



HAWA EXPO

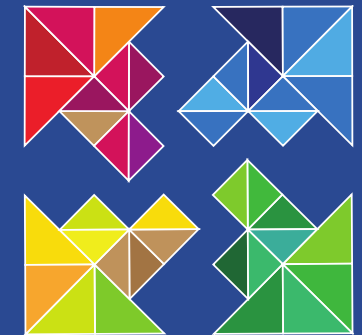
NAVIGATING
THE WORLD OF
POSSIBILITY

05 —
— 07
MARCH

20
25

WHITE PALACE
VIETNAM

588 Pham Van Dong St, Thu Duc City, HCMC, Vietnam





LOOK BACK HAWAEXPO 2024



2,153

Booths

407

Exhibitors



291

Booths and Showcases

50

Exhibitors

84%

of manufacturers
are Vietnamese

24.719

Buyers & Visitors

HAWAEXPO 2025

WHITE PALACE - VIETNAM

H
A
W
A
E
X
P
O

600

Booths

300

Exhibitors

20k

Visitors





**Hawa
Expo**

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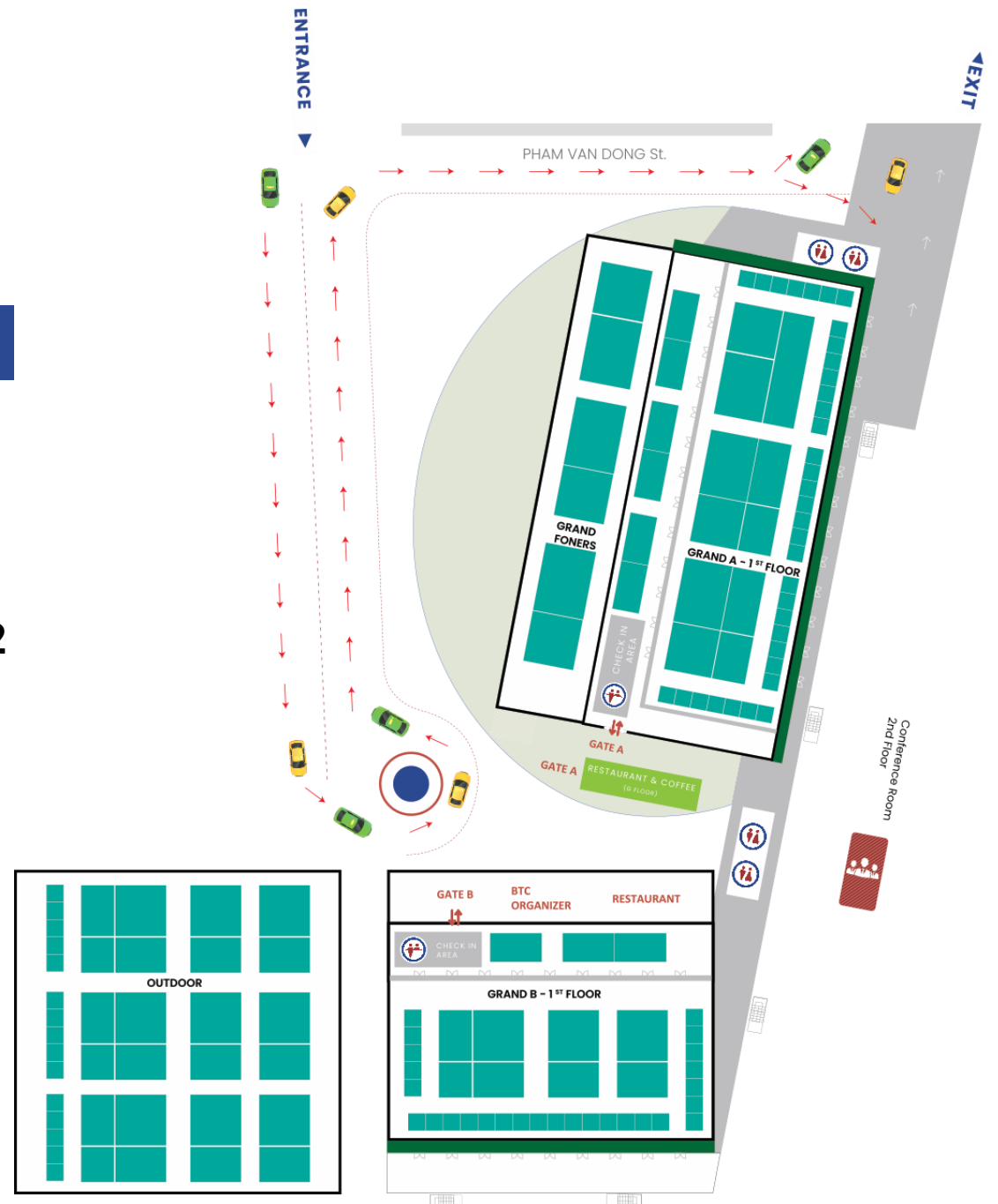
FLOOR PLAN

CHECK 3D FLOOR PLAN

<https://www.hawaexpo.com/360-white-palace/>

1. GRAND A – 1st floor : **212 Booths** – 1.900 m²
2. GRAND FONERS – Ground Floor A: **79 Booths** – 720m²
3. GRAND B – 1st floor: **129 booths** – 1.200m²
4. OUTSIDE C: **180 booths** – 1.600m²

600 booth **20.000** m²





ROCHDALE SPEARS CO., LTD



TAVICO GROUP



URBAN GARDEN

TOP BEST BOOTH AT WHITE PALACE - HAWAEXPO 2024



LAITA



EPONJI



KEY MOMENTS AT HAWAEXPO 2024 – WHITE PALACE





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HAWAEXPO 2025

WHITE PALACE – VIETNAM

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01

Approach Top-
Selected
Vietnamese
Manufacturing



02

Premium
Furniture Fair In
Vietnam



03

Nationally
Endorsed Export
Furniture Fair In
Vietnam

OUR EXHIBITORS

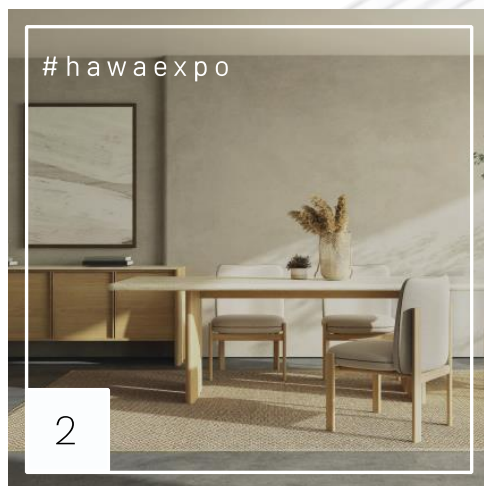
90% Top-selected Vietnam manufacturing &
10% Prestige furniture brands in ASIAN countries and internationally

- Leading furniture, gift & handicraft brands
- Leading interior design studio
- All-sized professional manufacturers
- Conceptual lifestyle accessories brand
- Professional contractor in Hospitality
- Professional sourcing and wholesaler for all types of furniture
- International pavilion & oversea furniture brands
- Full-service furniture firms
- Industrial suppliers in material, hardware, logistics and service



1

Furniture & Furnishing



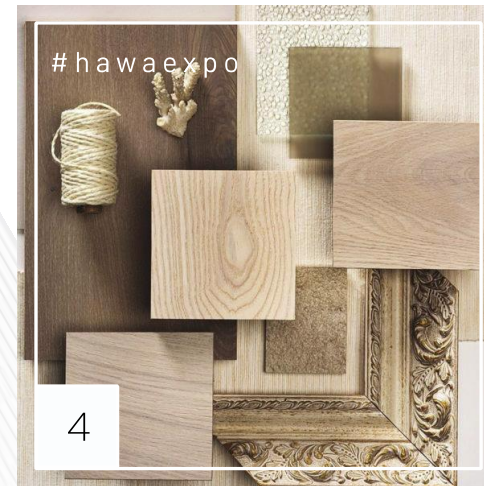
2

Interior Design
& Contract Furniture



3

Gift & Handicraft



4

Material & Hardware



5

Home Accessories

01

TALK SHOW / SEMINAR

Audience: buyers & exhibitors as enterprise

Host: co-host x industry key players / consultant expert

What to wait for: case study to push exhibitors and inspire them moving forward



02

ARTISAN WORKSHOP

Audience: everyone

Host: co-host x handicraft exhibitors

Who is consultant: artisan from handicraft exhibitors

what to wait for: an entertaining, also art-centric activities to embrace the value of vietnamese craftsmanship.



03

1:1 B2B NETWORKING

Audience: buyers & exhibitors

Host: co-host x service exhibitors

What to wait for: address exhibitor's pain point by matching right professional serviced company to exhibitors. limited slots, should book in advance.



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EVENT & B2B MATCHING



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AWARDS & TREND ZONE

04

TOP BEST BOOTH AWARDS

Award the best booth selected by experts/architects/designers according to the criteria of the organizing committee



05

HOAMAI DESIGN AWARDS

Master handpicked collections/ Furniture design / Material experience... / final awarded design from Hoa Mai... to show the power of Vietnam creativity & innovation in furniture industry.

06

FURNITURE TREND ZONE

Explore the latest trends shaping the industry. Together with our market research partner, we present the top 10 consumer trends and innovations driving the future of furniture industry.



COMMUNICATE WITH BUYERS AT EVERY TOUCH POINT

01 Access online from specialized magazines, digital

■ International & domestic newspapers, journal, magazine,...



■ Social Media: Google, Tiktok, Facebook, Youtube,



02. Email marketing, chat & call Accurately reach buyers & visitors

We leverage an extensive **database of over 10.000 international buyers**, reaching them directly through targeted weekly and monthly email and SMS marketing campaigns.

Approach buyers from **European countries, America, Russia, Korea, Japan, Taiwan,...**

The exact data source is buyers from furniture fairs: **HawaExpo, Milan Design Week, High Point Market,...**



COMMUNICATE WITH BUYERS AT EVERY TOUCH POINT

03. Roadshow to leading global furniture exhibition



Spoga+gafa
16-18/06/2024



Korea International
Furniture & Interior Fair
29/08 - 01/09/2024



China International
Furniture Expo
10-13/09/2024



Indonesia Meubel
Design Expo
14-17/09/2024



High Point
Furniture Market
26-30/10/2024

COMMUNICATE WITH BUYERS AT EVERY TOUCH POINT

04. Every route on the buyer's journey



A

Advertising posters at TSN International Airport.



B

Billboard & Banner at Major routes in city & from airport to the center / SECC



C

Billboard & Roadshow around District 7, neighboring SECC



D

Bus Advertising runaround District 1 & 7, neighboring SECC

BUYER SUPPORT PROGRAM

Free shuttle bus / taxi

- Collaboration with SaigonTourist, established a shuttle bus system to facilitate transportation for international guests between various locations: hotels, SECC, and White Palace.
- Enjoy the worry-free visit to our exhibition by hourly shuttle bus
- Reach to HawaExpo from SECC and Hotel in center

Countless accommodation & travel discount

From transportation, accommodation & city iconic tour, all are available with good discount, via HawaExpo website.

Voucher for lunch / gala dinner

Provide voucher for free lunch and welcome gala dinner



TECHNOLOGY PIONEER FAIR



HawaExpo App:

The First App Dedicated to International Exhibition in VN

- QR code scanning feature to scan buyer's QR code and store contact information of buyers/visitors right on the APP.
- Direct online networking (call, send emails and make appointments) with exhibitors/buyers
- Series of online workshops updating industrial B2B events

Hopefairs.com:

The First Furniture Virtual Exhibition Platform in VN

- A virtual gateway to Vietnam Furniture industry
- 365 day online virtual exhibition
- Series of business matching events
- Right partners, right place, great deals



OUR PARTNERS

National & International partners



Association / chamber of commerce



Strategic Partner



Partner international expo





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HOCHIMINH EXPORT FURNITURE FAIR 2026

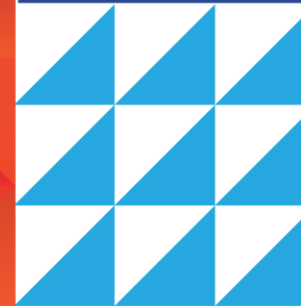
Organized by



Hawa Expo 2026

SECC

799 Nguyen Van Linh,
Tan Phu Ward, District 7, HCMC



**04 –
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26**

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Endorsed by



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JOIN US AT

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BOOK A SPACE:

<https://www.hawaexpo.com/floorplan>

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