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MINISTRY OF
INDUSTRY AND TRADE



HO CHI MINH CITY
PEOPLE'S COMMITTEE



VIETNAM TRADE
PROMOTION AGENCY



HO CHI MINH CITY DEPARTMENT OF
INDUSTRY AND TRADE



CENTER FOR TECHNICAL SUPPORT
AND SUSTAINABLE DEVELOPMENT



ON-SITE EXPORT HUB AT
VIET NAM'S INDUSTRIAL MANUFACTURING CENTER



HO CHI MINH CITY EXPORT 2026

VIETNAM'S OUTSTANDING EXPORT PRODUCTS FAIR 2026



22-24 OCTOBER 2026



WORLD TRADE CENTER BINH DUONG NEW CITY EXPO
(WTC EXPO)



>750
Booths



>400
Buyers



>15.000
Visitors

KEY PRODUCT CATEGORIES



Food, Food &
Agricultural Products
Halal • Kosher •
Processed Food • Beverages



Textiles, Garments,
Leather & Footwear



Handicrafts & Gifts
Wood & Furniture



Household Appliances,
Hardware & Hand Tools



Export Support Services
Logistics • Banking •
Insurance • E-commerce

SUPPORTING PARTNERS

BECOMEX GROUP



amazon
global selling



arobid.com
A Road to Big Deals

CONTACT INFORMATION



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A GLOBAL BUYER NETWORK AND ON-SITE EXPORT OPPORTUNITIES

- ✓ Expected to attract over 400 buyers from the US, EU, Japan, South Korea, China, ASEAN, and other markets.
- ✓ Connect with sourcing managers and merchandisers from Vietnam and around the world.
- ✓ Direct connections with procurement offices of leading brands and retailers such as Walmart, IKEA, Decathlon, Columbia, REI, Global Sources, and others.
- ✓ **Special Highlight:** A Premium Buyer Connection Program, including accommodation, transportation, 1:1 business matching, and factory visits at the manufacturing hub.



LIVESTREAM WITH LEADING KOLs/KOCs



A SHOWCASE OF NOTABLE BOOTHS AND PAVILIONS



SERIES OF INDUSTRY FORUMS AND SEMINARS

DIVERSE DOMESTIC DISTRIBUTION CHANNELS

- ✓ Retail chains: Aeon, Central Retail, Lotte, Coopmart, Big C, SATRA Mart, WinMart, MM Mega Market, GS25, Genshai Mart, Farmers Market, Bách Hóa Xanh...
- ✓ E-commerce platforms: Amazon, Alibaba, Shopee, Lazada, Arobid...
- ✓ Partner network: wholesalers, trading agents, importers and exporters.
- ✓ Livestream sessions with KOLs/KOCs and industry forums.
- ✓ Attracting consumers to visit the fair and purchase products.

DETAILED EVENT SCHEDULE

21 October 2026 – Wednesday		
18:00	Welcome Reception	Hotel or Convention Center in Ho Chi Minh City
22 October 2026 – Thursday		
09:30 - 10:30	Opening Ceremony	WTC EXPO
09:00 - 21:00	• Product exhibition and showcase • Domestic & international B2B business matching • Export livestreams with KOLs/KOCs • Customer appreciation activities: promotions, fashion shows, culinary demonstrations, etc. • Factory and raw material sourcing area visits	WTC EXPO, factories and raw material sourcing areas
14:00 - 17:00	Forum: “Strengthening Partnerships towards Green Exports” (Theme: “Resilient Supply Chains and Viet Nam’s Export Strategy in the Context of Diversification”)	WTC EXPO
23 October 2026 – Friday		
09:00 - 12:00	International Conference: “Green Manufacturing – Green Exports” (Theme: “AI and Automation: Revolutionizing Productivity and Viet Nam’s Export Value”)	WTC EXPO
09:00 - 21:00	• Product exhibition and showcase • Domestic & international B2B business matching • Export livestreams with KOLs/KOCs • Seminars, training sessions and supporting activities held in conjunction with the fair • Customer appreciation activities: promotions, fashion shows, culinary demonstrations, etc. • Factory and raw material sourcing area visits	WTC EXPO, factories and raw material sourcing areas
18:00	Appreciation Reception	Hotel or Convention Center in Ho Chi Minh City
24 October 2026 – Saturday		
09:00 - 21:00	• Product exhibition and showcase • Export livestreams with KOLs/KOCs • Seminars, training sessions and supporting activities held in conjunction with the fair • Customer appreciation activities: promotions, fashion shows, culinary demonstrations, etc. • Factory and raw material sourcing area visits	WTC EXPO, factories and raw material sourcing areas

01

THEMATIC EXHIBITION ZONES

Dedicated to export products and Viet Nam's key competitive industries.



02

DEDICATED TO EXPORT PRODUCTS AND VIET NAM'S KEY COMPETITIVE INDUSTRIES.

Forum: "Strengthening Partnerships towards Green Exports"

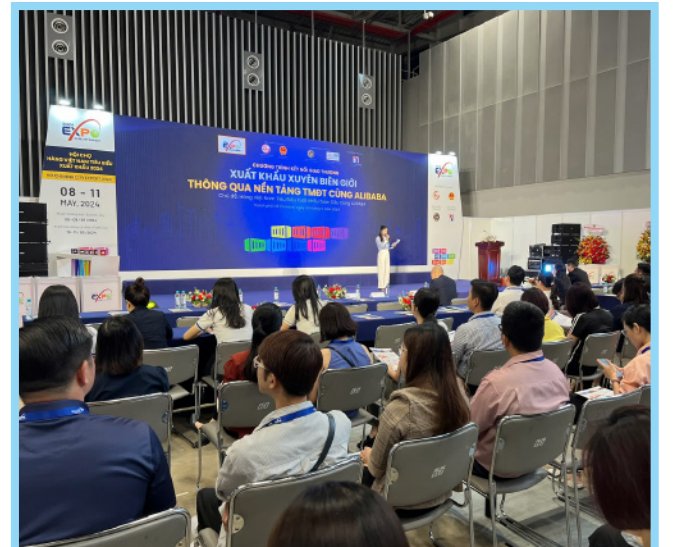
Theme: "Resilient Supply Chains and Viet Nam's Export Strategy in the Context of Diversification"

International Conference: "Green Manufacturing – Green Exports"

Theme: "AI and Automation: Revolutionizing Productivity and Viet Nam's Export Value"

Seminars, training sessions and supporting activities held in conjunction with the fair:

- Guidance on compliance with new export standards and requirements (CBAM, UKCA, Halal, FDA).
- Direct export through e-commerce platforms such as TikTok Shop and Amazon.



03

DOMESTIC & INTERNATIONAL BUSINESS MATCHING

Creating opportunities for businesses to connect directly with distribution networks, e-commerce platforms and international buyers, while offering first-hand exposure to manufacturing capabilities in Viet Nam's Southern Key Economic Region.



HIGHLIGHTS FROM PREVIOUS EDITIONS

- ✓ Hundreds of major contracts signed across sectors including leather & footwear, agricultural products and food.
- ✓ Businesses from Ho Chi Minh City and neighboring areas signed export MoUs worth millions of US dollars directly at the event.

BOOTH PARTICIPATION FEES

- ✓ First standard booth: 100% of the participation cost is subsidized.
- ✓ From the second standard booth onwards: **VND 25,000,000 per booth.**
- ✓ Raw Space Rental for Self-Built Booths: **VND 2,200,000/m²** (Minimum space: 18 m²)
- (*) First 9 m² free of charge; each additional m²: **VND 2,200,000/m²**

INTERNATIONAL BUYERS

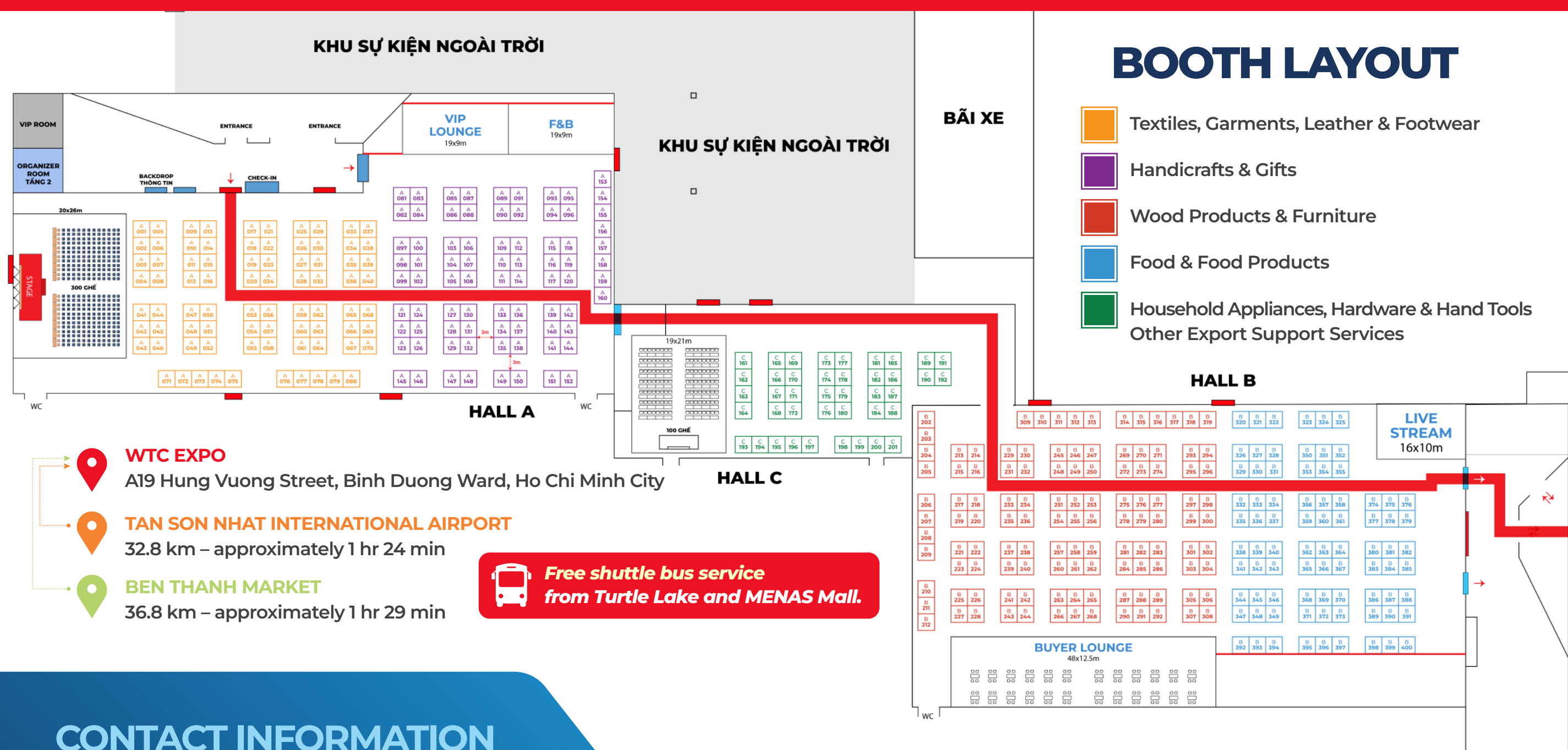
- ✓ Support for accommodation, meals and transportation between the airport and WTC EXPO.
- ✓ Participation in the Welcome Reception, Appreciation Reception, factory visits and raw material sourcing area visits.

ELIGIBILITY CRITERIA FOR PARTICIPATING PRODUCTS

- ✓ Products must have registered quality standards and clear traceability and origin.
- ✓ Products must have already been exported or demonstrate export potential.
- ✓ Priority is given to products from enterprises recognized with the Ho Chi Minh City Golden Brand Award; enterprises manufacturing products listed among Ho Chi Minh City's Key and Potential Products; and outstanding industrial and supporting-industry products of the City.



HO CHI MINH CITY – A GLOBAL GATEWAY FOR SUSTAINABLE EXPORTS FROM VIET NAM'S MANUFACTURING HUB



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