



All in One

VIFA¹⁶TH
EXPO

 vifaexpo.com

5»8 MAR
2025

SECC DIST.7
HCMC | VIETNAM

Post Show REPORT

Organized by



LIÊN MINH
www.vifafair.com

VCCI

LIÊN ĐOÀN THƯƠNG MẠI VÀ CÔNG NGHIỆP VIỆT NAM
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Supported by



16th Edition

Since its inception in 2008, **VIFA EXPO – Vietnam International Furniture and Home Accessories Fair** – has become a premier destination for trading & exporting furniture, hosting thousands of exhibitors and hundreds of thousands of buyers over the past 17 years.

In 2025, the 16th edition of VIFA EXPO marks a significant milestone by expanding its scale and international influence, reinforcing its status as **Vietnam's largest furniture trade show.**





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VIFA 2025
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Fair Scale

 TOTAL AREA

40,000^{M2}

7 HALLS

(A-B-C1-C2-C3-C4-D1-D2-D3)



2,534

BOOTHS

Our Exhibitors



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659 ▶▶ COMPANIES



317 ▶▶

From VIETNAM

20 Cities / Provinces

Ho Chi Minh City, Ha Noi, Binh Dinh, Binh Duong, Binh Phuoc, Da Nang, Dong Nai, Ha Nam, Hai Phong, Hung Yen, Lam Dong, Long An, Nam Dinh, Ninh Binh, Phu Tho, Quang Nam, Tay Ninh, Thai Binh, Thua Thien Hue, Tien Giang



342 ▶▶

From 19 Countries & Territories

Australia, Cambodia, Canada, Czech Republic, China, Denmark, England and Wales, Hong Kong, India, Indonesia, Italy, Japan, Korea, Malaysia, Netherlands, Taiwan, Thailand, Singapore, USA

Exhibit Structure



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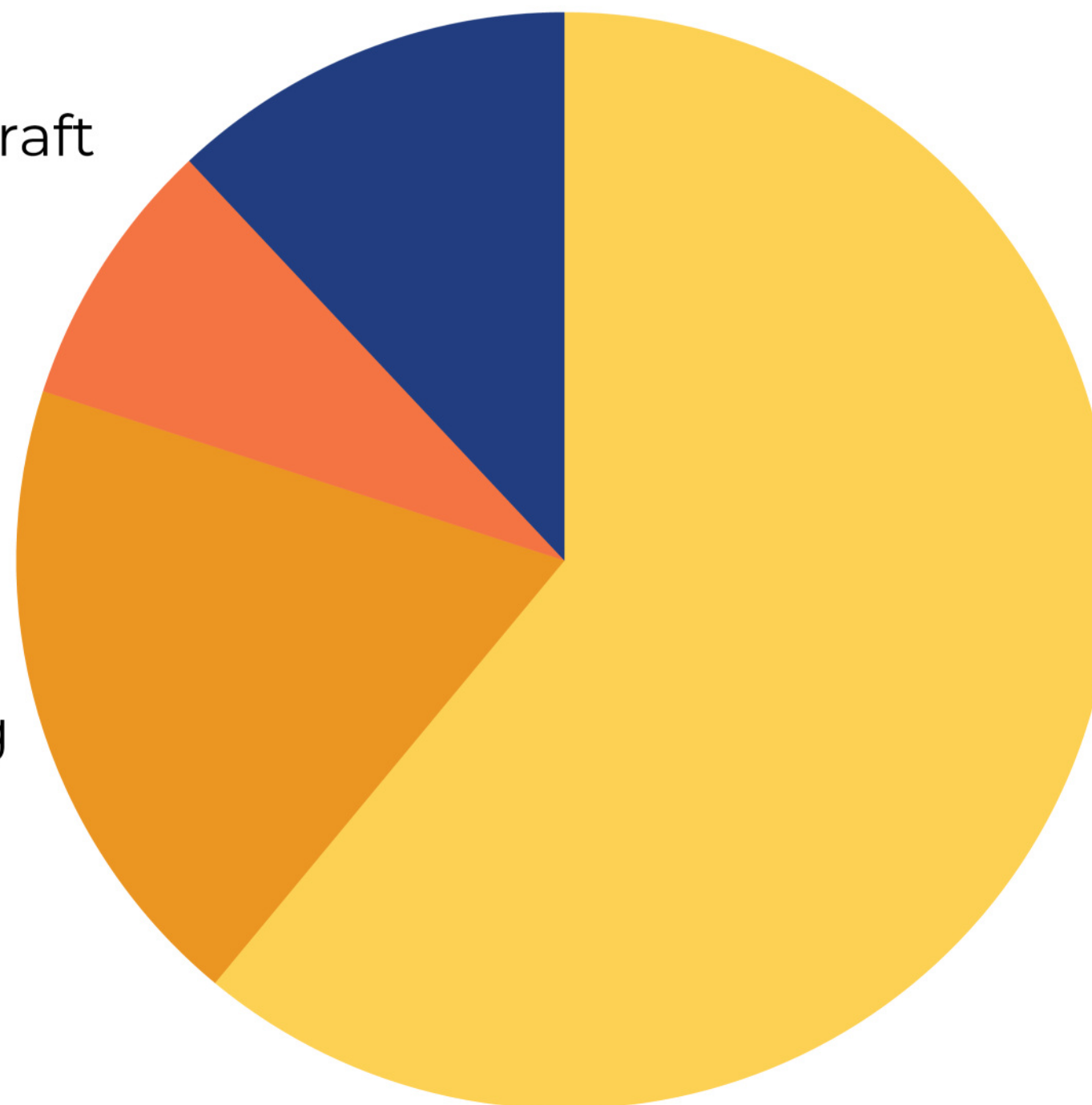
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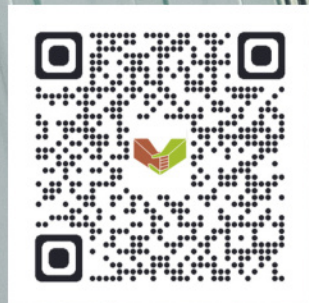
Hardware, Machines, Wood Materials, Services
12%

Handicraft
8%

Furnishing
19%

Furniture
61%





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Our Visitors

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20,125



VISITORS



7,546



INTERNATIONAL
VISITORS



83



COUNTRIES &
TERRITORIES



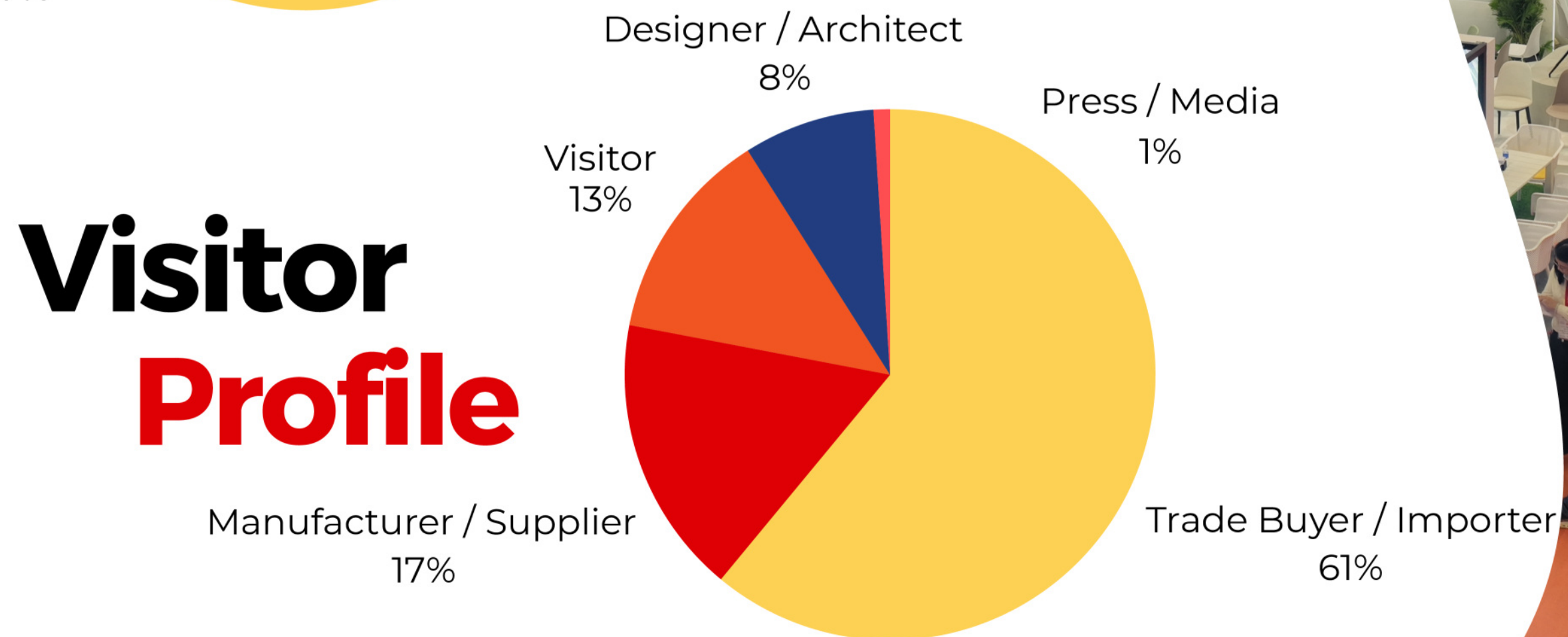
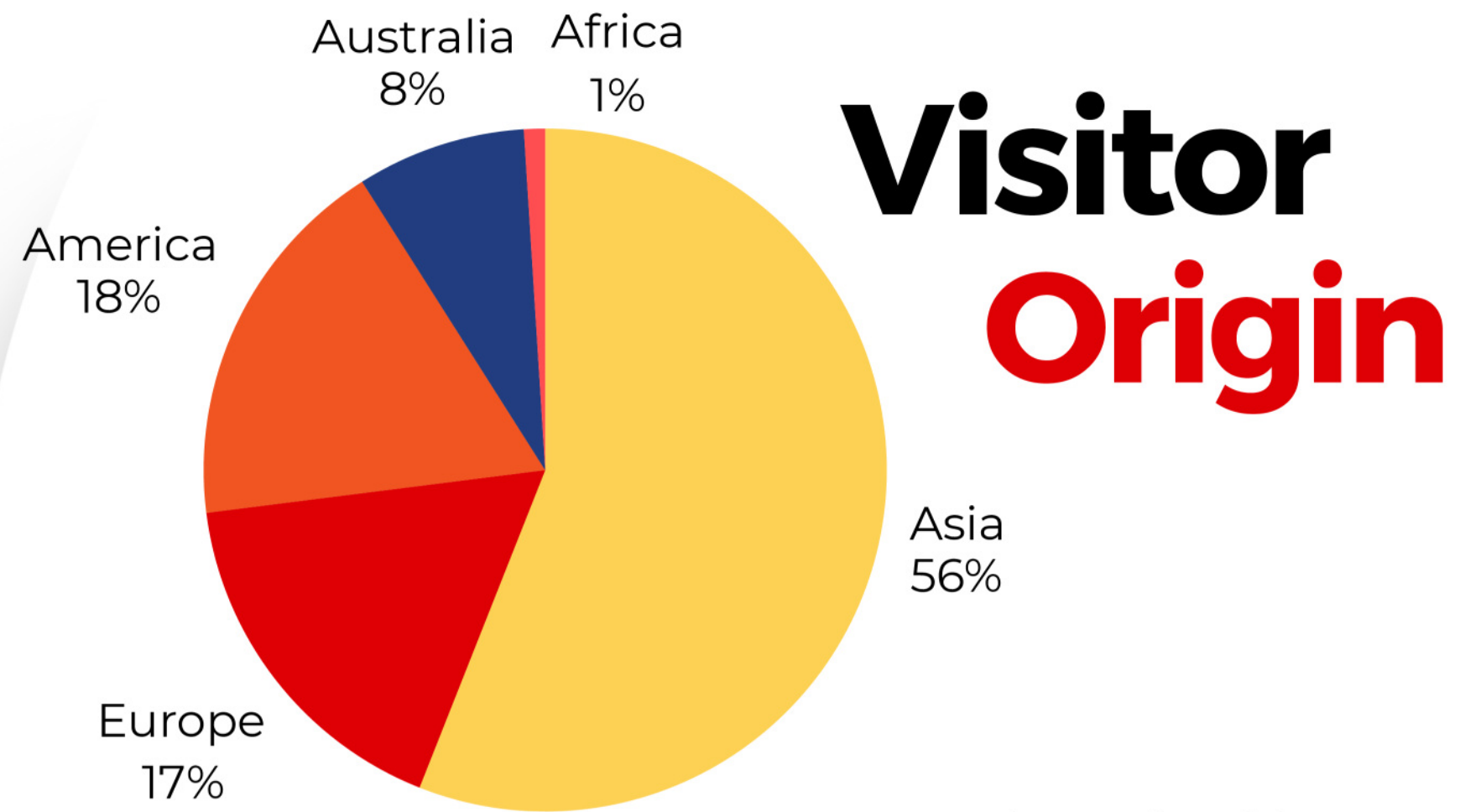
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Top 10 Visitor Origin

- ▶ China
- ▶ USA
- ▶ UK
- ▶ EU
- ▶ South Korea
- ▶ Japan
- ▶ Taiwan
- ▶ India
- ▶ Malaysia
- ▶ Australia

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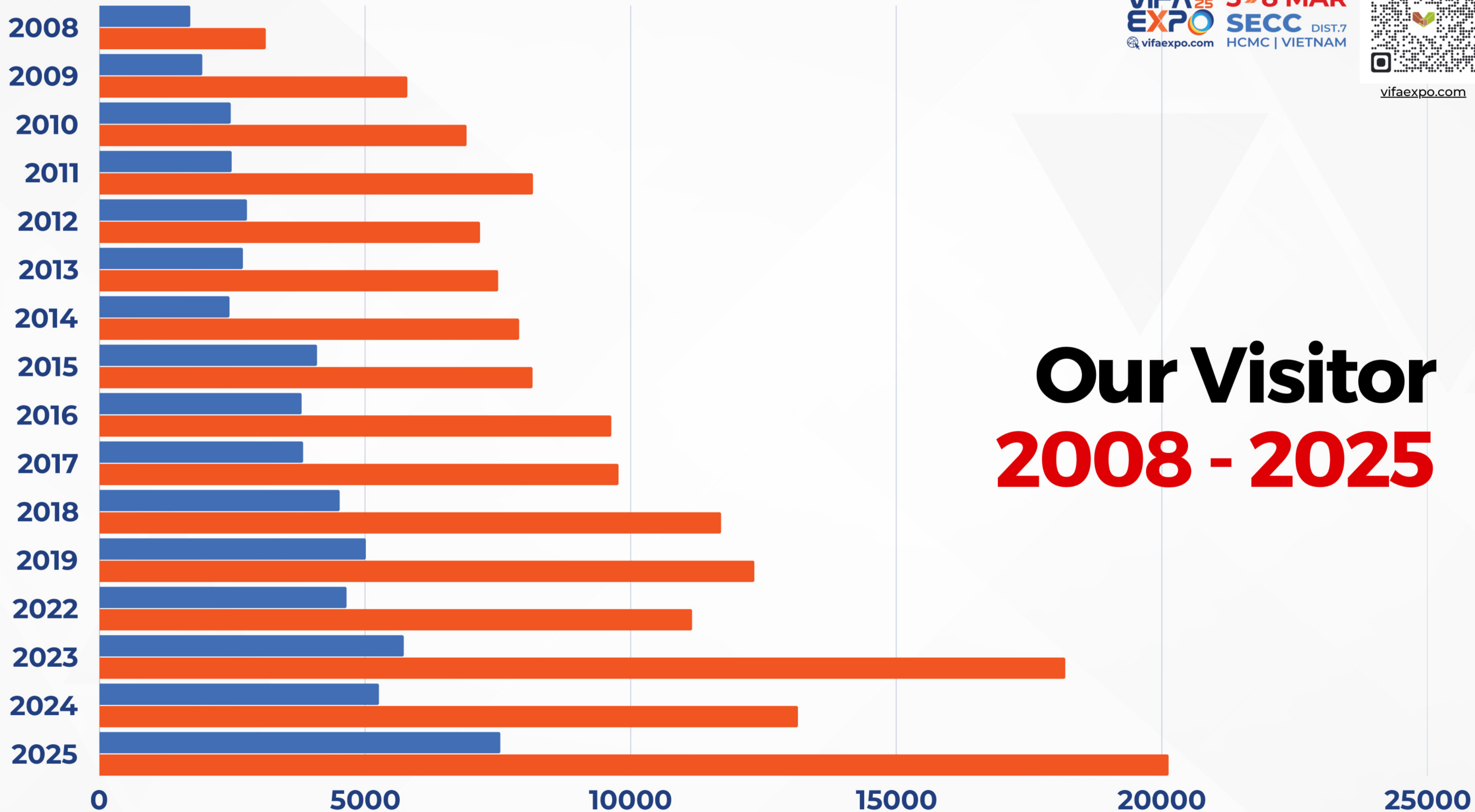
● International ● Total

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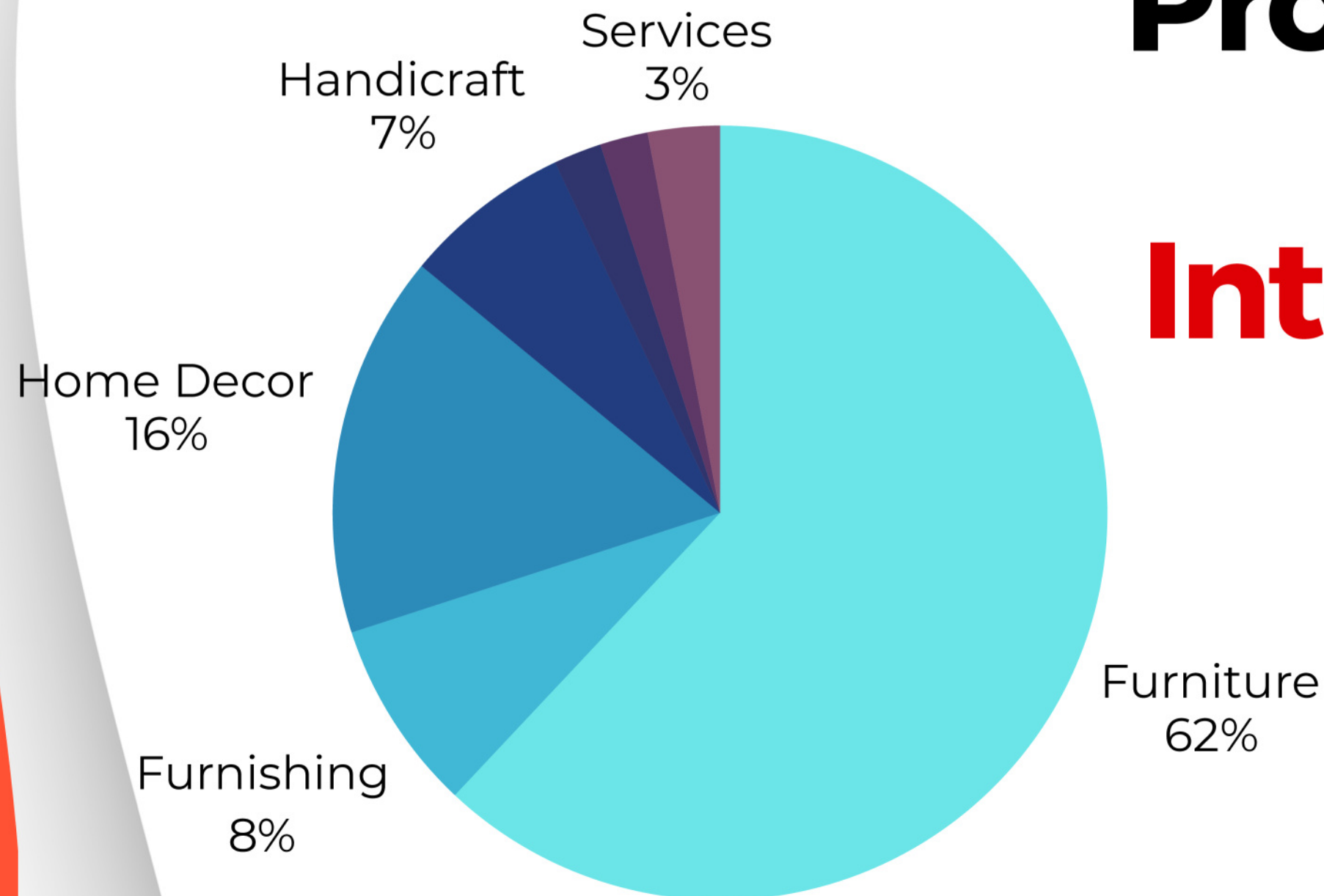
Our Visitor
2008 - 2025



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- Furniture
- Furnishing
- Home Decor
- Handicraft
- Machinery
- Hardware
- Services



Product of Interest



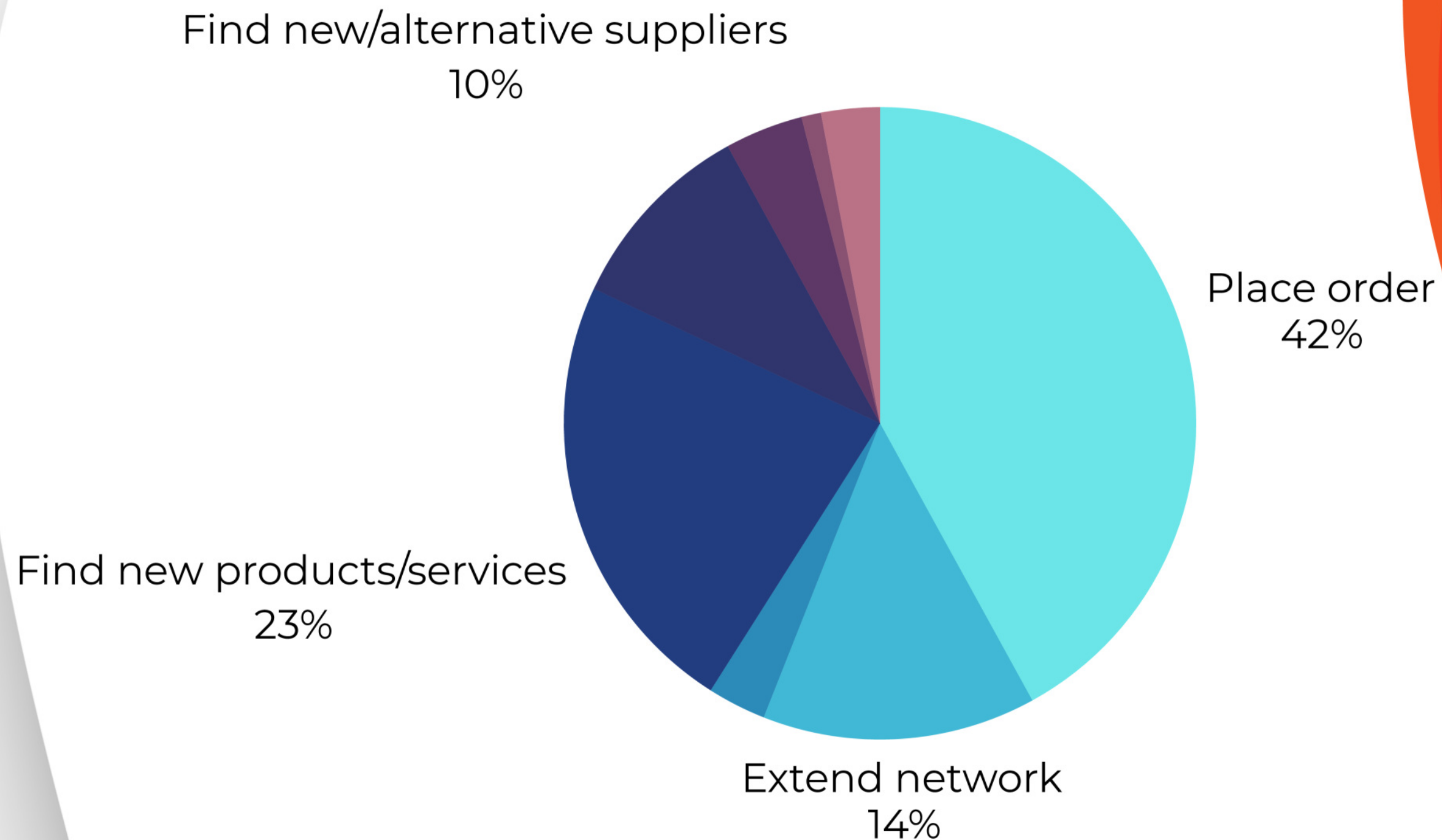


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Purpose of Visit

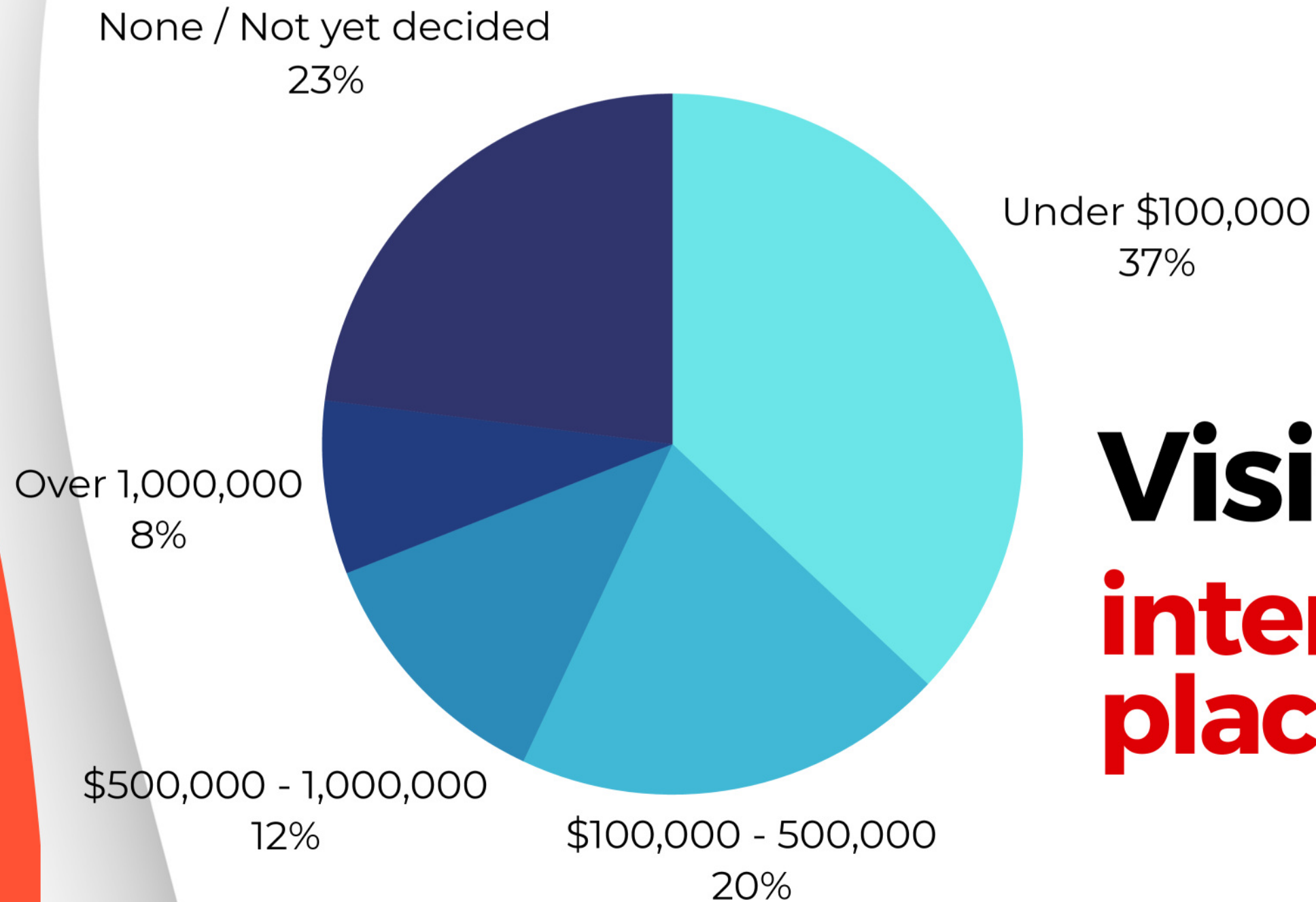




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- Under \$100,000
- \$100,000 - 500,000
- \$500,000 - 1,000,000
- Over 1,000,000
- None / Not yet decided



Visitor's
intention to
place order





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About our Visitors


35%
New
Visitors


64%
Visitors want to
attend business
matching


Total Visitors
increase by
35%


International
Visitors increase
by
30%





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Trade Value

Around
**200 mil
USD**
(Reported value of the
Contract / MOU signed at the
fair)

30%

Exhibitors want to
expand their
booths

84%

Surveyed Exhibitors
have Contracts / MOU





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Key Activities

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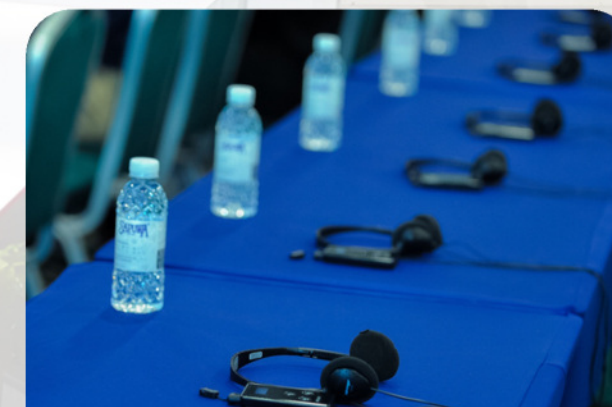


Opening Ceremony

Supported by:



Factory Visit Tours



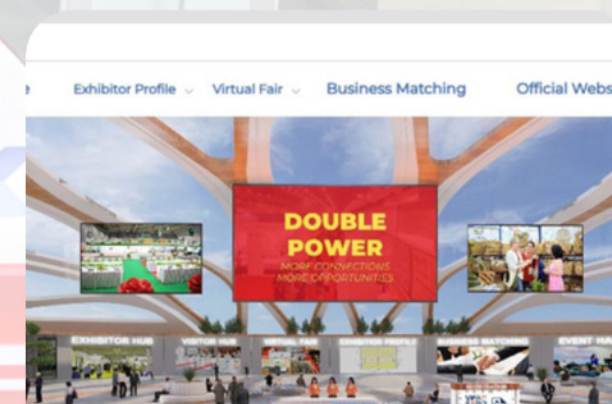
Industrial Seminars



Gala Dinner



Buyer Supports



Virtual Fairs



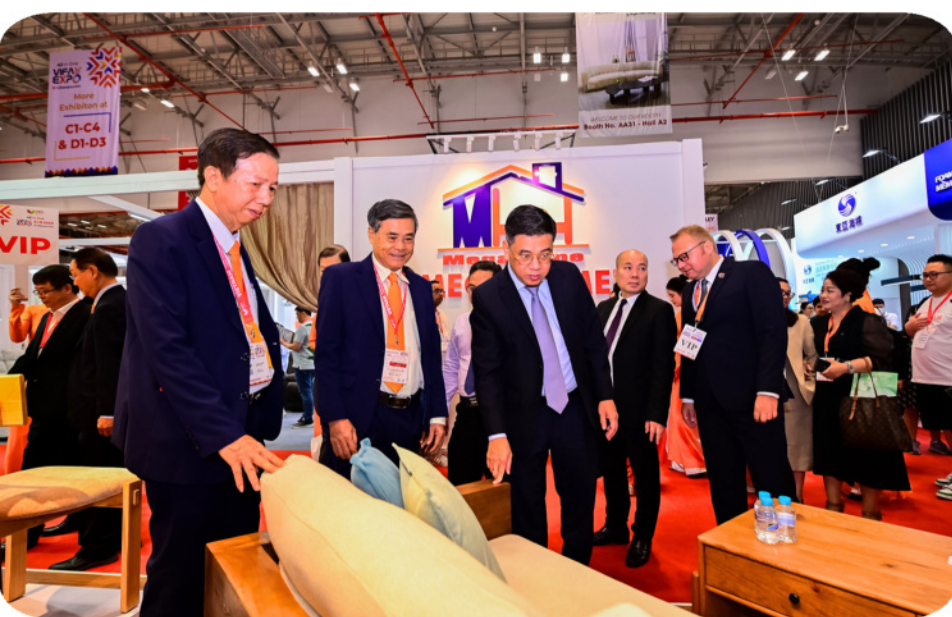
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Opening Ceremony



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Opening Ceremony





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Factory Visit Tours

- **BINH DUONG: 2 Tours** (6 Companies)
 - **CU CHI: 1 Tour** (2 Companies)
 - **DONG NAI: 1 Tour** (2 Companies)
- 140 BUYERS**

(Russia, China, USA, India, Vietnam, Australia, Belgium, Japan, Singapore, Turkey, Lithuania, Hong Kong, France, Malaysia)



Seminar #01

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Global Furniture Outlook 2024 & Trends Forecast 2025

Speakers:

- Ms. Alessandra Tracogna (CSIL, Italy)
- Mr. Stefan Mielchen (Moebel Markt, Germany)
- Mr. Tomohiro Koyama (Home Living, Japan)

- ★ *Provided deep dives into global trends, sustainability, European markets, and Asian opportunities of furniture industry.*
- ★ *Attracting the participation of representatives of 73 businesses in the industry.*



Seminar

#2

Furniture industry moving forward Net Zero market – Chances & Challenges

Speakers:

- Experts in environmental technology, thermal energy engineering, legal & ESG sustainable development.
- ★ *Expert speakers at our talkshow unpacked essential environmental regulations, energy solutions, and FSC connections.*
- ★ *Attracting the participation of representatives of 46 businesses in the industry.*

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Seminar

#3

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wayfair



Made in Vietnam, Sold on Wayfair

- ★ Co-hosted by Wayfair, a leading US -based e-commerce giant specializing in furniture, in collaboration with Lien Minh Company, garnered substantial interest from industry businesses.
- ★ Revealing significant export opportunities to the US market for Vietnam's furniture and home decor industry.
- ★ Attracting the participation of representatives of 300 businesses in the industry.





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Gala Dinner







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Free Shuttle Bus



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furniture
WORLD

Canadian
INTERIORS

World
Furniture
International Markets Review

Furniture News

de
zeen
design
magazine

INTERIORS MONTHLY
FIRST FOR FURNITURE, FLOORING & ACCESSORIES

TRADE PAPER FOR FURNITURE AND HOME FURNISHING
THE HOME LIVING

FURNITURE & FURNISHING
EXPORT INTERNATIONAL
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International Promotional Campaign

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Online Platform

VIFA EXPO 2025

- 01 Easily search and connect with Exhibitors of VIFA EXPO
- 02 Explore VIFA EXPO Virtual Exhibition
Admire Typical Booths & Products of VIFA EXPO
- 03 View & Update your Profile
- 04 Online Business Matching (coming soon)

VIFA EXPO

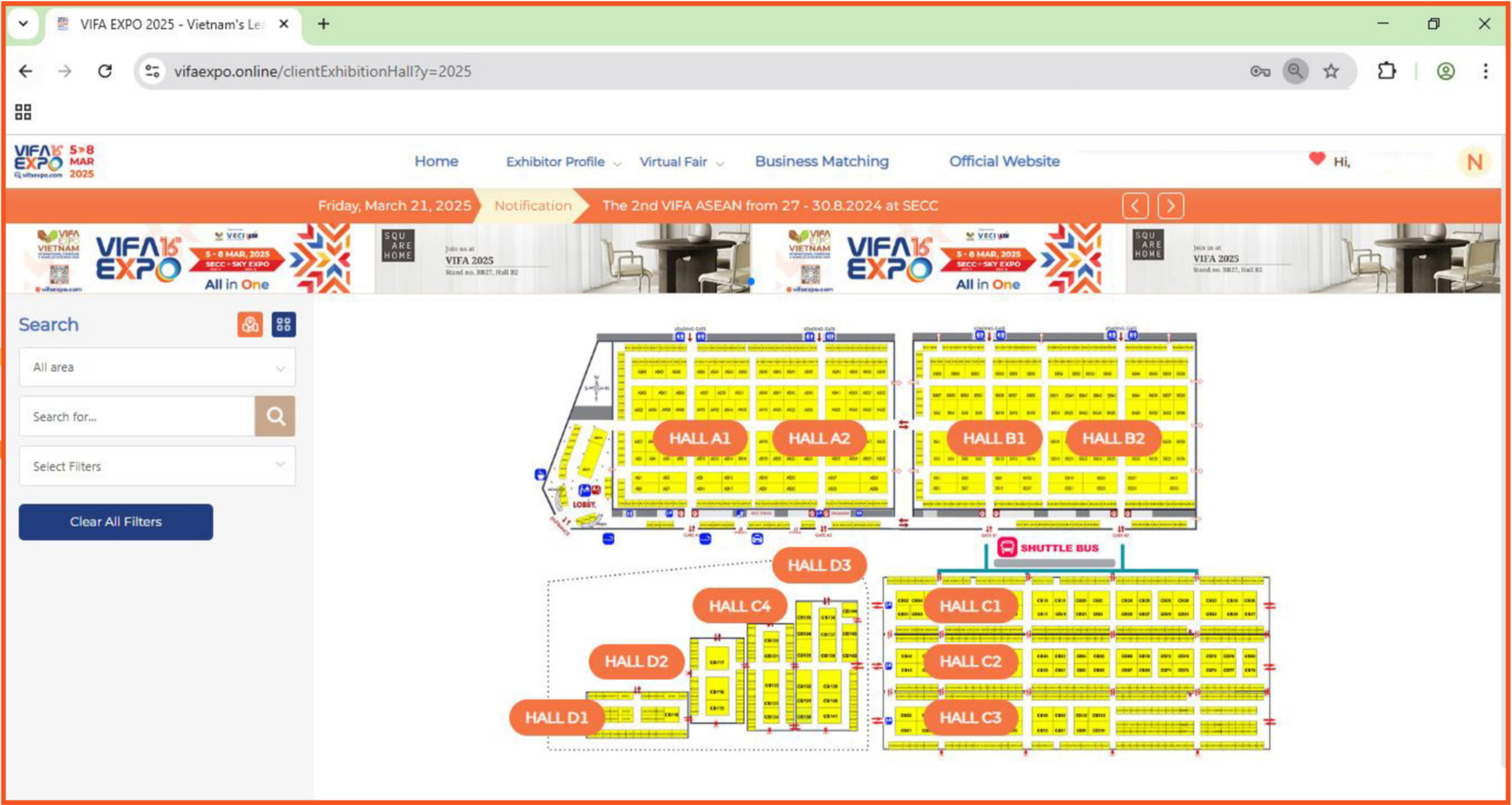
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Fair Photos



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Thank you for the Great
16th VIFA EXPO





**SAVE
THE
DATES**



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VIETNAM ASEAN
INTERNATIONAL FURNITURE & HOME ACCESSORIES FAIR

**26 - 29
AUGUST, 2025**

SECC | Dist 7, HCMC



vifaasean.com

SEE YOU AGAIN

VIFA 2026
EXPO

11 » 14 MAR

SECC

Dist.7

HCMC
VIETNAM

**SKY
EXPO**

Dist.12



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**We'll meet
again soon**

ALLIANCE HANDICRAFT WOODEN FINE ART CORPORATION

Keep in touch with us

Lien Minh Company



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