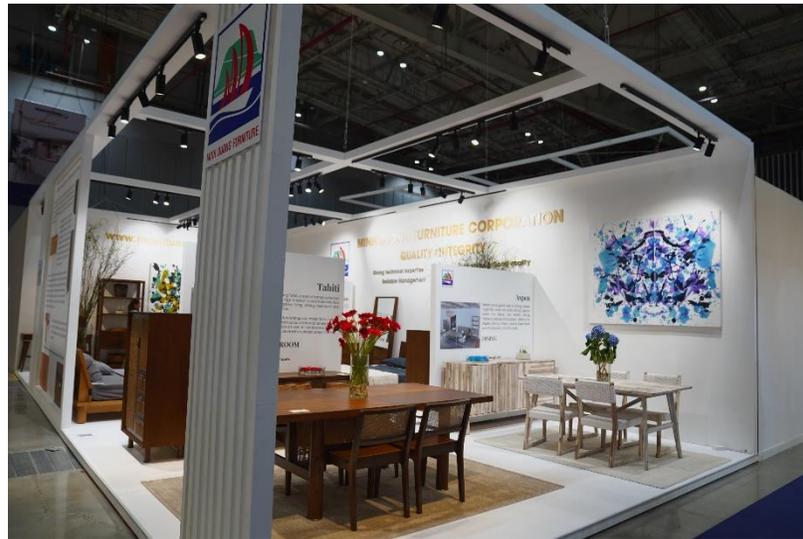
ASEAN PAVILION



SNORM CO., LTD



AA CORPORATION



MINH DUONG FURNITURE CORPORATION



GLOBAL HOME TRADING SERVICES CO.,LTD

# TOP BEST BOOTH AWARDS - HAWAEXPO 2024



NHAN HOANG FURNITURE CORPORATION (NHF)



ROSA PLANTER



MAVI GOMO



INTERWOOD VIETNAM CO., LTD



SQUARE HOME VIET NAM CO., LTD



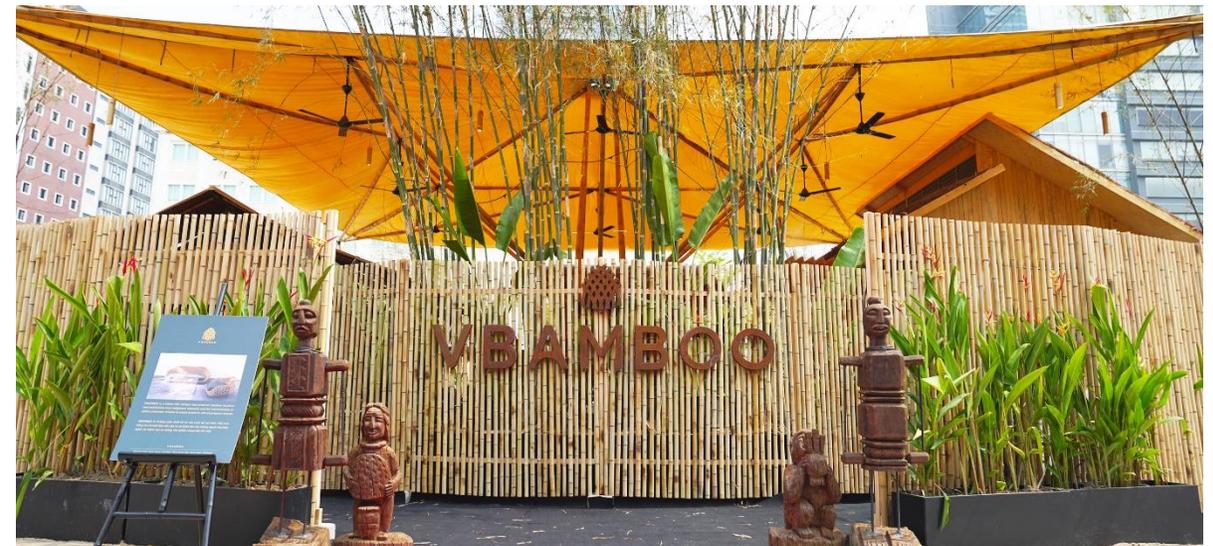
VASTA STONE



# TOP BEST BOOTH AWARDS – HAWAEXPO 2024



MOMENTUM FURNITURE PRODUCTION TRADING CO., LTD



NANO ARCHITECTURE AND FURNITURE JSC



TAVICO GROUP



SACRED EARTH VIETNAM



ROCHDALE SPEARS CO., LTD

TOP BEST BOOTH AWARDS - HAWAEXPO 2024



BABAKAGU

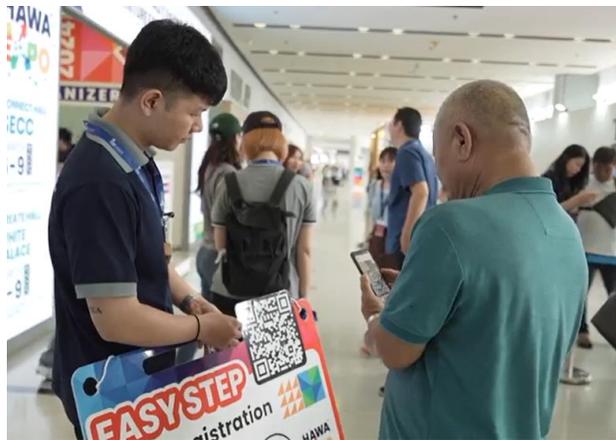


MY KHANG CO., LTD

# A PIONEERING TRADE SHOW APPLYING DIGITAL TECHNOLOGY

## SMART CHECK IN SYSTEM

Scan QR Code - Register easily



## HAWAEXPO APP

The first app for furniture fair in Vietnam

Upgrade with 02 versions specifically tailored for Exhibitors and Visitors/Buyers. Easily access all necessary information about the exhibition. Additionally, assist exhibitors in managing customer lists and connecting with buyers directly through the App.

Make The Most Experience with  
**HAWAEXPO APP**



GET IT ON  
Google Play

Download on the  
App Store



Check  
Shuttle Bus  
Schedule



View  
Event &  
Factory Visit  
Schedule



Access the  
Exhibitors List

DOWNLOAD NOW!



White Palace



**HAWA ONLINE  
PLATFORM FOR  
EXHIBITION**



## THE ONLINE EXHIBITION VERSION HAWAEXPO 3D EXPOVERSE

Digitize the entire 46,000 square meters of exhibition space of HawaExpo in the 3D version. Which helps visitors easily access and continue their visit, experiencing the HawaExpo 2024 fair online.

# THANK YOU!

ALL PARTNERS, SPONSORS, AND ORGANIZERS  
HAVE CONTRIBUTED TO THE SUCCESS OF HAWAEXPO 2024

Endorsed by



Fair Management



Operated by



Supported by



Online Platform

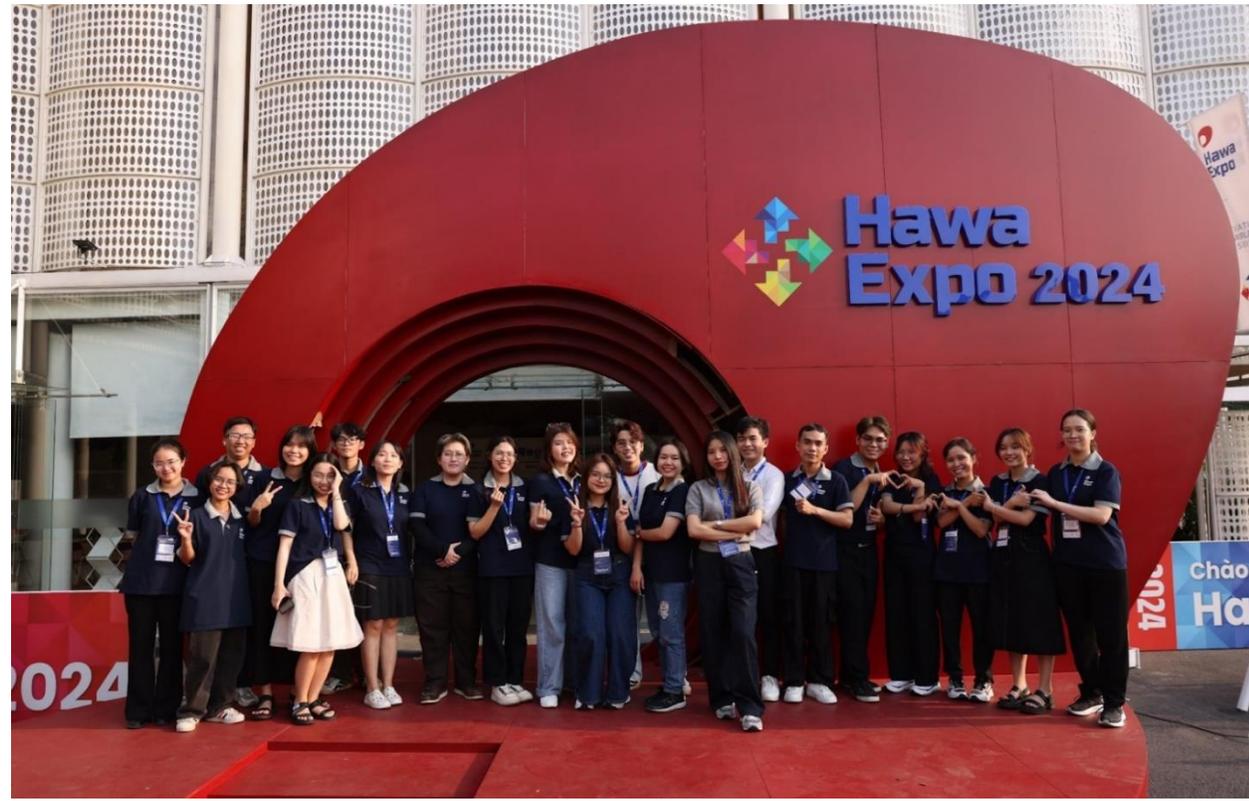


Đơn vị tài trợ



Đối tác





SEE YOU HAWAEXPO 2025

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