



THROWBACK TO HAWAEXPO 2023





20
24

NAVIGATING
THE WORLD OF
POSSIBILITY

The Largest and National Endorsed
Export Furniture Fair

VIETNAM

6-9/3/2024

WHITE PALACE - WTC - SECC
HO CHI MINH CITY - BINH DUONG PROVINCE

Organized by



**Hawa
Expo**

www.hawaexpo.com



VIFOREST FAIR



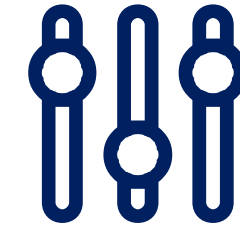
HAWA



HCMC
EXPO



THE LARGEST EXHIBITION EVER ORGANIZED IN VIETNAM 2024



X3 SCALE

GATHERING **>700 EXHIBITORS**
MORE THAN **> 3.000 BOOTHS & SHOWCASES**

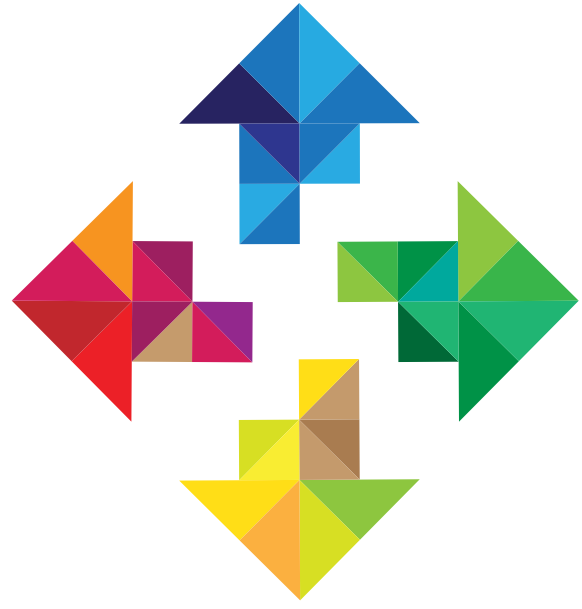
X3 NO. BUYER

30.000 BUYERS & VISITORS
200 COUNTRIES & REGIONS

X3 MARKETING

THE BIGGEST MARKETING BUDGET EVER
TOP 10 EXPORTING MARKET FOCUS
NEW INITIATIVES IN GLOBAL PROMOTION





PERFECT TIMING IN ASIA EXHIBITION SERIES





03 LOCATIONS, SPANNING ACROSS 2 CITIES

Represent Vietnam design & innovative power

**WHITE
PALACE**



CREATIVITY HALL

LOCATION: WHITE PALACE, THU DUC, HCMC

DATE: **7-9/3/2024**

SCALE: 4000 sqm - 300 Booths

Represent Vietnam manufacturing power

WTC



CRAFT HALL

LOCATION: WTC, BINH DUONG

DATE: **7-9/3/2024**

SCALE: 12.000 sqm - 700 Booths

Represent Vietnam entire supply chain power

SECC

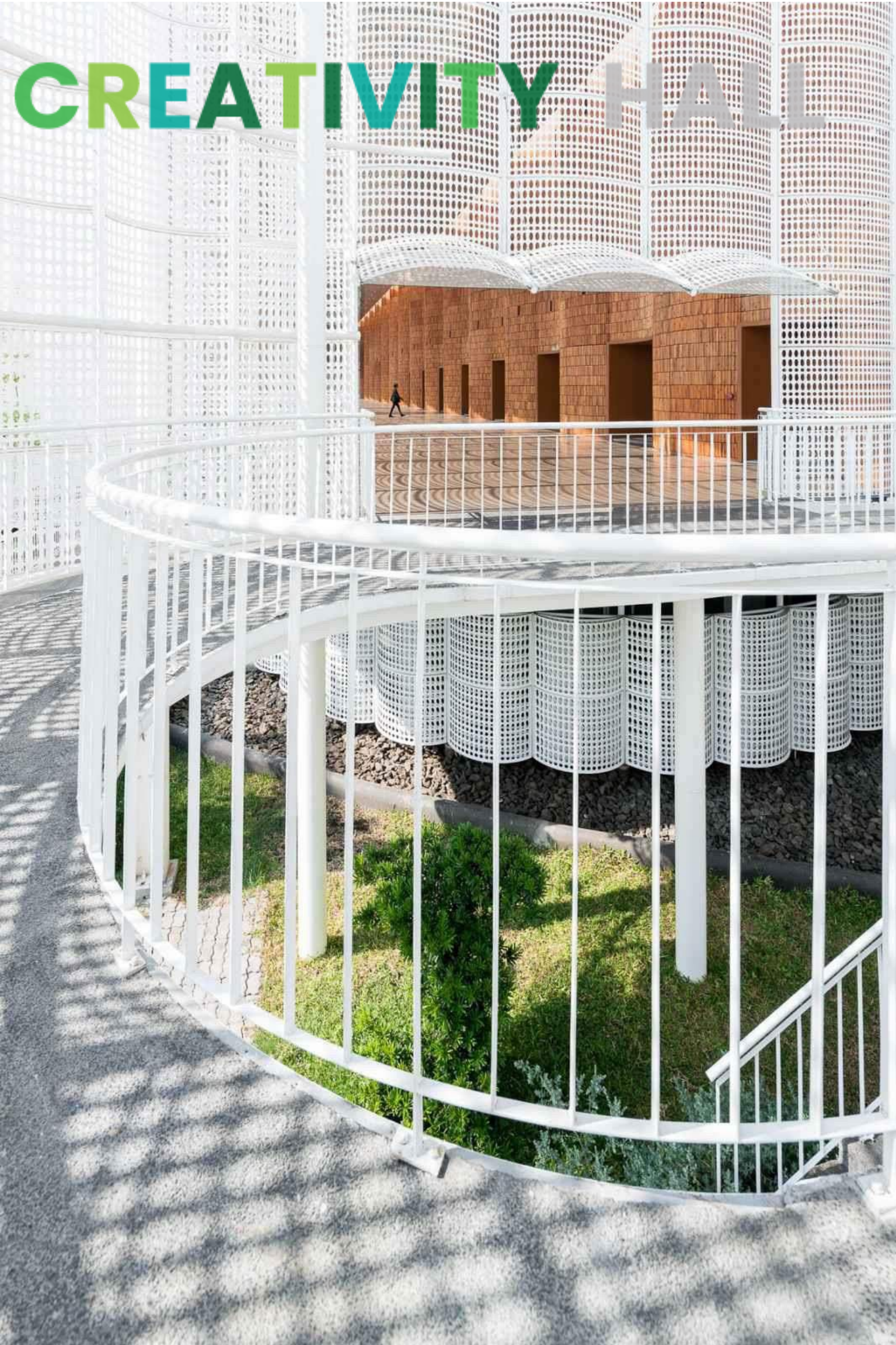


CONNECTION HALL

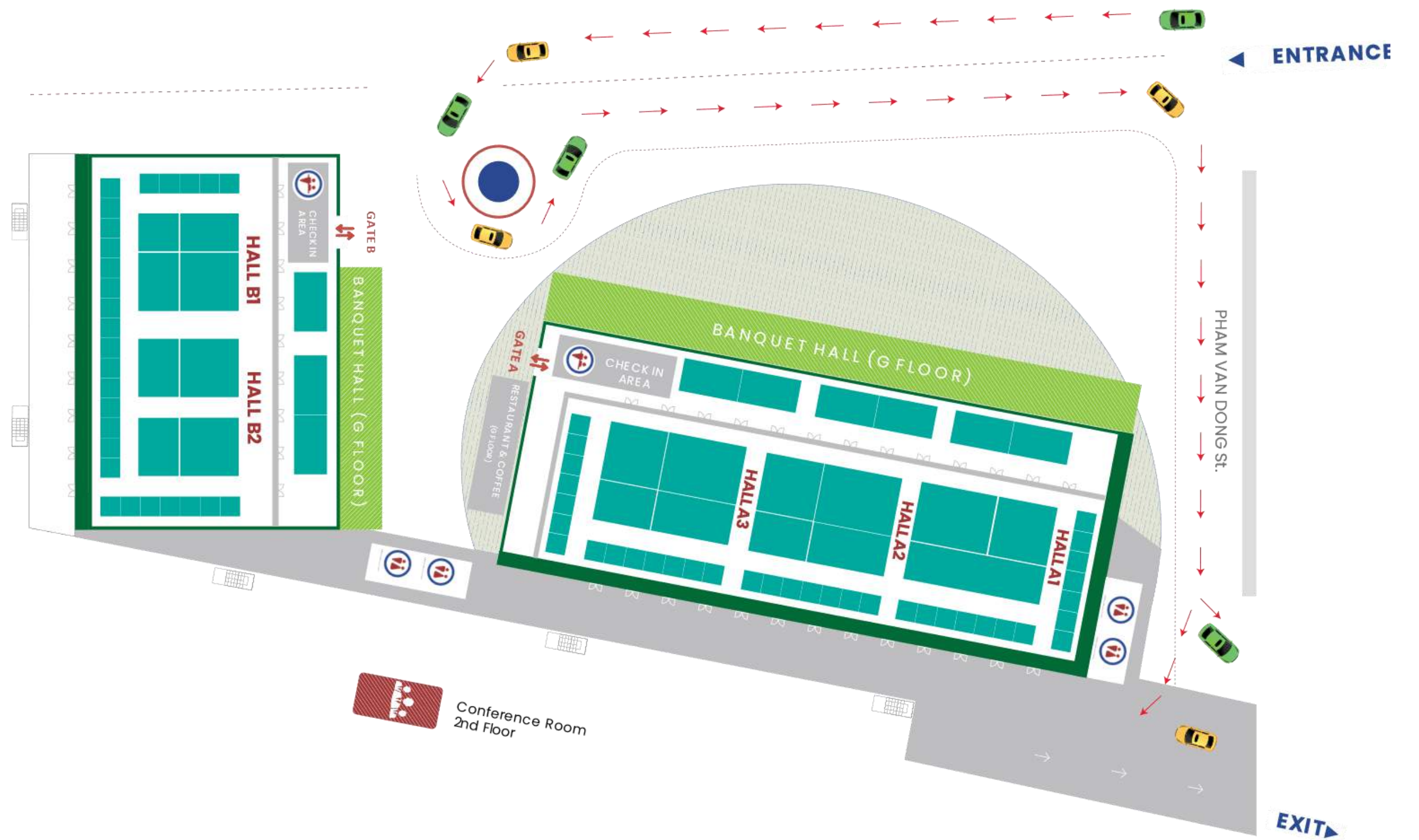
LOCATION: SECC, HCMC

DATE: **6-9/3/2024**

SCALE: 40.000 sqm - 2000 Booths



Represent Vietnam design & innovative power

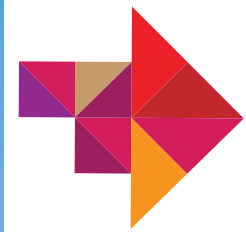


WHITE
PALACE

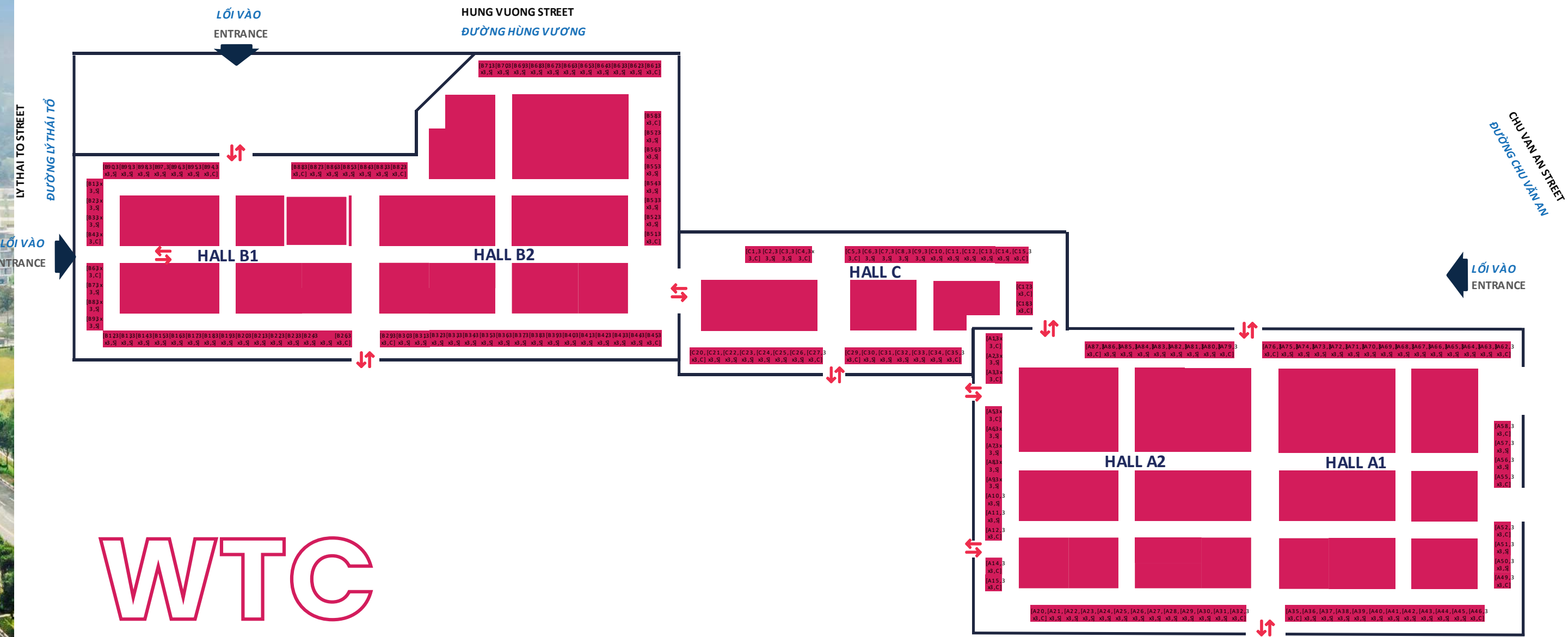
- Design - Innovation - Lifestyle
- Hospitality contractor
- Furniture design Award
- Showcase

SCALE: 4000 sqm - 300 Booths

CRAFT HALL



Represent Vietnam manufacturing power



WTC

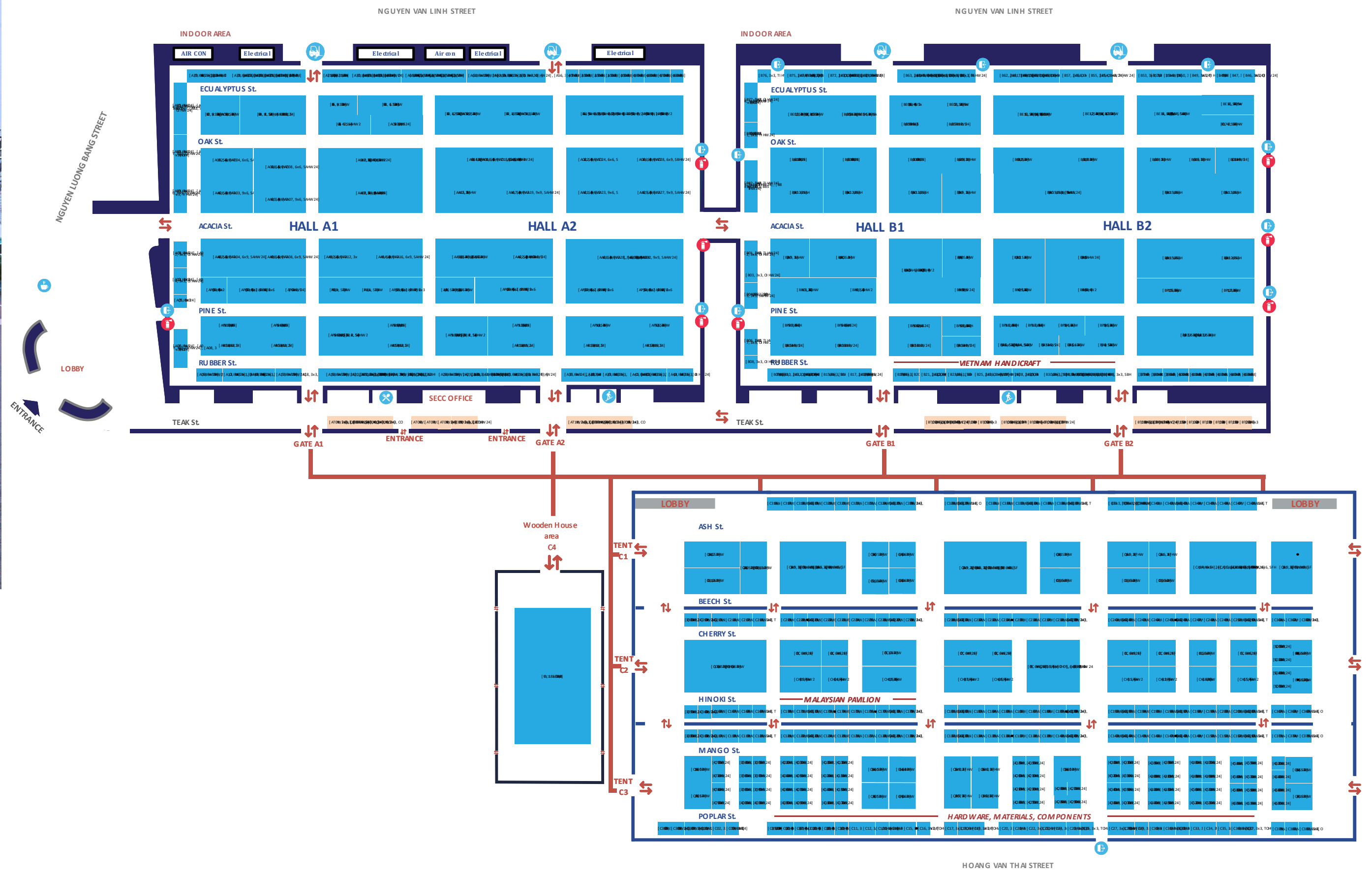
- Furniture Direct from manufacturers
- Factory visit
- Giant manufacturing showcase

SCALE: 12.000 sqm - 700 Booths

CONNECTION HALL



Present Vietnam entire supply chain power



SECC

- VN Furniture Industry showcase
- Top player in their new look
- Industrial trend & in-depth seminar

SCALE: 40.000 sqm - 2000 Booths



HOME ACCESSORIES



FURNITURE & FURNISHING



DESIGN & HOSPITALITY FURNITURE



GIFT & HANDICRAFT



3 EXCLUSIVE BENEFITS FOR **EXHIBITORS**

1. UPGRADE COMPETENCY TO GO PRO, GO GLOBAL

HawaExpo's Master Class
by Industrial Master

HawaExpo's Branding support
via HawaExpo's exclusive support & event leveraging

HawaExpo's Global Meet-up:
Update trend and new market request via our workshop / special showcase

2. HYBRID EXHIBITION 365 DAYS, BY OUR ECOSYSTEM

4-day live physical and 365 day online virtual exhibition via HawaExpo's ecosystem:

HawaExpo 2024 exhibition 6-9/3/2024

HawaExpo's virtual exhibition platform -
Hopefairs.com

3. 1 + 1 PROGRAM (1 exhibition + 1 year support program)

Being a part of the strongest and sustainable wood community in VN

Series of B2B activities

Series of FREE training & seminar

B2B matching with others national's trade delegations

HawaExpo App Update industrial research & report & news from expert interview / professional magazine



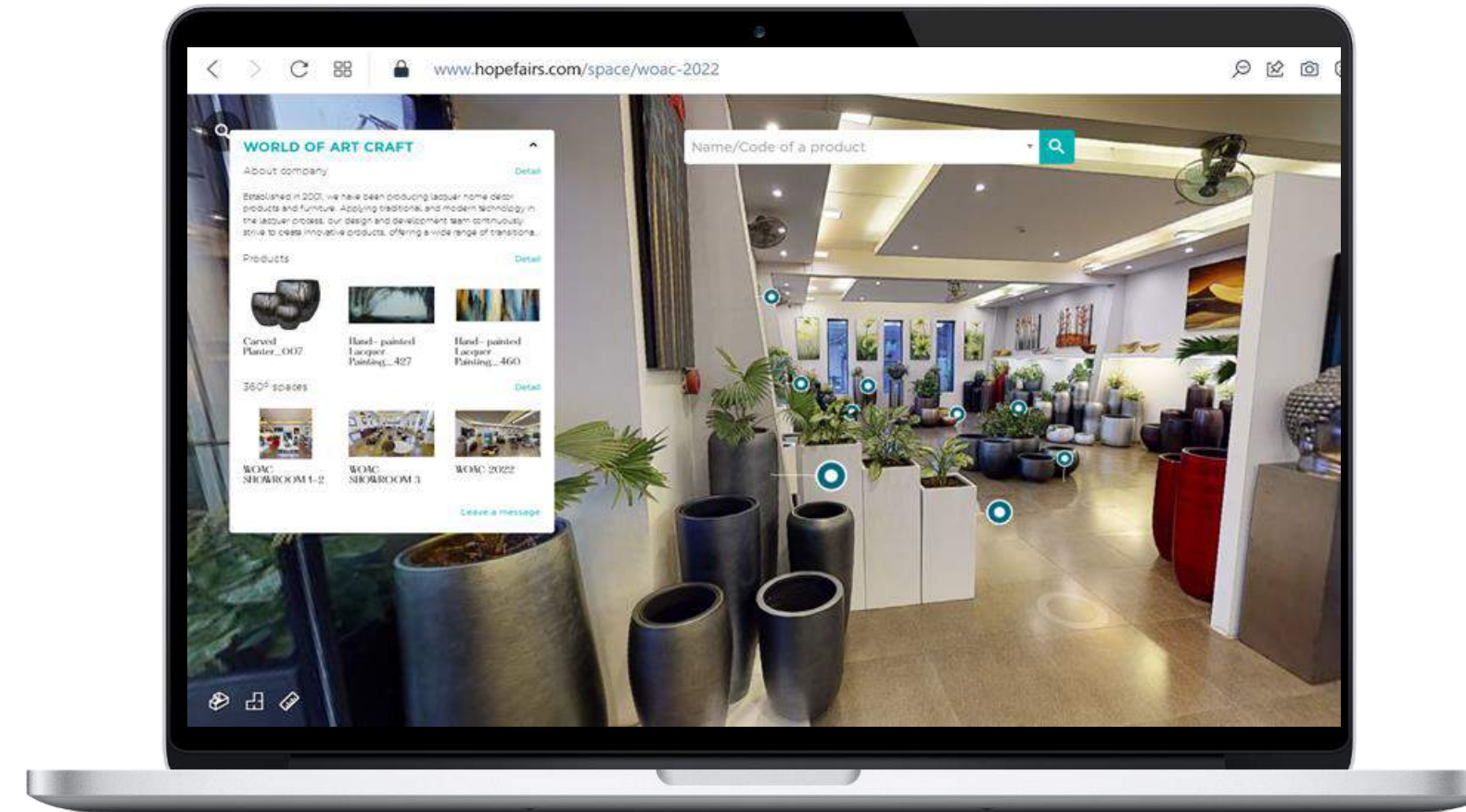
OSE - Organizer support Exhibitor

1. MASTER CLASS for exhibitors

Format: Online & Offline

Topic:

- Exhibition display
- The art of networking online & offline
- Branding & Marketing



2. 1-YEAR FREE ONLINE EXHIBITION via HOPEFAIRS.COM

What u have:

- 360 VR display showroom
- 365 FREE on Hopefairs.com

3. INDUSTRY INFORMATION UPDATE

What u have:

- Latest industry newsletter
- Latest event update
- Branding & Marketing enhancement via many opportunities





3 EXCLUSIVE BENEFITS FOR **BUYERS**

1. GREAT VISIT EXPERIENCE BY GREAT HOSPITALITY SERVICE

International standard hospitality
FREE registration fee
24/7 Multi-channel support
Countless accommodation & travel discount

2. MEET MORE & CAPTURE THE LATEST

Effective networking at world-class & entertaining business platform
Satisfy your demands and direct your needs to right exhibitor by our new structural location
Capture our national innovation & uniqueness via special showcase

3. 1 + 1 PROGRAM (1 exhibition + 1 year support program)

Via Hopefairs.com - the first furniture virtual exhibition platform in VN:

>> Open 24/7, FREE, access everywhere

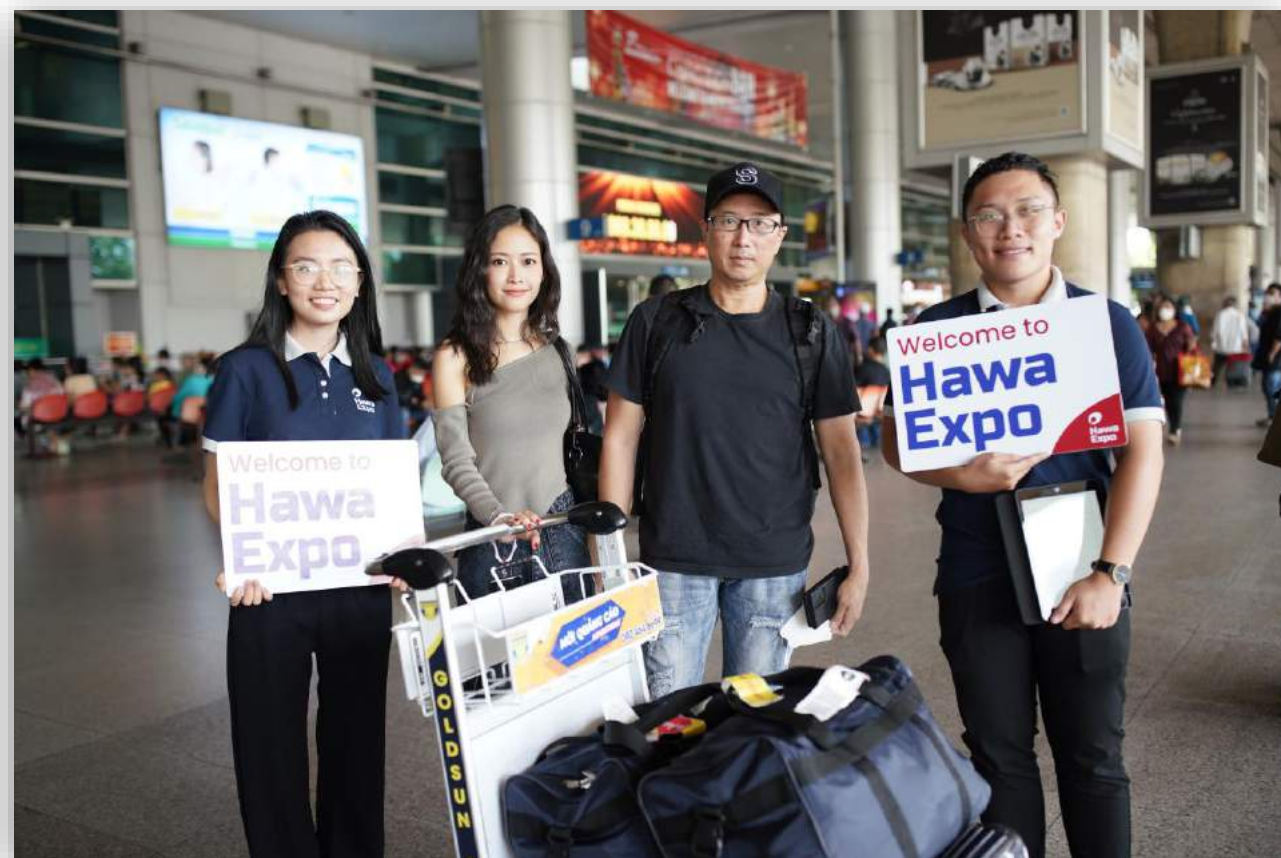
Via HawaExpo App - the first app dedicated to international exhibition in VN



OSB - Organizer support Buyer

FREE

- Shuttle Bus
- Hop-on-hop-off Saigon Tour
- Networking Cocktail



UNLIMITED

- Accommodation discounts
- Travel tour discounts
- Sourcing support service



HawaExpo App

- >> Direct online networking with our exhibitors
- >> Latest Industry Newsletter
- >> Series webinar focused on updating government policy/ Industrial B2B event

HAWAEXPO APP
APP TRIỂN LÃM NỘI THẤT ĐẦU TIÊN TẠI VIỆT NAM

Scan to download now!

Để dàng cập nhật thông tin HawaExpo mọi lúc, mọi nơi trên mọi thiết bị



Exhibition technology innovation

www.hawaexpo.com/floorplan/

SECC White Palace WTC

Search company, booth or categor

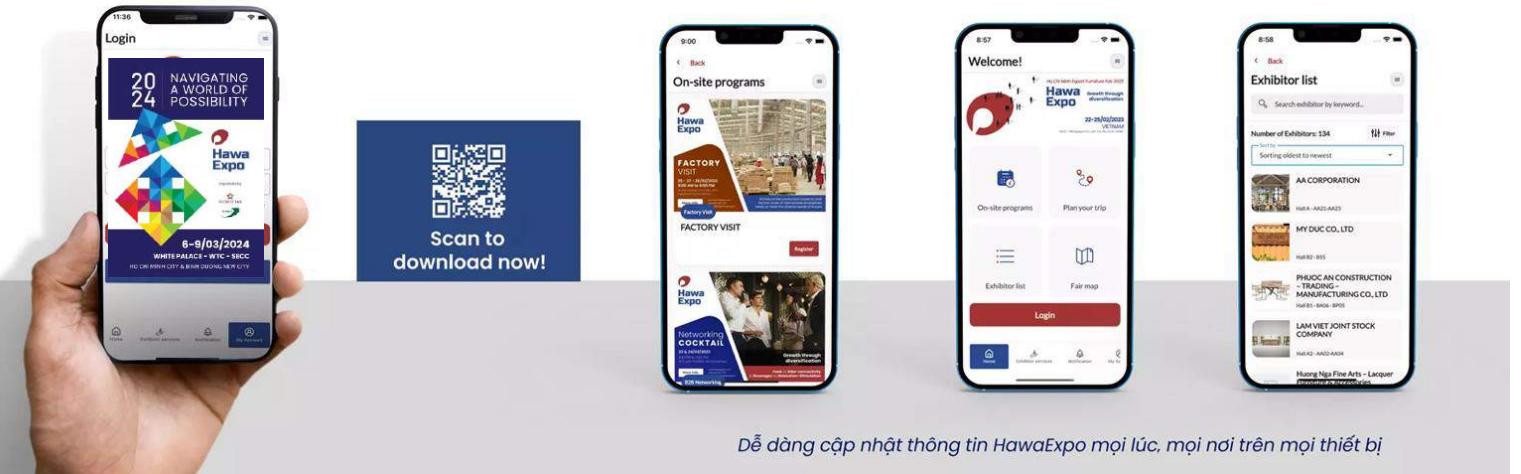
- AA CORPORATION
Booths: AA10,AA12
- AHEC
Booths: A15,A16,A15,A16
- ALLINGHAM HOME
Booths: AP23,AP25,AP23
- ARTEX D&T
Booths: BR19
- ATC
Booths: BO14
- AUSTRALIA - VIETNAM WOOD MANUFACTURING COMPANY LIMITED
Booths: BO16
- BAO HUNG FURNITURE
Booths: AA21 AA23



LIVE-floorplan & Book a Space platform

HAWAEXPO APP

APP TRIỂN LÃM NỘI THẤT ĐẦU TIÊN TẠI VIỆT NAM



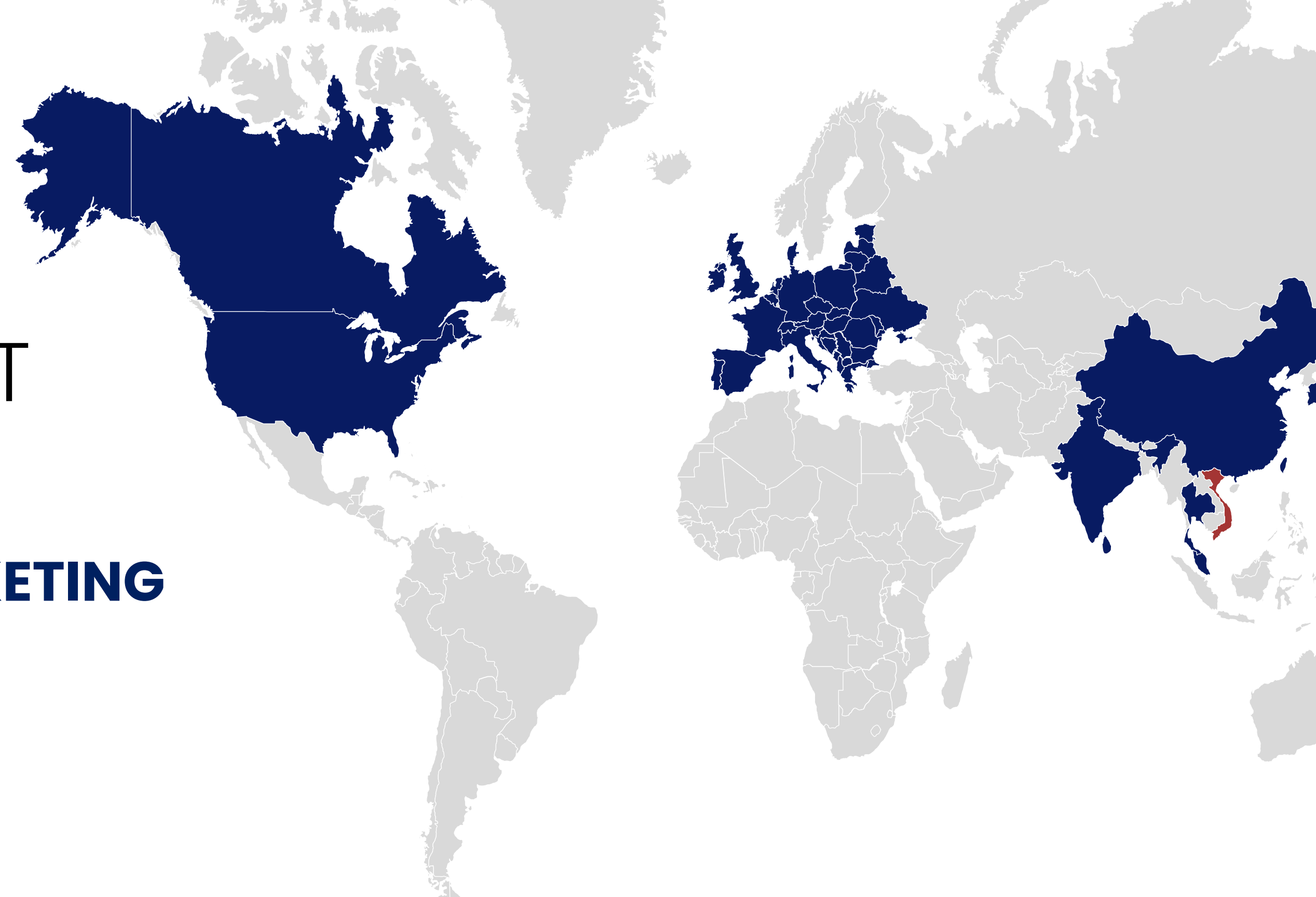
HawaExpo App - the first app dedicated to international exhibition in VN



Smart Check-in System



BOMBARD VIETNAM FURNITURE BRAND TO THE GLOBAL MARKET



X3 BUDGET

Become the talk
of the town IN ALL
top exporting
markets

TARGETED MARKETING

- RIGHT BUYERS
- RIGHT MARKET
- RIGHT MESSAGE





FIRST-TIME

ROADSHOW OF HAWAEXPO TO GLOBAL FURNITURE TRADE FAIRS

Vietnam Furniture & Handicraft Pavilion | Advertisement & OOH | Buyer meeting & Networking

High Point Market from 14 – 18 Oct 2023, organized by Vietrade & HAWA

Maison Objet 2023 from 7 – 11 Sep 2023 organized by ITPC & HAWA

KOFURN from 24 – 27 Aug 2023 organized by Vietnam Trade Office in Korea & HAWA

IFFINA-INDONESIA from 14 – 17 Sep 2023 organized by AFIC



Others: SPOGA (Germany), January Furniture Show (UK), MEBEL 2023 (Russia)

PR

- INTERNATIONAL TO TARGET BUYER
- DOMESTIC FOR BRANDING PURPOSE



1 ON 1 MARKETING

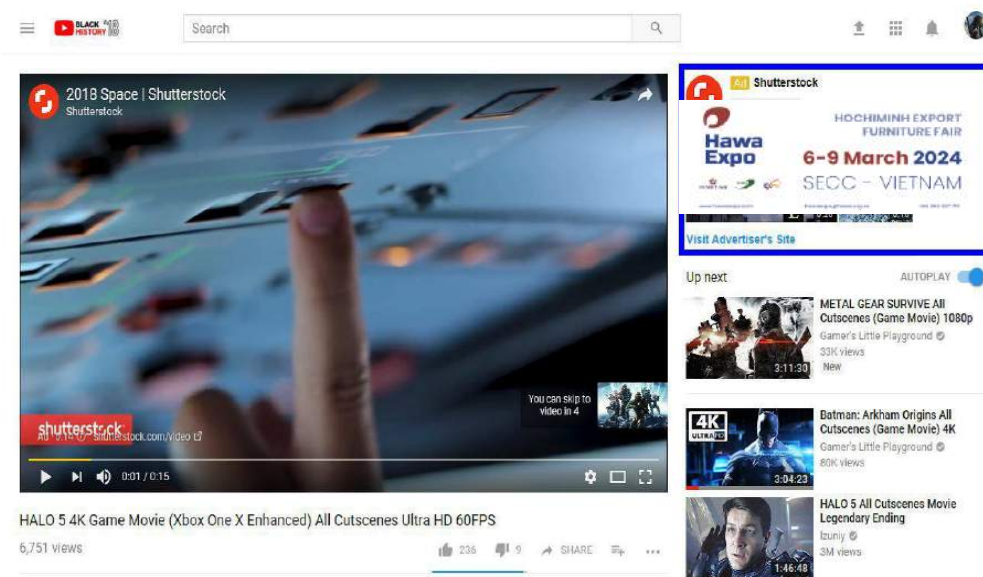
- EMAIL/ TELE/ CHAT MARKETING
- LEVERAGE **30.000** BUYER DATABASE
- BUYER E-KIT FOR ENTERPRISE

KOL

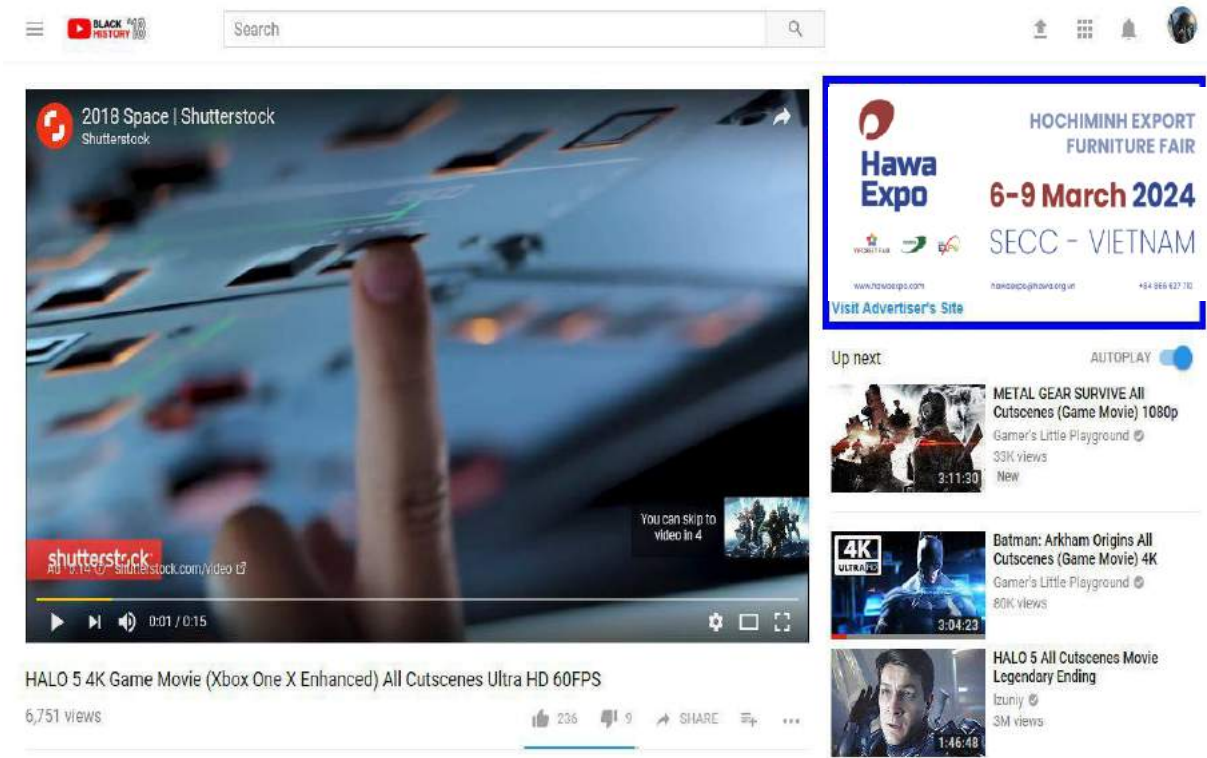
- GOVERNMENT & MINISTRY
- PARTNERED ASSOCIATION
- BUSINESS KOL REVIEW/ LIVESTREAM.

DIGITAL

- SEO
- BLOG
- SOCIAL PLATFORM ADS
- GOOGLE AS NETWORK
- LINKEDIN



- BOMBARD ALL TOP ONLINE MEDIA AND OFFLINE LOCATION AT TOP EXPORTING & POTENTIAL COUNTRIES
- ADS AGGRESSIVE BOOST
- CUSTOMIZED COMMUNICATION MESSAGE THRU PHASE AND TARGET GROUP





Endorsed by



Organized by



Supported by



Go BEYOND the possibility

MARCH 2024

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