Global Sourcing Fair VIETNAM | Fashion & Accessories | Home & Gifts | Electronics & Home Appliances | Printing & Packaging Products

GLOBAL SOURCING FAIR VIETNAM

22–24 APRIL, 2027

Saigon Exhibition & Convention Center (SECC),
Ho Chi Minh City, Vietnam

5th ANNIVERSARY EDITION

THE PREMIER INTERNATIONAL SOURCING EXHIBITION PLATFORM FOR SHELF-READY CONSUMER PRODUCTS FROM VIETNAM & ASIA'S MANUFACTURERS



Where suppliers, buyers, and partners meet
to create high-quality business opportunities!

Organized by
global sources

Explore more
Scan QR code
to visit our website

THE SHOW AT A GLANCE



FIVE YEARS BUILDING A TOP VIETNAM & ASIAN SOURCING HUB

One Show. Four Focused Zones. Global Reach.

Global Sourcing Fair Vietnam 2027 is Vietnam's largest international sourcing exhibition specializing in shelf-ready consumer products. It connects B2B buyers from the US, UK, Europe, Australia, Asia and Vietnam with over 600 manufacturers and exporters from Vietnam and across Asia, showcasing a diverse range of trendy, high-demand and export-ready products under one roof.

SHOW OVERVIEW

Name: Global Sourcing Fair Vietnam (GSFVN) 2027

Date: 22–24 April, 2027

Venue: Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City, Vietnam

BIGGER SCALE!

13,000+
High-Quality Buyers

130+
Buyer Countries & Regions

60,000+
Export-Ready Products

600+
Exhibitors

12+
Countries & Regions

16,800m²
Net Show Floor

BROADER & HIGH-DEMAND CATEGORIES!



FASHION & ACCESSORIES

- Garments & Textiles
- Fashion Accessories
- Bags & Luggage
- Baby & Children Products
- Personal Care & Wellness



HOME & GIFTS

- Home Products & Decor
- Furniture & Handicrafts
- Home Hardware & DIY
- Gifts & Festival Products
- Pet Products



ELECTRONICS & HOME APPLIANCES

- Consumer Electronics
- Home Appliances



PRINTING & PACKAGING

- Packaging Products
- Paper Products & Stationery

WIDER MARKETS!

12+ GLOBAL PAVILIONS – SOURCING DIVERSITY FROM VIETNAM, CHINA, ASEAN AND MORE!

▸ Vietnam	▸ Mainland China	▸ Taiwan	▸ Hong Kong SAR	▸ South Korea	▸ India
▸ Bangladesh	▸ Indonesia	▸ Singapore	▸ Thailand	▸ Philippines	▸ Others

"**More than 1,000 customers visited** the Chengdu Pavilion."
Ivy Ly, Chengdu Pavilion – China

"We see around a **30% chance of closing deals** after the show."
Daniel Win, Future Value – South Korea

"**About 45% of the customers** were interested in our products."
Mike Lam, Sparkling Bright Ltd – China

"We met **50-60 buyers** from the US., Cambodia, and Vietnam."
U-Trend – Vietnam

"We are targeting **large-scale buyers and wholesalers** in Vietnam and Europe."
Hardik Nagpal, Gayatri Overseas – India

"We met **many potential buyers** from the Philippines, Thailand, Malaysia, and Russia."
Thai Ha Phuong, Thai Son S.P – Vietnam

13,000+ GLOBAL BUYERS.
REAL DEMAND. REAL DECISIONS. WHO YOU'LL MEET ON THE SHOW FLOOR



TARGET VISITORS

Global Sourcing Fair Vietnam stands apart from other B2B sourcing shows by attracting highly targeted buyers, all actively seeking Vietnam & Asia-based manufacturers and new product opportunities.

25% **International** Buyers

75% **Vietnamese** Buyers

Source: Onsite Buyer Report 2026

Bringing Together Global Buyers for Every Export Diversification Strategy!

TIER 1 – STRATEGIC GLOBAL MARKETS

US, Canada, Western Europe, Eastern Europe, Latin America,Australia & Pacific Island

TIER 2 – HIGH-POTENTIAL SOURCING MARKETS

Japan, South Korea, Mainland China, Hong Kong SAR, Taiwan, India, Middle East, Rest of Asia

TIER 3 – REGIONAL GROWTH MARKETS

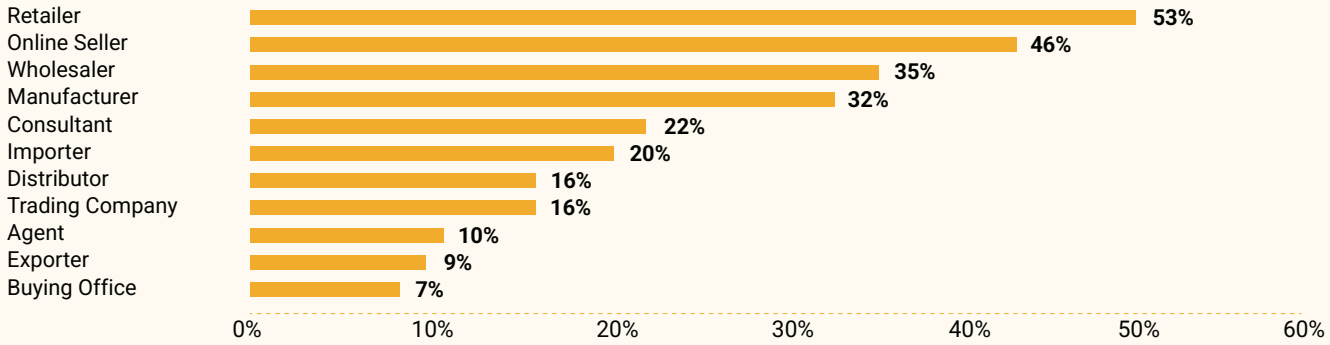
Singapore, Malaysia, Thailand, Indonesia, Philippines, Rest of ASEAN

TIER 4 HIGH-DEMAND DOMESTIC MARKET

Vietnam

Whatever Your Target Buyer Type, You'll Find Them Here!

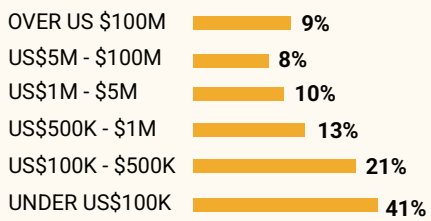
Visitor Growth (%) By Business Type (2026)



TOP 10 COUNTRIES & REGIONS INTERNATIONAL BUYERS WHO JOINED (2026)

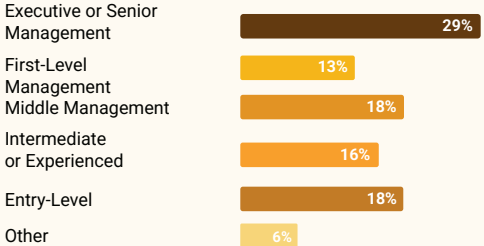
01 UNITED STATES
02 CHINA
03 AUSTRALIA
04 JAPAN
05 SOUTH KOREA
06 CANADA
07 TAIWAN
08 SINGAPORE
09 HONG KONG
10 FRANCE

REAL DEMAND!
Annual Sourcing Volume Of Visitors



Source: Onsite Buyer Report 2026

BUYER JOB LEVEL BREAKDOWN



Source: Onsite Buyer Report 2026



TRUSTED BY TOP QUALITY BUYERS WORLDWIDE

The show attracted VIP buyers from global retail chains, importers, distributors, and sourcing offices from across Vietnam and 130 countries. You can develop high-quality business opportunities with old customers and new buyers.



VIP Buyers Visited The Show

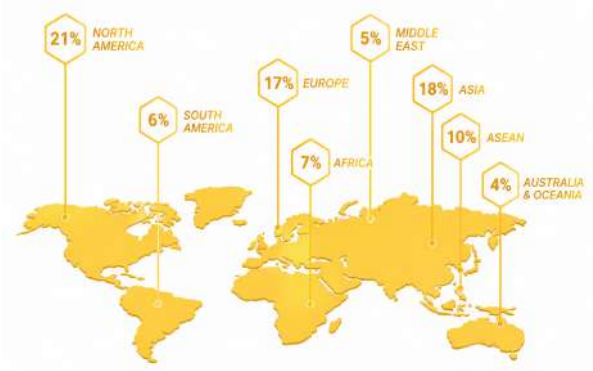
Fashion & Accessories

Home & Gifts

Electronics & Home Appliances

Printing & Packaging

COMPREHENSIVE DATABASE OF 14 MILLION ACTIVE AND HIGH-QUALITY BUYERS FROM 200+ COUNTRIES AND REGIONS



VERIFIED BUYERS NETWORK FROM HONG KONG SHOWS AND GLOBAL SOURCES EXHIBITION ECOSYSTEM

200,000+ VISITORS

63.3% VISITORS OUTSIDE HONG KONG

With over 20 years of experience in organizing international sourcing shows in Hong Kong and Asia, Global Sourcing Fair Vietnam helps buyers diversify their sourcing products to suppliers in other Asian countries.



MORE THAN AN EXHIBITION

ACTIVITIES THAT CREATE REAL BUSINESS OPPORTUNITIES

01

GENERATE LEADS YEAR-ROUND, NOT JUST DURING THE SHOW

Stay connected with active buyers 365 days a year through **GSF Match**, our digital sourcing and business matching platform.



02

MEET QUALIFIED ONSITE FACE-TO-FACE BUYERS THROUGH PRE-ARRANGED MEETINGS

Connect directly with verified buyers, importers, retailers and sourcing professionals through curated one-on-one meetings tailored to your products and target markets via our **Business Matching** program.



03

SHOWCASE YOUR COLLECTIONS TO THE ENTIRE BUYER AUDIENCE

Put your latest products in the spotlight through show activities to maximize visibility and buyer engagement like **Dynamic Fashion Runway, Product Showcase, Experience Zone,** and more.



04

GAIN MARKET INSIGHTS TO GROW YOUR EXPORT BUSINESS

Learn from industry experts and discover the latest trends, sourcing strategies and market opportunities shaping global trade through **Industry Seminars** and **Sourcing Summit sessions**.



HOT TOPICS

- Global Sourcing & Trade
- Manufacturing & Production
- Sustainability & Supply Chain
- E-commerce & Digital Sales
- Market Expansion & Buyer Trends

05

REACH INTERNATIONAL BUYERS BEYOND THE SHOW FLOOR

Extend your exposure through livestreams and digital showcases, allowing buyers worldwide to discover your products in real time via the **Virtual Show** platform.





POWERFUL VISITOR MARKETING ACTIVITIES

ATTRACTING NEW BUYERS FROM KEY MARKETS THROUGH OUR GLOBAL, ALWAYS-ON, MULTI-CHANNEL MARKETING CAMPAIGNS



Reaching Qualified Global Buyers with Through an Integrated Marketing Strategy

01 DIGITAL MARKETING & SOCIAL MEDIA

02 HIGH-TOUCH BUYER RECRUITMENT

03 TELEMARKETING CAMPAIGNS

04 MEDIA ADVERTISING & AD PLACEMENTS

05 PUBLIC RELATIONS (PR)

06 CUSTOMIZED BUYER INVITATIONS

07 EMAIL MARKETING (EDM)

08 INFLUENCER & INDUSTRY EXPERT ENGAGEMENT

09 HOSTED BUYER PROGRAM

10 SEM & SEO MARKETING

11 SUPPORTING ASSOCIATIONS & MEDIA PARTNERS

12 OUTDOOR ADVERTISING & STREET BANNERS

New Creative and Direct-to-Customer Marketing Activities

13 SOCIAL AMBASSADORS

14 KOL/KOC

15 VIP BUYERS DIRECT NURTURING

HIGHLIGHTED RESULTS

21M+
Email inboxes reached

2.28M
Total email opens

107K
Digital campaign views

1.629
International articles

236K
Global PR views

12
Languages

40
Partner Organizations

70
Street banners in Ho Chi Minh City



SPONSORSHIP PACKAGES
AMPLIFY YOUR BRAND BEFORE, DURING & AFTER THE SHOW



Stand out from 600+ exhibitors. Sponsorship puts your brand at the center of every buyer interaction — from the opening ceremony to post-show follow-up. Limited packages. Strategic placement. Maximum impact.

13,000+ BUYERS

STRATEGIC PLACEMENT

MAXIMUM OPPORTUNITIES

WHAT SPONSORSHIP DELIVERS

RECOGNITION & TITLE

Position your brand as a trusted partner of Vietnam's leading sourcing exhibition

- Official Sponsor Recognition
- Opening Ceremony Exposure
- Premium Brand Visibility
- Enhanced Corporate Credibility

ONLINE MEDIA EXPOSURE

Reach buyers before, during, and after the show through integrated marketing campaigns

- Website & Homepage Exposure
- Social Media Promotion
- EDM & Buyer Outreach Campaigns
- PR & Media Coverage

OUTDOOR PRESENCE

Maximize your ROI with comprehensive and exclusive all-round value-added services.

- Entrance & Venue Branding
- Hanging Banners & Signage
- Show Maps & Visitor Materials
- Strategic Standee Placement

RECOGNITION & TITLE

Create meaningful connections with buyers and industry leaders

- Seminar Speaking Opportunities
- VIP Lounge Exposure
- Business Matching Visibility
- Live Showcase & Interview Features

AND MORE!











INQUIRE ABOUT SPONSORSHIP

gsfvietnam@globalsources.com

Limited packages available
Early booking recommended

IF YOU'RE EXPORT-READY
YOU SHOULD BE HERE

Manufacturers, exporters, OEM/ODM suppliers, and trade service providers looking to expand globally are strongly encouraged to exhibit at Global Sourcing Fair Vietnam 2027, which is designed to be a powerful platform to connect with international buyers and grow export opportunities.



8.3/10
Exhibitor Satisfaction

85%
Likely to Return

Source: Onsite Suppliers Survey 2026

Beyond the Physical Booth YOUR 365 DAY ALL-ROUND EXHIBITOR JOURNEY

Pre-show

1. **Pre-show lead follow-up support**
2. **Online exposure** on **Global Sourcing Fair Vietnam website**
3. **Professional exhibition training**
4. **Social media** and **digital marketing co-promotion**
5. **Join GSF Match** a **FREE, tailored business matching service** year-round

At-show

6. **Tailored one-on-one business matching** at the show
7. **Innovative buyer app** designed to **enhance your connection with buyers**
8. **Join the Virtual Show** to connect **with overseas buyers** visiting virtually
9. **Priority access to available slots** in show activities.

Post-show

10. **Seller Center platform** to manage **inquiries, chats,** and **continued follow-up** after the exhibition
11. **Social media support** to maintain **visibility** and **engagement**



MR. NGUYEN HO AN, VIETNAM
ARTEX NAM AN JSC

"Despite the challenging economic environment, the visitor traffic exceeded our expectations. More importantly, the show delivers long-term business value. Last year, we generated 80 booth visits and successfully converted three major customers. The ROI has been very positive for our business."



MR. NGUYEN DANG KHOA, VIETNAM
TAN PHU JOINT STOCK COMPANY

"Our Tan Phu and Inochi booth specifically has welcomed over 30 visitors coming from Europe, Australia, Africa, as well as neighboring countries like the Philippines. Notably, we also had quite a few buyers from Cambodia visiting the market and dropping by our booth."



MR. DANIEL YOON, SOUTH KOREA
FUTURE VALUE CO., LTD

"Through this exhibition, we met 15–20 potential buyers and see strong potential for future cooperation. We are already planning follow-up meetings after the show and look forward to expanding our business in Southeast Asia."



MS. IVY LI, MAINLAND CHINA
CHENGDU PAVILION

"This was our first time exhibiting at Global Sourcing Fair Vietnam, and the results exceeded our expectations. In just two days, we received nearly 2,000 visitors and potential distributors at our pavilion. The buyer traffic was impressive, and the visitors were highly relevant to our products."

READY TO EXHIBIT?

gsfvietnam@globalsources.com
(+84) 28 7101 2828 ·

Scan to register
Booth enquiries

ENDORSED BY 40+ GLOBAL
INDUSTRY ASSOCIATIONS & CHAMBERS

SHOW PARTNERS

- Investment and Trade Promotion Center of Ho Chi Minh City (ITPC)
- Vibrant Ho Chi Minh City
- Vietnam Textile and Apparel Association (VITAS)
- Shoe & Leather Association of HCMC (SLA)
- The Vietnam Cotton and Spinning Association (VCOSA)
- Vietnam E-Commerce Association (VECOM)
- Vietnam Association of Small and Medium Enterprises (VINASME)
- Spanish Chamber of Commerce in Vietnam (SCCV)
- US - Vietnam Business Council
- Brazil Vietnam Chamber
- Hong Kong Business Association in Vietnam (HKBAV)
- Korean Chamber of Commerce in Vietnam (KOCHAM)
- The Australian Chamber of Commerce in Vietnam (AUSCHAM)
- Dutch Business Association Vietnam (DBAV)
- Indian Business Chamber in Vietnam (INCHAM)
- Thai Garment Manufacturers Association (TGMA)
- Taiwan Creative Industries Development Association (TCIDA)
- Indonesia Esperanto Association (IEA)
- Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)
- Gabungan Perusahaan Ekspor Indonesia (GPEI) – Indonesia Exporters Association Bali Indonesian Furniture Designers Association (HDMI)
- Gabungan Perusahaan Ekspor Indonesia (GPEI) – Indonesia Exporters Association Bali
- National Federation of Thai Textile Industries (NFTTI)
- Federation of Malaysian Fashion Textile & Apparels (FMFTA)
- Singapore Fashion Council
- Central And Eastern European Chamber of Commerce in Vietnam (CEECVN)
- Taiwan Trade Center, Inc. Representative Office in Hcmc (TAITRA)
- Indonesian Consulate General in Ho Chi Minh City
- The Italian Chamber of Commerce in Vietnam

Source: Show partners 2026





MEDIA PARTNERS



- Phaata - International Logistics Marketplace
- Movetoasia - Sourcing Agency
- Vietnam Manufacturer
- Doanh Nhan Plus
- Home Decor Plus
- VietBest
- Textile Focus
- PR Newswire
- Textile Value Chain
- Go Viet Magazine
- Fashion Sourcing
- Asia Briefing
- Dezan Shira & Associates
- C+ Consult
- Editrice Zeus
- Hoi Cho Trien Lam Vietnam
- Long Hau Corporation

Source: Media partners 2026

TURN YOUR MANUFACTURING STRENGTH INTO GLOBAL BUSINESS AT VIETNAM & ASIA'S PREMIER INTERNATIONAL SOURCING EXHIBITION

1

ATTRACT TOP GLOBAL BUYERS

Buyers are showing strong interest in sourcing from Vietnam. The exhibition attracts leading international buyers and new importers looking to source directly from reliable suppliers in Vietnam and across the region.

2

CONNECT WITH HIGH-QUALITY VIETNAMESE BUYERS

Tap into Vietnam's rapidly growing economy and connect with high-quality Vietnamese buyers seeking quality locally made products as well as international export-ready products.

3

LEVERAGE INTERNATIONALLY RECOGNIZED EXHIBITION EXPERTISE

Benefit from Global Sources' more than 20 years of experience in organizing international sourcing exhibitions and over 18 years of operations in Vietnam. Now entering its fifth year, the Vietnam exhibition is recognized by local government authorities and supported by relevant industry associations and foreign chambers of commerce, with proven results.

4

ACCESS AN ACTIVE GLOBAL BUYER NETWORK

Access Global Sources' network of more than 1.5 million active buyers worldwide, offering extensive business opportunities beyond those available at typical trade shows.
Global Sources organizes over 20 events globally each year, attracting more than 200,000 trade visitors annually and delivering an unmatched level of buyer quality.

5

ACHIEVE PROVEN RESULTS AND STRONG OFFICIAL RECOGNITION

Join a high-quality exhibition where exhibitors have achieved fruitful business results, reflected in a 60% exhibitor renewal rate. The 2026 Vietnam exhibition is officially recognized by ITPC-HCM and VINASME and is included in the recommended exhibition directories of 14 Chinese provinces and cities.

DOUBLE THE SHOWS. ONE NETWORK. GLOBAL IMPACT.



01

VIETNAM SOURCING FAIR, HONG KONG

18–21 OCTOBER, 2026

ASIAWORLD-EXPO, HONG KONG



02

GLOBAL SOURCING FAIR VIETNAM

22–24 APRIL, 2027

SECC, HO CHI MINH CITY, VIETNAM

SECURE YOUR BOOTH FOR GLOBAL SOURCING FAIR VIETNAM 2027

Website: www.globalsources.com/gsfvietnam
Phone number: (+84) 28 7101 2828
Email: gsfvietnam@globalsources.com

Organized by Global Sources
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