

Press release

12 June 2023

## VIATT 2024: Messe Frankfurt and VIETRADE launch comprehensive new Vietnam textile fair

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**With combined regional, global, and industry specific expertise, the Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) will make its debut from 28 February – 1 March 2024. Following the signing of a memorandum of understanding (MOU) in late March, Messe Frankfurt (HK) Ltd and the Vietnam Trade Promotion Agency (VIETRADE) wasted little time announcing the international fair for the entire textile value chain. The extensive three-day platform will be staged at the Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City. With the textile trade winds bearing upon Vietnam, the organisers are confident in leveraging their various strengths to realise a show of unprecedented scope within the industry.**

Commenting on the new event, Ms Wendy Wen, Managing Director of Messe Frankfurt (HK) Ltd, said: “With Intertextile Apparel in Shanghai a prime example, our Texpertise Network provides the ideal global framework from which to launch this diverse, comprehensive platform for the integrated textile supply chain. VIATT itself will capture the essence of Texpertise in one platform – a diverse, one-stop sourcing event for buyers across all categories, from garments, fabrics, yarns and fibres, to textile machinery, technical textiles and nonwovens, and everything in between.”

Discussing the event’s potential, Mr Le Hoang Tai, Deputy Director General of the Vietnam Trade Promotion Agency (VIETRADE), said: “Vietnam is one of the world’s leading textile producers and exporters, and going from strength to strength as one of Southeast Asia’s manufacturing hubs. Our establishment has many years of experience organising trade fairs throughout Vietnam, and together with Messe Frankfurt we are excited to help international fairgoers unlock the potential of the country’s fast-growing textile market. In addition, Ho Chi Minh City’s accessibility, and Vietnam’s proximity to other leading textile-producing nations such as Bangladesh, Cambodia, China and India, make it the logical venue to host an event of this nature.”

“We are pleased to add another destination to our worldwide network of textile events. VIATT in Vietnam integrates perfectly into the portfolio of Texpertise, the global textile network of Messe Frankfurt. These include for example Heimtextil, Techtexil and Texprocess in Frankfurt as well as Texworld in Paris and New York City, Intertextile and Yarn Expo in China, among many others,” explains Mr Olaf Schmidt, Vice President

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Textiles & Textile Technologies at Messe Frankfurt.

### **World's third largest textile and garment exporter well-placed for further growth**

Many international textile manufacturers have been expanding operations into Vietnam, augmenting an already strong domestic industry. According to the Vietnam Textile and Apparel Association (VITAS), the country's textile and garment industry achieved staggering annual growth of 20 – 26% from 2018 – 2022<sup>1</sup>. Participation in international trade agreements such as the Regional Comprehensive Economic Partnership (RCEP), the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), the EU–Vietnam Free Trade Agreement (EVFTA), and the Indo-Pacific Economic Framework for Prosperity (IPEF)<sup>2</sup>, bodes well for future growth.

As one of the world's biggest importers of textile machinery, and a consistent importer of fabrics, yarns and fibres, garment production is the cornerstone of Vietnam's industry. The country utilises cotton and functional materials to produce casualwear, childrenswear, swimwear, workwear, and much more, with sportswear an especially fast-growing category, and high-utility garments expected to achieve high exports<sup>3</sup>.

By linking textile players from across Asia, Europe and beyond with this vibrant market, VIATT 2024 will play an important part in shaping the future of Vietnam's industry. Next year's fair will host an extensive mix of international and domestic exhibitors covering multiple textile sub-sectors, including garments, apparel fabrics and accessories, yarns and fibres, digital printing, home textiles, technical textiles and nonwovens, textile processing, textile machinery, and more.

Exhibitors and buyers can utilise the fair's global business matchmaking service, where connections are made based on the specific needs of each party. In addition to the fair's main function as an international trading platform, its fringe programme will facilitate participants' networking with industry leaders and offer diverse market insights via various seminars, forums, and panel discussions.

The Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) is organised by Messe Frankfurt (HK) Ltd and the Vietnam Trade Promotion Agency (VIETRADE). Covering the entire textile industry value chain, the inaugural edition will be held from 28 February – 1 March 2024 at the Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City. For more details on this fair, please visit [www.viatt.com.vn](http://www.viatt.com.vn) or contact [textile@hongkong.messefrankfurt.com](mailto:textile@hongkong.messefrankfurt.com)

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<sup>1</sup> 'Vietnam govt confident textile and garment industry to grow further this year', September 2022, The Star, retrieved May 2023, <https://bit.ly/41PYZ0k>

<sup>2</sup> 'Vietnam – Trade Agreements', December 2022, International Trade Administration, retrieved May 2023, <https://bit.ly/3o6M8cA>

<sup>3</sup> 'Vietnamese textile and garment producers on track with 2021's goal', November 2021, Vietnam Investment Review, retrieved May 2023, <https://bit.ly/3WgOXUS>

Notes to editors:

## **Newsroom**

### **Texpertise, the textile business network**

VIATT 2024 is part of Texpertise, the textile business network. The network of Messe Frankfurt unites current topics, trends, and events around the textile business and connects more than 500,000 people from all over the world. With more than 50 international textile trade fairs in 11 countries, Messe Frankfurt is the global market leader for textile trade fairs. Texpertise covers the entire textile value chain: research, development, yarns, fabrics, apparel, fashion, contract manufacturing, home and household textiles, technical textiles, processing and cleaning technologies. In collaboration with the United Nations Office for Partnerships, supported by the Conscious Fashion and Lifestyle Network, the Texpertise Network informs and mobilises the textile sector to implement solutions for social, economic and environmental change. Our aim is to create awareness for the Sustainable Development Goals at all our textile trade fairs worldwide – from Frankfurt, to New York, Atlanta, Shanghai and Paris. For more information from the international textile sector and Messe Frankfurt's global textile events, visit:

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2022

VIATT 2024  
Saigon Exhibition and Convention Center  
(SECC), HCMC, Vietnam, 28 February –  
1 March 2024