

PRESS RELEASE – VIETNAM PAVILION AT HIGH POINT MARKET

With many upsides towards forestry development and government incentives, the furniture industry in Vietnam is recognized as having significant growth potential, as numerous local manufacturers continue to solidify their market presence across a wide range of furniture products, and has great success in the global market. Vietnam ranks among the top ten manufacturers of wood products and furnishings worldwide and serves as the Asia-Pacific region's second-largest exporter.

Vietnam holds a prominent position as a key global exporter of wood and furniture products throughout 120 countries, including major markets such as the United States, the United Kingdom, Canada, Australia, and Japan. As reported by the US International Trade Commission, Vietnam is the largest wooden furniture supply market for the United States (the world's largest wooden furniture import market) with a share of 36.4%. The market for furniture in Vietnam has been steadily growing in recent years estimated to contribute 1.34 billion USD of turnover in 2023, with a CAGR of 9.06% between 2023 and 2028.

Continuing the robust growth within Vietnam's wood furniture industry which has significantly bolstered the nation's market economy, underscoring the industry's substantial strides and achievements in recent years. Thank to the supporting organization Vietnam Trade Promotion Agency – Ministry of Industry & Trade (VIETRADE) and Handicraft & Wood Industry Association of Hochiminh city (HAWA), 2023 will be another 'record year' for Vietnam Furniture Manufacturers at High Point Market.



Vietnam
One stop to buy



*Indoor & Outdoor Furniture
Gift & Handicraft*



VIETNAM PAVILION
Hamilton 231-233, Level 2

www.vietnampavilion.vn



Organized by





Vietnam Pavilions at the HPMKT Fall Show 2023 under the inspiring slogan "Vietnam – One Stop to Buy" focused on sub-theme values such as sustainability, tradition and creativity which will take place from Oct. 12-18, 2023. With special design to display Vietnamese wooden furniture and handmade accessories that have been meticulously selected for their quality and designs to the market's demand. Our objective is not just only promoting premium furniture products, but also looking for business–matching opportunities to develop trade relations in the future.

In time for the October Market, Vietnam Pavilions will be located at Hamilton 231-233, Center Point on Hamilton, 401 S Hamilton St High Point, NC 27260 with 16 furniture exhibitors from manufacturing powerhouses across Vietnam (see more at www.vietnampavilion.vn) will showcase their latest in indoor and outdoor furniture, workspace design, lighting and décor, making HPMKT the international sourcing marketplace for the US businessman.

We also would like to make you aware of the great wooden furniture products now being produced in Vietnam as well as how to do business in Vietnam. In addition to the delegation of Vietnamese furniture companies, officials of the Vietnam Trade Promotion Agency will be on hand to provide more information on business opportunities with Vietnamese manufacturers.

Please enjoy your visit to our Vietnam Pavilion at High Point Market Fall Show 2023 – One stop to buy!

On behalf of Vietnam Pavilion, we cordially invite all buyers to join us for a networking event VIETNAM FURNITURE NIGHT “VIBE & VALUE” at HPMKT Fall Show 2023:

- Date: October 14th, 2023
- Time: 4.00 – 7:00 PM
- Venue: Hamilton 231-233, Center Point (401 S.Hamilton Street, High Point, North Carolina, USA)
 - 4:00 pm Welcome guest
 - 4:30 pm Ribbon Cutting Opening Vietnam Pavilion & Visit
 - 5:00 pm Introduction to HawaExpo 2024 – The largest nationally endorsed Export Furniture Fair in Vietnam
 - 5:15 pm Networking and dinner

Please RSVP at: <https://forms.gle/Diivb8DhDW5scd7m6>

