

POST SHOW REPORT

HỘI CHỢ QUỐC TẾ SẢN PHẨM NỘI NGOẠI THẤT & MỸ NGHỆ
VIET NAM ASEAAN
INTERNATIONAL FURNITURE & HOME ACCESSORIES FAIR



26 - 29.08
2025
SECC | HCMC

ORGANIZED BY:



SUPPORTED BY:



vifaasean.com



EDITION
3rd VIFA ASEAN

**GATHERING ALL BEST
SOUTH EAST ASEAN FURNITURE**

- To enhance Vietnam's position to become the global hub for furniture trading.
- To promote the furniture brands of ASEAN countries to new heights.
- To attract and gather furniture exporters in the ASEAN region.
- To strengthen communication and develop the VIFA ASEAN brand to represent a reputable furniture community.





26 - 29.08
2025
SECC | HCMC

→ FAIR SCALE



10,000 M2
TOTAL AREA

623 BOOTHS
HALL A1 & A2





26 - 29.08
2025
SECC | HCMC

EXHIBITOR

TOTAL
→ **230**
COMPANIES



138 FROM VIETNAM

Ho Chi Minh City + 10 Cities / Provinces:
Ha Noi, Da Nang, Dong Nai, Dak Lak, Hung Yen, Tay Ninh, Dong Thap, etc.

92 FROM 9 COUNTRIES

Indonesia, Thailand, Cambodia, USA, China, India, Italy, Taiwan, Hong Kong





PRODUCT OF EXHIBIT



26 - 29.08
2025
SECC | HCMC

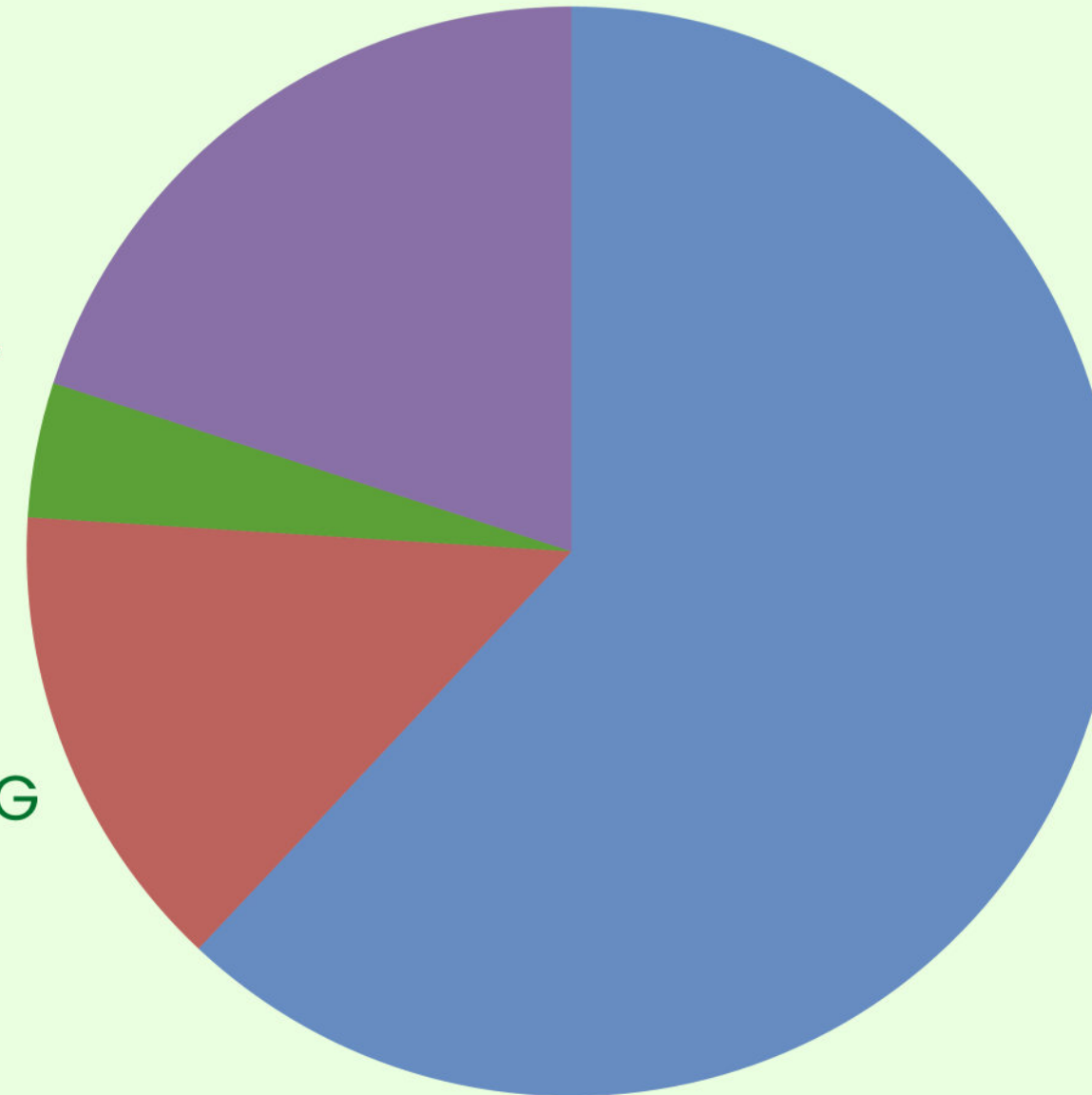


HARDWARE, MACHINES, WOOD MATERIALS, SERVICES
20%

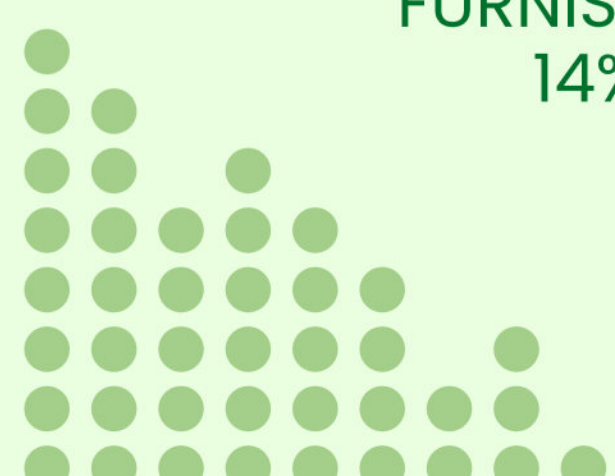


HANDICRAFT
4%

FURNISHING
14%



FURNITURE
62%



VISITOR ←



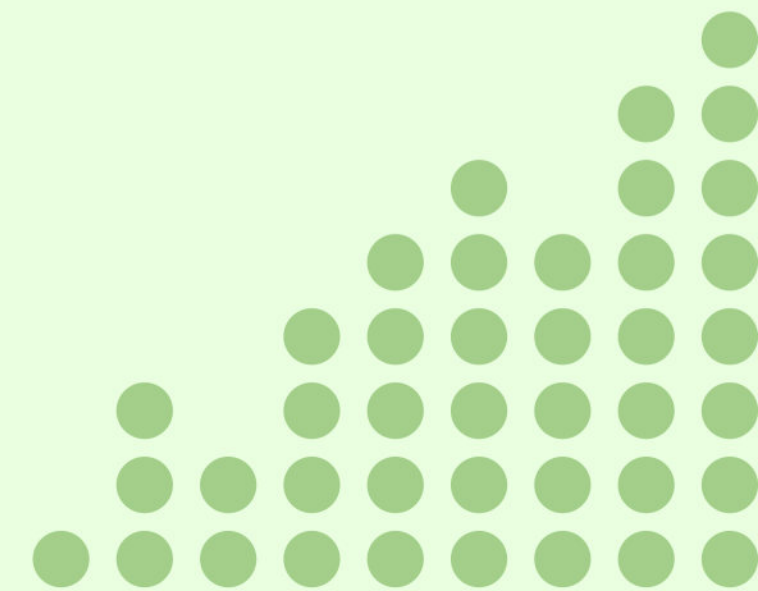
26 - 29.08
2025
SECC | HCMC



8,926 VISITORS

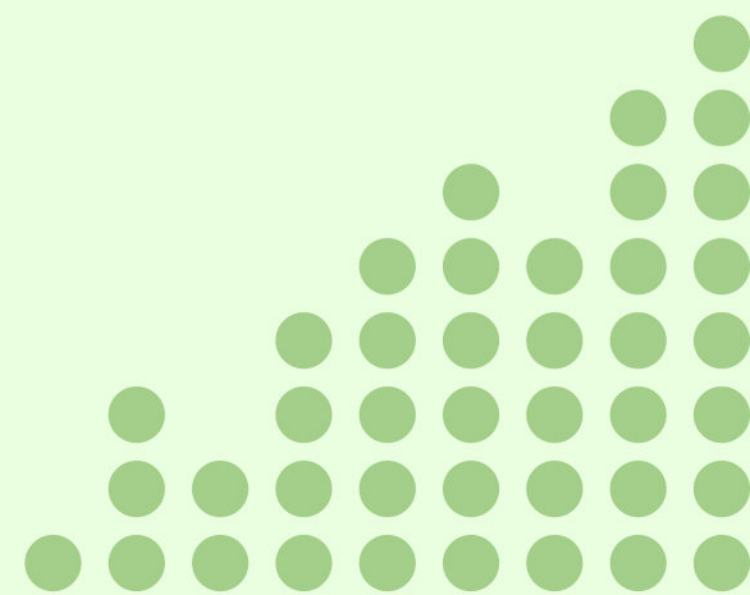
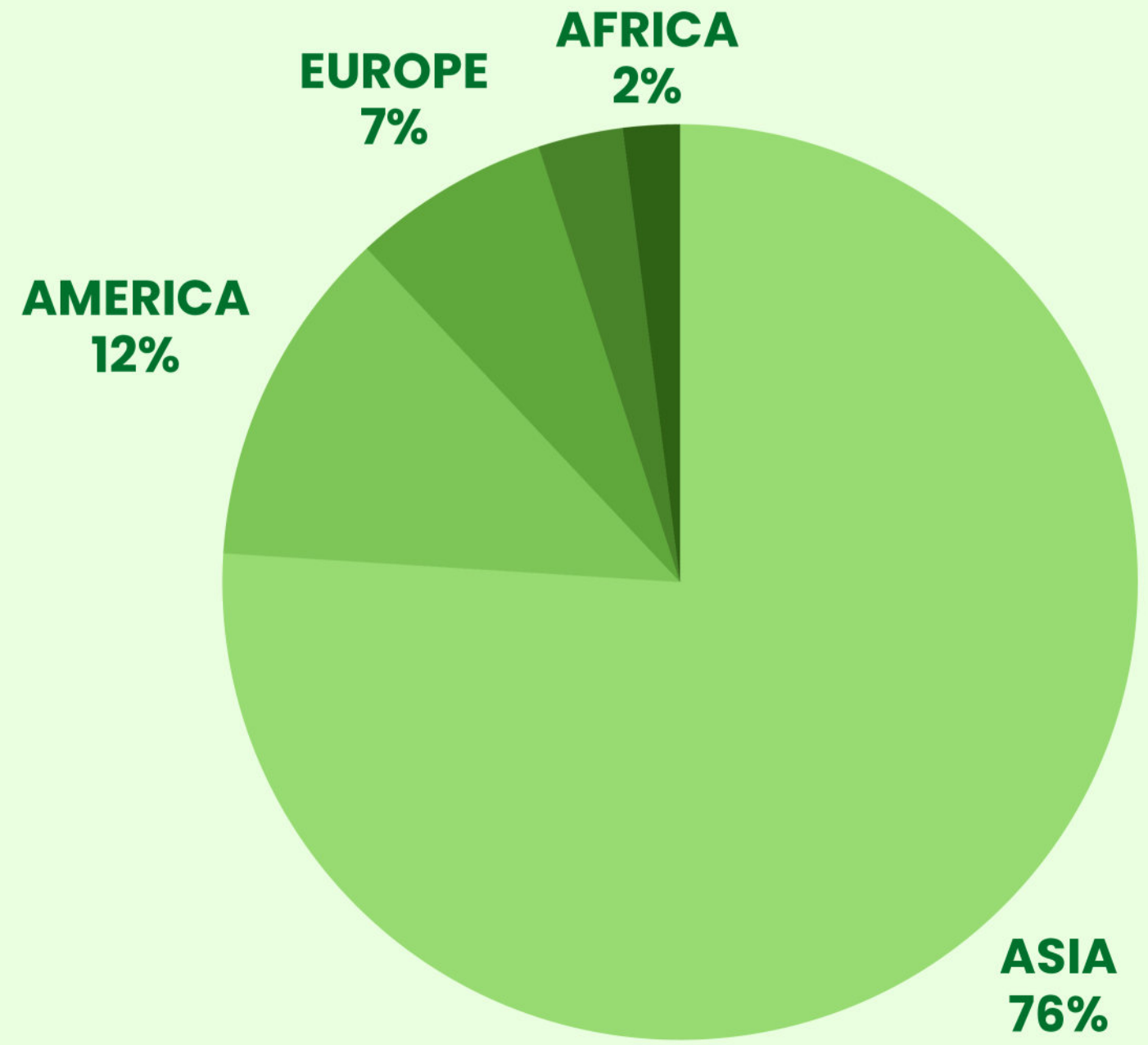
2,037 INTERNATIONAL VISITORS

67 COUNTRIES & TERRITORIES





INT'L VISITOR ORIGIN



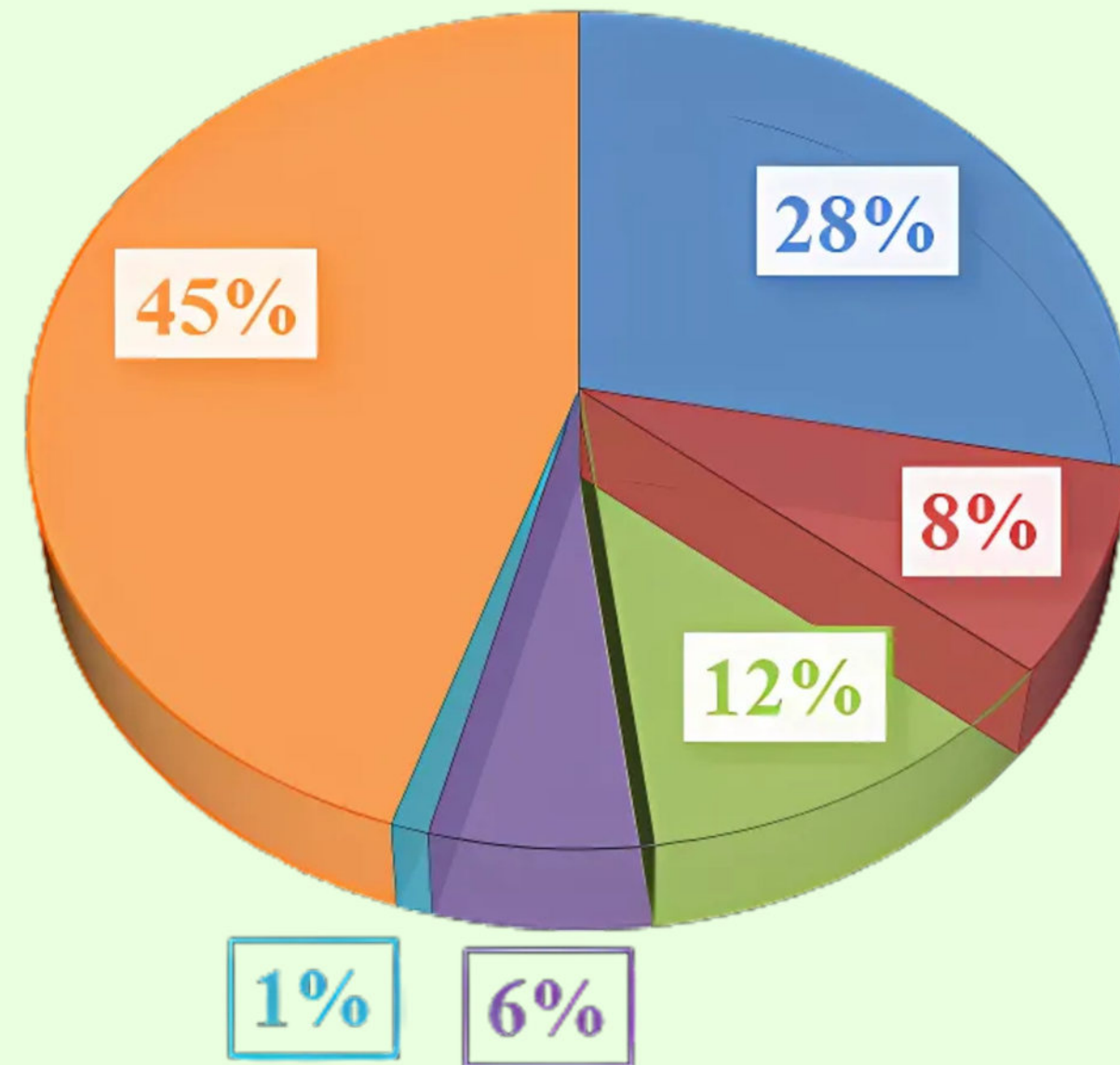


TOP 10 VISITOR ORIGIN

- | | |
|--------------|-----------------|
| 1. CHINA | 6. SINGAPORE |
| 2. USA | 7. TAIWAN |
| 3. INDIA | 8. KOREA |
| 4. HONG KONG | 9. AUSTRALIA |
| 5. JAPAN | 10. PHILIPPINES |



VISITOR STRUCTURE

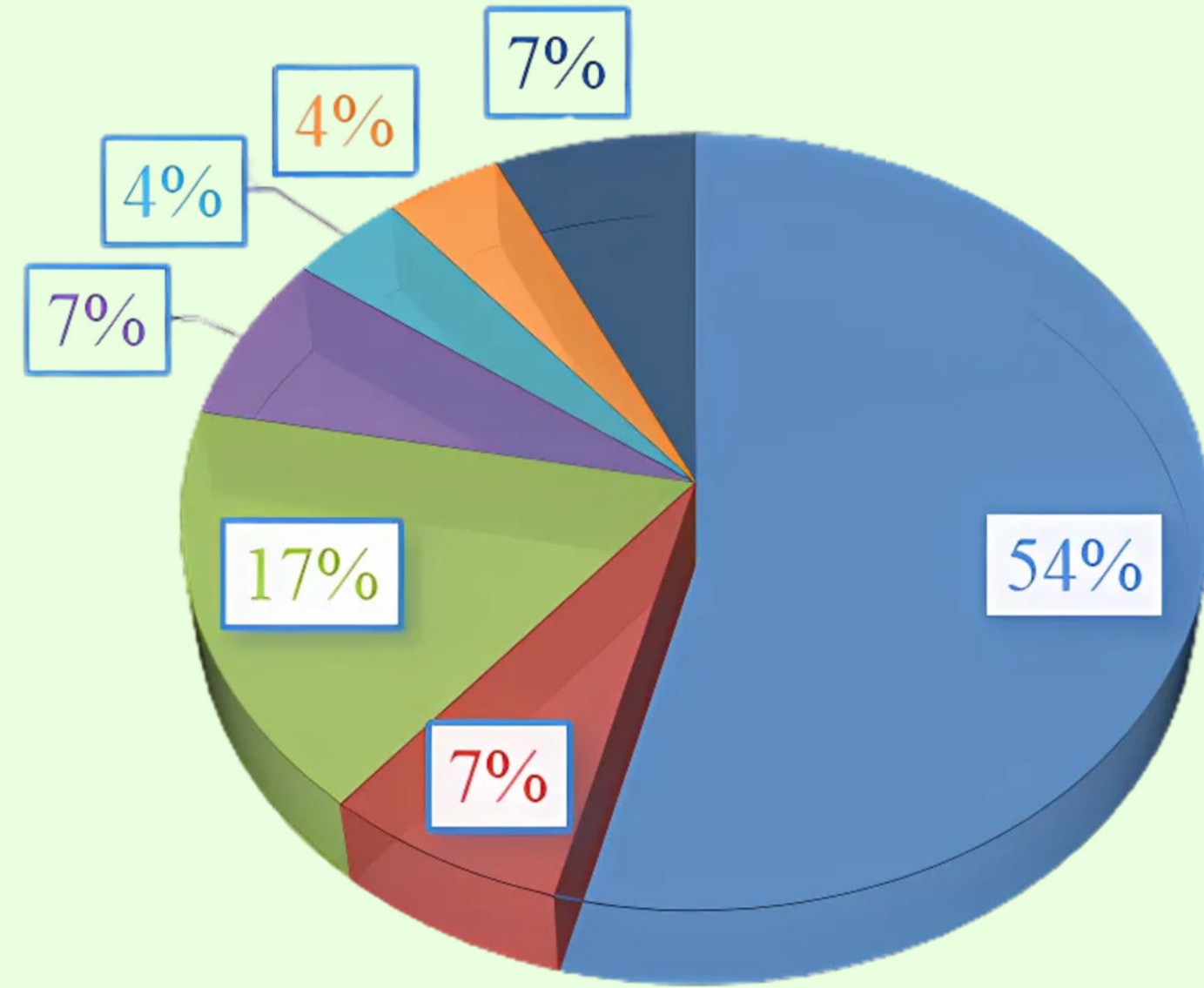


- Buyer / Importer
- Wholesaler / Retailer
- Manufacturer / Supplier
- Designer / Architect
- Press
- Visitor





PRODUCT OF INTEREST



-  Furniture
-  Furnishing
-  Homedecor
-  Handicraft
-  Machines
-  Hardware
-  Service

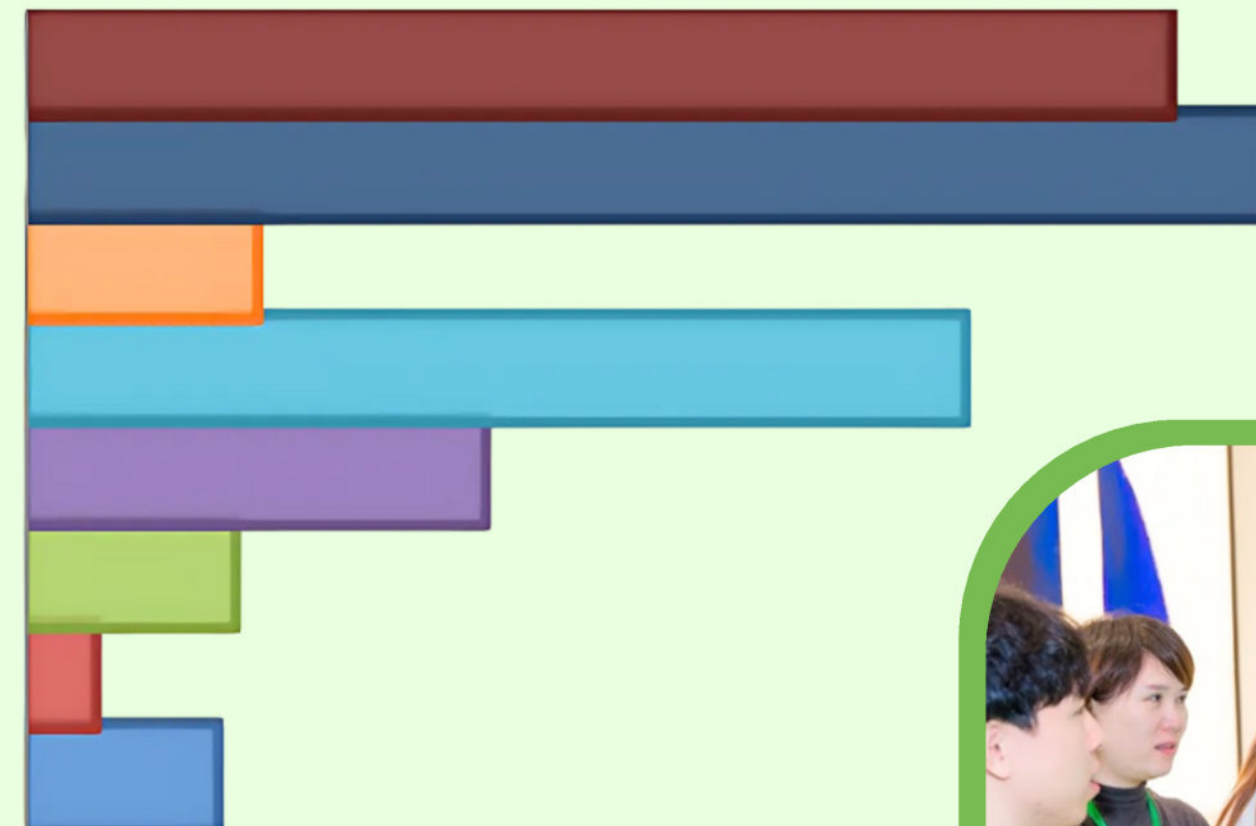




PURPOSE OF VISIT



- Place order
- Extend network
- Evaluate show for future participation
- Search for new products/ services
- Search for new / alternative supplier
- Research existing suppliers
- Research competitors
- Others





VISITOR ANALYSIS



60%

OLD VISITORS
OF VIFA ASEAN

58%

VISITORS ARE
MANAGEMENT
LEVELS

68%

WANT TO ATTEND
BUSINESS
MATCHING





KEY ACTIVITIES



MR. VU BA PHU

Director General
Vietnam Trade Promotion
Agency Ministry of Industry
and Trade of Vietnam
(VIETRADE)

MR. NGUYEN VAN DUNG

Vice Chairman
Ho Chi Minh City Municipal
People's Committee

MR. TRAN NGOC LIEM

General Director
Vietnam Chamber of
Commerce and Industry -
HCM Branch
(VCCI - HCM)

MR. DANG QUOC HUNG

General Director
Lien Minh Company

OPENING CEREMONY

→ KEY ACTIVITIES



OPENING CEREMONY RECORD AWARD CEREMONY

VIFA EXPO: THE ANNUAL OLD ESTABLISHED INTERNATIONAL FURNITURE & HOME ACCESSORIES FAIR BRAND THAT HAS THE LARGEST SCALE IN VIETNAM SINCE 2008

→ KEY ACTIVITIES



OPENING CEREMONY

→ **KEY ACTIVITIES**



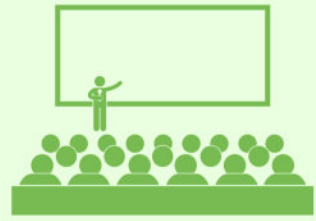
FACTORY VISIT TOUR

2 COMPANIES
in Binh Duong & Dong Nai



31 BUYERS
Australia, China, Malaysia, Pakistan, Poland,
Russia, Singapore, Taiwan, USA, UAE





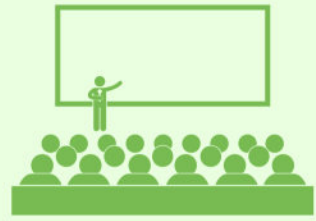
INDUSTRY SEMINAR

KEY ACTIVITIES

“EXPORT MARKETS & GLOBAL POLICIES – NEW OPPORTUNITIES AND CHALLENGES”

Speakers: experts from FSC® and Amazon Viet Nam, Source of Asia and experts in the renewable energy industry.





INDUSTRY SEMINAR

KEY ACTIVITIES

“GREEN STANDARDS & MANUFACTURING INNOVATION – TRANSFORMING TO LEAD”

Speakers: experts in digital transformation, production automation with representatives of interior and exterior furniture businesses.



→ KEY ACTIVITIES



TAN SON NHAT AIRPORT

SUPPORT SERVICE



→ KEY ACTIVITIES



FREE SHUTTLE BUS





Furniture Today
Part of the BRIDGETOWER MEDIA network

Home Accents TODAY
Part of the BRIDGETOWER MEDIA network

Furniture News
INFORMING INDUSTRY, BUILDING BUSINESS

WORLD FURNITURE online
Csil

MÖBELMARKT

INTERIORS MONTHLY
FIRST FOR FURNITURE, FLOORING & ACCESSORIES

de zeen

furniture WORLD

10times
FIND EVENTS TO ATTEND & PEOPLE TO NETWORK WITH

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

TRADE PAPER FOR FURNITURE AND HOME FURNISHING
THE HOME LIVING trade india.

Canadian **INTERIORS**

CANADIAN ARCHITECT BUILDING

EXPO MEBEL ASTANA

INDEXPLUS
FURNITURE | INTERIORS | DESIGN

guangzhou electrical **building technology**



26 - 29.08
2025
SECC | HCMC

→ **WORLDWIDE PROMOTION & COOPERATION**



AND MANY OTHER MEDIA & ORGANIZATIONS



26 - 29.08
2025
SECC | HCMC

PROMOTIONAL CAMPAIGN IN

→ VIETNAM



100+

OTHER TV / RADIO /
NEWSPAPERS / MAGAZINES
WRITE ABOUT
VIFA ASEAN 2025



**VIFA
ASEAN**
vifaasean.com

26 - 29.08
2025
SECC | HCMC

PRESS CONFERENCE

19 Newspapers / Magazines
3 Radio Stations
5 TV Stations





**VIFA
ASEAN**
vifaasean.com

26 - 29.08
2025
SECC | HCMC

PHOTO GALLERY





**VIFA
ASEAN**
vifaasean.com

26 - 29.08
2025
SECC | HCMC

PHOTO GALLERY





**VIFA
ASEAN**
vifaasean.com

26 - 29.08
2025
SECC | HCMC

PHOTO GALLERY





**VIFA
ASEAN**
vifaasean.com

26 - 29.08
2025
SECC | HCMC

PAVILIONS





LIÊN ĐOÀN THƯƠNG MẠI VÀ CÔNG NGHIỆP VIỆT NAM
CHI NHÁNH KHU VỰC TP. HỒ CHÍ MINH



26 - 29.08
2025
SECC | HCMC

SPECIAL THANKS TO OUR PARTNERS & SUPPORTERS



HỘI QUẢNG CÁO TP. HỒ CHÍ MINH



START AND IMPROVE
YOUR BUSINESS



HIMKI



Indian Business Chamber in Vietnam



Innovation. Commitment. Excellence



Bring events to life



ASIA EXPO LOGISTICS



230 EXHIBITORS, 8,926 VISITORS

AND MANY OTHER

VIETNAMESE & OVERSEA ORGANIZATIONS, ASSOCIATIONS, MEDIA ...

WHO HAVE BEEN SUPPORTING VIFA ASEAN 2025



SAVE THE DATES



8 » 11 MAR
SKY EXPO X WTC
HCMC | VIETNAM



vifaexpo.com



Trung My Tay Ward



Binh Duong Ward



ONE **SHOW** – TWO **VENUES** – THOUSAND **OPPORTUNITIES**



SAVE THE DATES



vifaasean.com



 vifaasean.com

02 - 05 . 09

2026

SECC | HCMC





GET IN TOUCH

ALLIANCE HANDICRAFT WOODEN FINE ART CORPORATION (LIEN MINH COMPANY)



+84.28 7306 7887
+8479 999 7657



info@hawacorp.com.vn



www.vifafair.com



2/13 Bau Cat 2, Tan Binh Ward, HCMC, Vietnam



[/in/hawacorp/](https://www.linkedin.com/company/hawacorp/)



[/corp.hawa](https://www.facebook.com/corp.hawa)