

news +++ Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, 26 – 28 February
2026



VIATT 2026 to debut German Pavilion, strengthening European participation alongside key Asian textile hubs

Ho Chi Minh City, 13 February 2026. Vietnam's textile and garment sector continues to be a major contributor to the country's economic growth, with export revenues expected to reach USD 46 billion in 2025, a 5.6% increase from 2024¹. From 26 – 28 February, the Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) is set to contribute to economic growth opportunities by accelerating digital transformation and green transition across the entire textile value chain. The upcoming edition will respond to the rising demand for advanced technologies and sustainable materials with the introduction of the German Pavilion, alongside strong exhibitor participation from key Asian sectors, as well as several high-profile fringe events.

At its third edition, the fair will feature seven country / region pavilions and zones from **China, Germany, Europe, India, Japan, Taiwan, and Türkiye**, spanning VIATT's three core sectors and the entire supply chain: Apparel Fabrics & Fashion, Home & Contract Textiles, and Technical Textiles & Technologies.

The inaugural **German Pavilion**, organised by the Federal Ministry for Economic Affairs and Energy (BMWE) in cooperation with the Association of the German Trade Fair Industry (AUMA), will be a focal point within the returning **European Zone**, which also spotlights leading exhibitors from Italy, Switzerland, Türkiye, and the UK. The pavilion will provide buyers with direct access to a comprehensive range of well-engineered products and solutions, emphasising quality, compliance, and time-proven manufacturing. Participating companies include:

Apparel Fabrics & Fashion

- **MUEHLMEIER Bodys shaping**: a global leader in high-quality bra cups, shoulder pads, and garment accessories for lingerie, swimwear, and sportswear. The company combines innovative design, precise engineering, and sustainable production to deliver products that ensure comfort, perfect fit, and reliable support.
- **Karl Conzelmann**: with over 100 years of family-owned expertise, this producer of fine lingerie, ladies' underwear, and loungewear knits most of its fabrics in Germany using high-quality yarns including sustainable micromodal, modal/viscose, and GOTS-certified cotton.
- **Dalat Worsted Spinning (Suedwolle Group)**: since 1966, this family-owned business has produced dyed and natural worsted yarns in 100% wool and wool

¹ "Investing in Vietnam's Textile and Garment Industry: 2025 Overview and Outlook", January 2026, Vietnam Briefing, <https://www.vietnam-briefing.com/news/seizing-investment-opportunities-vietnams-textile-garment-industry.html/> (retrieved: February 2026)

blends, with parallel manufacturing in Europe and Asia, including Vietnam's first and most advanced worsted spinning mill in Da Lat.

Home & Contract Textiles

- **Huegin-Trietex:** specialising in sun protection solutions, the company has been a leading producer of high-quality motors for interior window coverings since 1977. The Trietex® brand is renowned for its durability and reliability in vertical blinds and curtain tracks, making it a trusted choice in both commercial and residential settings worldwide.
- **Paradies:** for over a century Paradies has pioneered high-quality bedding, including the world's first washable textile fibre duvet, setting standards for healthy, restorative sleep with sustainable, natural materials produced entirely in Germany and supplied to customers in around 50 countries worldwide.

Technical Textiles & Textile Technologies

- **Georg Sahm:** as a leader in automatic winding technology for high performance fibres and technical yarns, Sahm offers innovative solutions in winding and unwinding technology as well as support for upstream and downstream winding-related processes.
- **IBENA Shanghai Technical Textiles:** specialises in high-performance materials, including emergency clothing for fire brigades, automotive seat cushions, and decorative textiles for stage productions.
- **Lindauer DORNIER:** one of the world's technology leaders with its product lines of weaving machines, film stretching lines, and composite systems. The company manufactures advanced weaving machines that create high-end fabrics, including airbags, filters, and premium silk. It also leads the market in film stretching, producing ultra-thin plastic films for various tech applications.
- **ZSK Stickmaschinen:** producing outstanding embroidery, its machines combine premium quality with technical intelligence – used in apparel textiles, medical technology, aerospace, automotive, and beyond.

The pavilion's lineup will be further enhanced by **Global Standard** (textile standards, certification) and **Hohenstein Laboratories** (testing, certification, quality control).

VIATT 2026 will continue to gather major exhibitors from Asia and beyond, solidifying the fair's role as a hub for diversified textile supply and manufacturing partnerships in ASEAN. Beyond pavilions and zones from Germany and East Asia, one other pavilion is set to feature prominently: the **India Pavilion**, organised by TEXPROCIL (The Cotton Textiles Export Promotion Council), will return with 21 companies showcasing the country's export-ready capabilities and breadth in cotton textiles and related categories. Notably, it will promote **Kasturi Cotton**, an initiative launched by the Ministry of Textiles, Textile Trade Bodies, and Industry, aimed at enhancing the value of Indian cotton according to established benchmark specifications. This pioneering initiative focuses on traceability, certification, and branding, setting a new standard for Indian cotton in the global market.

Fringe programme adding insights for Vietnamese and global sectors

Beyond the show floor, the fair will offer diverse opportunities for industry players through its wide range of fringe events spanning trends, innovation, market updates, and textile business strategies. Featured events include:

- **TGIS 2026 (Vietnam Textile & Garment Industry Development Strategy Summit):** this summit will delve into critical topics such as AI & Upgrading,

Sustainability & Compliance, and the International Brand Perspective on Vietnam. With networking a key focus, the event will also include dedicated matchmaking sessions between manufacturers and retail brands.

- **Textile Industry Exchange:** under the topic of The Trade Uncertainties in 2026, this roundtable event will bring together industry leaders to share valuable insights on critical topics, including tariffs in the US, the EU's ecodesign regulations, and the impact and opportunities across Asia supply chain.

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). For more details on this fair, please visit www.viatt.com.vn or contact viatt@hongkong.messefrankfurt.com.

VIATT 2026 will be held from 26 – 28 February 2026.

Other upcoming shows:

Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring / Intertextile Shanghai Home Textiles – Spring Edition
11 – 13 March 2026, Shanghai

Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen
9 – 11 June 2026, Shenzhen (Futian)

Intertextile Shanghai Home Textiles – Autumn Edition
18 – 20 August 2026, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn /
25 – 27 August 2026, Shanghai

Cinte Techtextil China
1 – 3 September 2026, Shanghai

Press information and photographic material:
<https://viatt.hk.messefrankfurt.com/hochiminhcity/en/press.html>

Social media and website:
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13 Countries
60 Trade fairs

Apparel Fabrics & Fashion | Interior & Contract Textiles | Technical Textiles & Textile Processing | Textile Care

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,700* people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were around € 766* 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

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

*Preliminary figures 2025

Background information on VIETRADE

Vietnam Trade Promotion Agency (VIETRADE) is a governmental agency established by the Prime Minister to assist the Minister of Industry and Trade of Vietnam in performing the functions of state management on trade promotion activities and orientation.

VIETRADE enjoys an exclusive extensive international and national network of the Vietnamese Government, the widespread network of 63 trade and industry promotion organisations in the country and overseas. Established in 2000, VIETRADE has 23 years of experience promoting trade and investment between Vietnam and countries around the world. We have worked very hard to assist both Vietnamese and international business community to develop their markets and enhance their trade promotion capabilities.

For more information, please visit our website at: <https://vietrade.gov.vn/>