



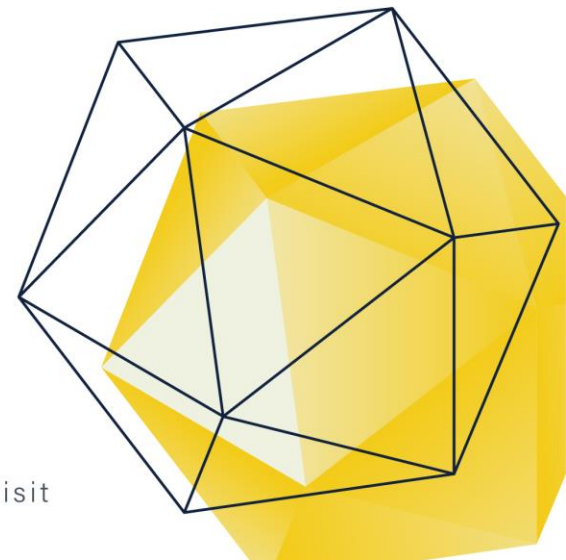
HAWA ONLINE
PLATFORM FOR
EXHIBITION



VIETNAM FURNITURE MATCHING WEEK

from **12** to **19 April** / **2021**

- Furniture Sourcing Day • Online B2B matching
- Online Exhibition • Market Intelligence Hub • Factory Visit



CONTEXT

March, April are the key periods of time in the year when demand is expected to peak. The series of trade fairs in ASEAN and CIFF during these time are the rendezvous points for international buyers.

In the context of traditional trade fairs still being affected by the COVID 19 epidemic, the **Vietnam Furniture Matching Week (VFMW)** will be organized in order to connect international buyers with Vietnamese manufacturers and suppliers through the online exhibition platform HOPE, along with many activities such as B2B online Matching, Market intelligence hub, Sourcing day, Factory Visit, etc.

VIETNAM FURNITURE MATCHING WEEK 2021

- ❖ **VFMW 2021** is organized in order to connect with buyers, representative offices in Vietnam, promote online exhibitions on HOPE and create opportunities for Vietnamese enterprises to find customers
- ❖ The event includes a series of **Online Activities** to be organized on the HOPE platform to encourage the usage and interactions between enterprises and buyers on HOPE.
- ❖ The **Offline Furniture Sourcing day** will gather manufacturers, representative offices, sourcing agencies looking for partnerships..
- ❖ VFMW will be organized regularly along with HOPE platform in order to facilitate trading opportunities between international buyers and Vietnamese enterprises, improving the export of the Handicraft and Wood industry of Vietnam.

Organizers & Partners

❖ Organizers



HAWA ONLINE
PLATFORM FOR
EXHIBITION



❖ Implementation partners



Vietnam Trade Offices

❖ Media partners

FurnitureToday

MÖBELMARKT
International Interior Business Magazine

Furniture News
The essential guide to the UK domestic furniture trade

Event TIMELINE

Online B2B Matching
(12 - 19/4)

Webinar/ Live Broadcast on
Furniture Today

Market Intelligence Hub - UK, US, Ger, Korea
(15 - 17/4)

Online B2B Matching
(12 - 19/4)

ONLINE

12/4

13/4

14/4

15/4

16/4

17/4

19/4

Sourcing day

- B2B matching
- ROs & Enterprises
- Talkshow
- Conference
- Product exhibition

Factory Visit

Factory Visit

OFFLINE

OFFLINE - FURNITURE SOURCING DAY

Time: April 14, 2021

Location: White Palace – 108 Pham Van Dong, Hiep Binh Chanh, Thu Duc

Connect Representative Offices in Vietnam with Vietnamese manufacturers





Furniture Sourcing Day

- ❖ **Time: April 14, 2021**
- ❖ **Location: White Palace – 108 Pham Van Dong, Hiep Binh Chanh, Thu Duc**
- ❖ **Participants: 300 participants**

+ Guests: Representative of the Ministry of Industry & Trade, Ministry of Agriculture, Vietrade, government offices.

+ Vietnamese manufacturers, trading companies.

+ ROs, sourcing agencies.

+ National & International news and media agencies.

The Activities:

- ❖ B2B Matching between ROs & Manufacturers
- ❖ Outstanding and new products, collections, designs will be showcased
- ❖ Conference sessions
- ❖ Factory Visit

EVENT VENUE



LED screen showing advertisements

Product exhibition area

Matching area (4 sides)

Talkshow area

Agenda

Time	Activities
8:30 - 9:00	Welcome guests Visit exhibitions
9:00 - 10:00	Furniture Matching Week opening events <ul style="list-style-type: none">- Welcome remarks and introduction from HAWA- Opening remarks from participants- Kick-off the Furniture Sourcing Day- Awards ceremony for the Hoa Mai furniture design competition
10:00 - 12:00	<ul style="list-style-type: none">- 1:1 interaction at the B2B Matching areas- Freely connect & interact at the open-space venue- Business group exchange - Sharing experience
12:00 - 13:30	Lunch break (buffet)
13:30 - 17:00	B2B Matching (Continue) Themed conferences, workshops

B2B Matching

- Gathering big ROs in Vietnam, sourcing agencies looking to widen their suppliers network.
- Manufacturers: varied in products, target markets, with qualified supply capacity.



More than 50 reputable Representative offices have registered

The first event in Vietnam that attracts & gathers reputable ROs, Sourcing agencies in Vietnam

IKEA
Walmart
Lowe's
Home Depot
TJX, Rowico
TOV Furniture
Openasia Group
TRADE POINT A/S
GALLERY DIRECT
Liberty Woods
International

MJB Wood Group
Ashley
Kingfisher
MODUS
Target Corporation
BCI Asia Vietnam
GARDENLINE
Carrefour
Eastwise
RED GROUP SOURCING
Black Swan Holdings

EMONS FURNITURE
Furncrest Sdn bhd
J Manufacturing
EL Corte Ingles HK
Allingham Home
OBI Sourcing
EMONS
Tartak Imports
William E. Connor
[MADE.COM](https://www.made.com)

...

Conference sessions

A series of conference sessions will be organized within the event and will attract many enterprises.

Participants: 50 - 70 people

Duration: 60 minutes/session



Factories visit

- Organize tours to factories, showrooms according to product categories, segments, target markets.
- Target participants: Representative offices
- Number of factories: 15 - 20 factories



ONLINE EVENT

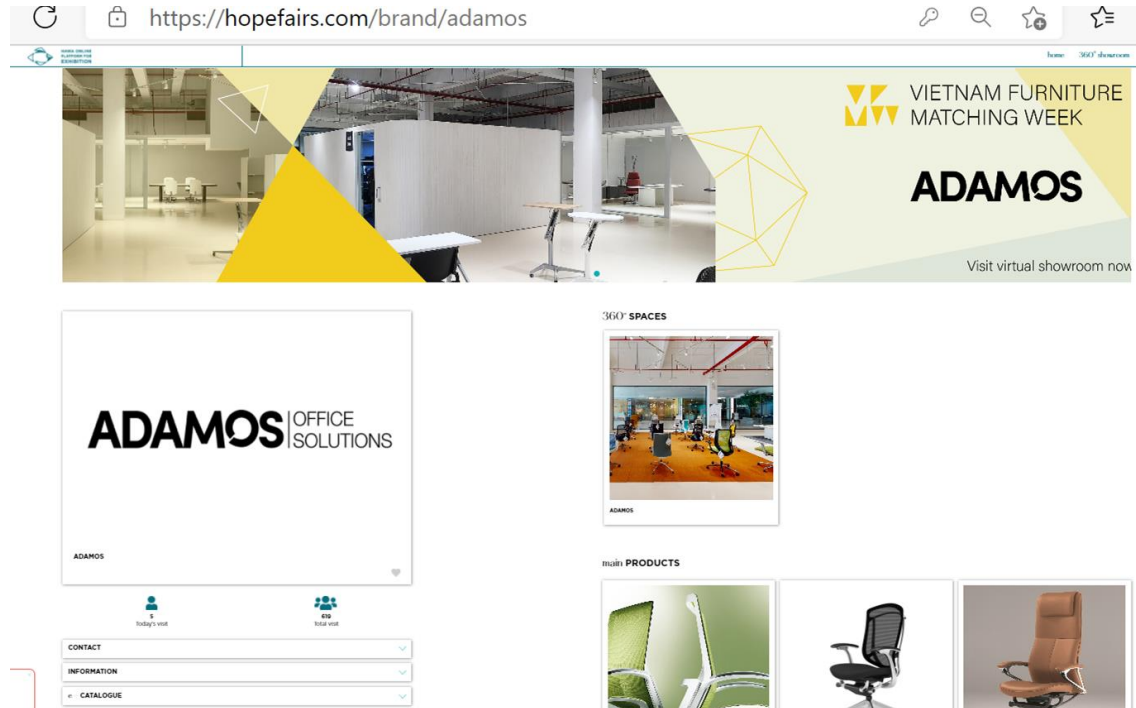
To be organized on the online exhibition platform HOPE with the aim of attracting international buyers to visit the online showrooms and find suppliers.



Launch new products, collections on HOPE during VFMW

On the platform www.hopefairs.com

- More than 20.000 m2 of showroom space
- 10.000 products
- 100 exhibitors
- **Especially: Support online B2B matching sessions**



Online B2B Matching

B2B online matching in VFMW will be done with three steps:

1. Buyers send request for sourcing support via this form: <https://bit.ly/3rgaDiZ>
2. Sourcing suitable Vietnamese manufacturers by HOPE sourcing team
3. Connect Vietnamese manufacturers and buyers for online B2B matching via online platforms: ZOOM, MS Teams



US - Webinar on Furniture Today

Time: 13/4/2021

Method: View online via Furniture Today & HOPE channels

Content:

- ❖ Promote the Vietnam Wood & Handicraft industry to international buyers
- ❖ Key products, capacity of Vietnamese manufacturers
- ❖ Effective and prestigious trade promotion channels

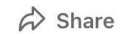
Organizers:

HAWA & Furniture Today

Senior Editor Tom Russell speaks with Nguyen Quoc Khanh, HAWA Chairman, about how to Create a Strong Handshake between Vietnam and the U.S.



2,4K Views



 31

21 Shares

Most Relevant ▾



Kien Phuc Wood

It will make the change of equilibrium of supply and demand in good and bad way.

4w Like Reply

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Market Intelligence HUB

CANADA

Webinar: POST – COVID STRONG FURNITURE DEMAND TO CATCH UP IN CANADA - How to match the challenge for Vietnam exporters

Time: 8:30 - 9:15 AM (VN)
16th Apr

Method: Participate online via the HOPE platform

Organizers:
HAWA & Vietnam Trade Office in Canada

The poster features a light grey background with yellow geometric shapes on the left and right sides. At the top, there are three logos: HAWA (a stylized bird), HAWA ONLINE PLATFORM FOR EXHIBITION (a globe icon), and VIETNAM TRADE OFFICE - EMBASSY OF THE SOCIALIST REPUBLIC OF VIETNAM IN CANADA. Below the logos, the word 'WEBINAR' is centered. The main title 'POST-COVID STRONG FURNITURE DEMAND TO CATCH UP IN CANADA' is prominently displayed in large, bold, dark blue letters. Underneath the title, the subtitle 'HOW TO MATCH THE CHALLENGE FOR VIETNAM EXPORTERS' is written in smaller, dark blue letters. The dates and times for the two sessions are listed: '08:30 - 09:30 (GMT+7) April 16th, 2021' and '21:30 - 22:30 (CANADA EDT) April 15th, 2021'. At the bottom, there are two circular portraits. The first is of Mr. Jacques Nadeau, an Associate at TFO Canada, labeled as the 'SPEAKER'. The second is of Mrs. Do Thi Thu Huong, a Commerce Counselor at the Vietnam Trade Office in Canada, labeled as the 'MODERATOR'.

HAWA HAWA ONLINE PLATFORM FOR EXHIBITION VIETNAM TRADE OFFICE - EMBASSY OF THE SOCIALIST REPUBLIC OF VIETNAM IN CANADA

WEBINAR

POST-COVID STRONG FURNITURE DEMAND TO CATCH UP IN CANADA

HOW TO MATCH THE CHALLENGE FOR VIETNAM EXPORTERS

08:30 - 09:30 (GMT+7) April 16th, 2021 | 21:30 - 22:30 (CANADA EDT) April 15th, 2021

SPEAKER
Mr. Jacques Nadeau
Associate
TFO Canada

MODERATOR
Mrs. Do Thi Thu Huong
Commerce Counselor
Vietnam Trade Office in Canada

Market Intelligence HUB

EU - Webinar Sourcing with Sustainability

Time: 16:00 - 17:00 (VN) 16th Apr

Method: Participate via Zoom and live broadcast on the HOPE platform

Speakers:

- Mr. Olaf Dechow - Otto Group
- Ms. Jullian - SIPPO Project Executive

Organizers

HAWA, SIPPO, SCORE



Market Intelligence HUB

Germany: EU new law for Furniture Sourcing

Time: 9:00 ngày 17/4/2021

Method: Via the online exhibition platform HOPE

Speaker: Juliane Lemcke - SIPPO Project Executive

Organizers: HAWA, SIPPO

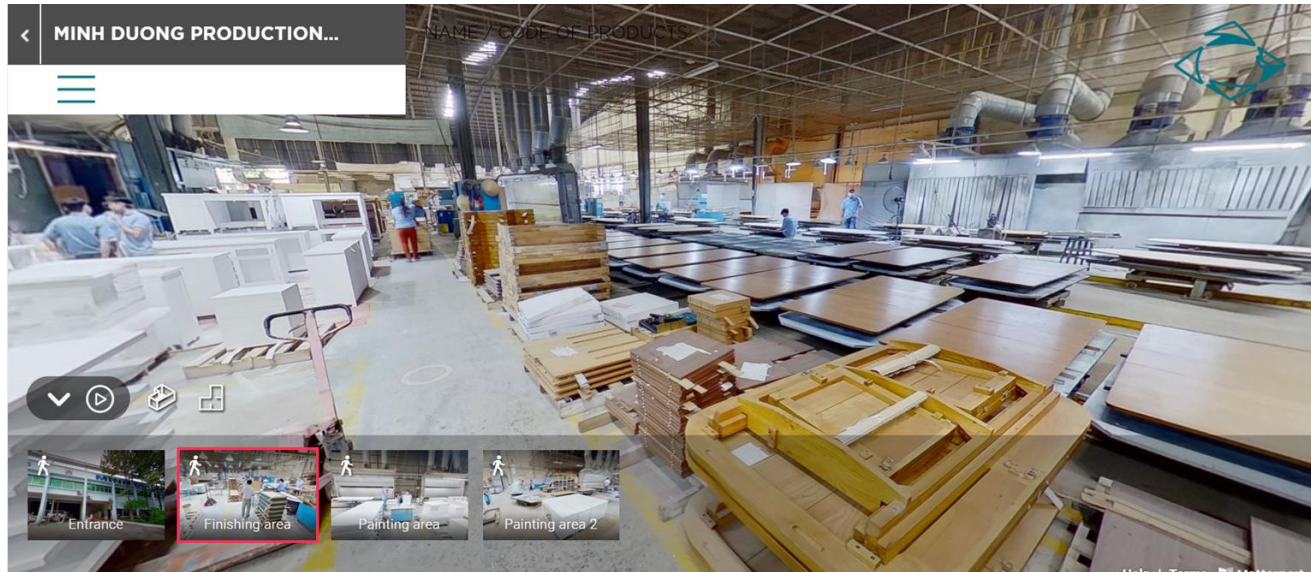


Series of broadcasts introducing Vietnamese manufacturers

Time: 8:00 - 9:00 and 13:00 - 14:00 daily from 12 - 19/4/2021

Method: Live broadcast via online exhibition platform HOPE

Content: Introduce Vietnamese manufacturers, new products, scale of factories



Marketing & promotion campaigns

National trade promotion program

Implementing by: HAWA, VIFOREST, VIETRADE

Objectives: Promoting the Vietnamese Wood industry and invite buyers to participate in the events during the Vietnam Furniture Matching Week

FurnitureToday

- **1 live Webinar on FT**
- Web banner
- Send Eblast
- FB post

MÖBELMARKT
International Interior Business Magazine

- Web banner
- Send Eblast

Furniture News

The essential guide to the UK domestic furniture trade

- Web banner
- Send Eblast

Expected achievements



100,000

Event social media engagements



10,000

Virtual buyers



100

Representative offices /
sourcing agencies



10

In-depth
Webinars about
specific markets



500

Online & offline
connections



VIETNAM FURNITURE
MATCHING WEEK