

POST SHOW REPORT

VIETNAM INTERIOR & BUILD EXPO 2024

VIBE 2024

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OCT. 2024 | SAIGON EXHIBITION AND CONVENTION CENTER - SECC



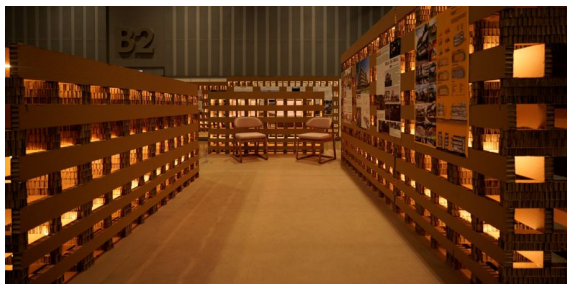
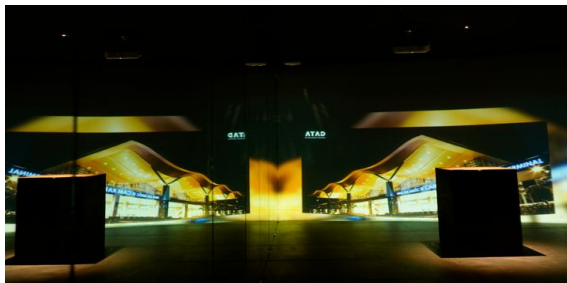
vibe



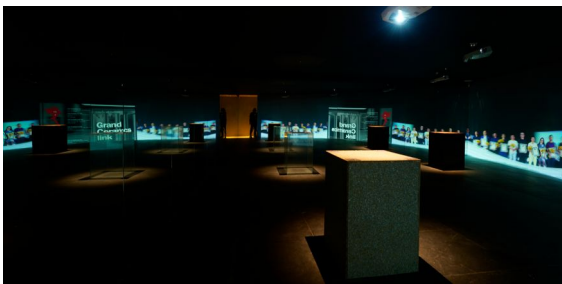
Vietnam Interior & Build Expo – Vibe 2024 is a platform aiming to sharing values & connect businesses within the furniture and construction industries. It focuses on three criteria: **Style, Smart** and **Sustainability**.

- **Time:** October 2 – 5, 2024
- **Location:** Hall B | Saigon Exhibition and Convention Center (SECC)
- **Organizers:** Ho Chi Minh City Handicraft and Wood Industry Association (HAWA) and Saigon Construction and Building Material Association (SACA)

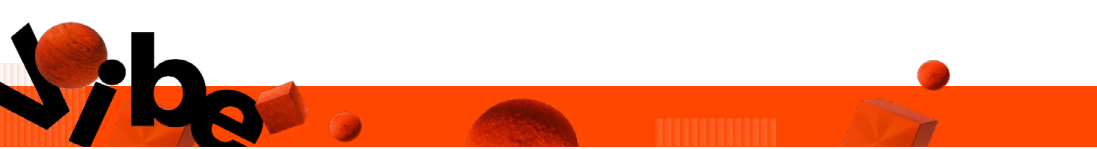
STYLE



SMART



SUSTAINABILITY



STRATEGIC COOPERATION



MOU signing between HAWA & SACA



MOU signing between Vibe & Vietnam Interior Association (VNIA)



MOU signing between Vibe & ConsMedia



MOU signing between Vibe & Gallery Architecture



Vibe's Advisory Board Meeting

OPENING CEREMONY

VIETNAM INTERIOR & BUILD EXPO

Ho Chi Minh City, October 2nd 2024







"The Vietnam Interior & Build Expo 2024 (Vibe 2024), organized by the Handicraft and Wood Industry Association of Ho Chi Minh City (HAWA) and the Saigon Construction and Building Material Association (SACA), has responded promptly to market needs, positioning itself as an effective trade promotion platform that stays up to date with trends, pioneers innovation, and categorizes businesses with distinctive brand identities, covering a diverse range of fields and styles."

Mr. Bui Quang Hung

Deputy Director of the Vietnam Trade Promotion Agency



"I highly appreciate the roles of HAWA and SACA, as well as the thorough preparations by the exhibitors. I am confident that Vibe will achieve great success, serving as a crucial driving force for the recovery and growth of Vietnam's interior and construction industries in the upcoming years."

Mr. Tran Hoang Quan

Director of the Ho Chi Minh City Department of Construction



"One of the things that we are truly proud of is making the Vibe exhibition a genuine community activity in the Interior Design – Architecture – Construction sector, emphasizing the significant role of associations, partners, and organizations both domestically and internationally. With a mission to serve community development, we have brought the Vibe exhibition to life with its Impression, Connection, and Spread."

Mr. Nguyen Quoc Khanh – Vibe 2024's Head of Organizer Committee





EXHIBITION SCALE

150

Booths

500

Exhibitors

10.000

m² exhibition space

EXHIBITS



Interior & Furniture



Building materials



Technology & Service

VISITORS 9.926

Vietnamese visitors: **9.545**

Foreign visitors: **381**

VISITORS



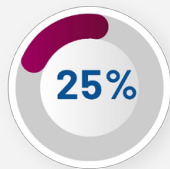
5.939

Professionals
(architects, designers, project
managers, contractors)



1.458

Procurement units (companies,
corporations, agencies, retailers)



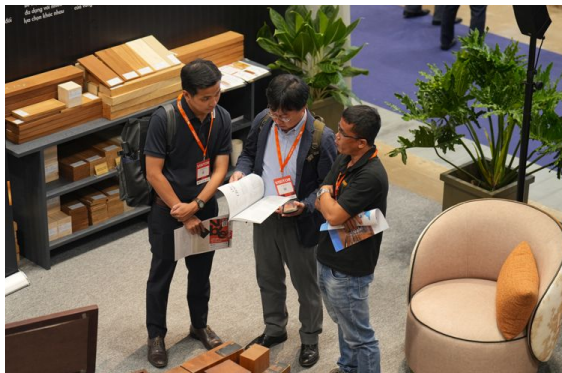
2.529

Others (consumers, media units,
students...)

TRADE EFFICIENCY

> 28 billion VND

Was the total revenue at
Vibe (not fully recorded)



> 80%

Exhibitors registering to
reserve booth for Vibe 2025



VIBE 2024 & PROMOTIONAL COMMUNICATION

Implement marketing campaigns to reach and promote to professional clients, B2B clients, and B2C clients across various multimedia channels:

10.876.000

Individuals accessing information about the Vibe exhibition through digital marketing channels.

7.500

Architects, investors, and contractors had access to information about Vibe

12.212

Messages sent via SMS Marketing

160.300

Emails sent reaching more than 26.700 visitors through the database of HAWA, SACA, BCI Central and other Vibe's partners



VIBE 2024 & MEDIA EFFECT

*Recorded during the 4-day exhibition

> 639.875

Reaches on socials with 20.900 views and 1.800 engagement turns on fanpage

> 4.300

Posts about Vibe on social media through the hashtag #Vibe2024

> 45.196


Organic traffics to the website
<https://thevibexpo.com>

Information about Vibe 2024 is featured on more than **30** channels:
press, magazines & more than **5** radio and TV stations



THE EXHIBITION PIONEERED IN MEASURING CARBON EMISSION

Vibe collaborated with **Green Transition** – a company specializing in providing integrated sustainable strategy services, ESG reporting, and ESG solution consulting, to initially calculate emissions during the 4-day exhibition. Led by Mr. Nguyễn Công Minh Bảo, who has over 18 years of experience in sustainability, he is the vice-chairman of the Green Growth Sector Committee (GGSC) of Eurocham and co-chair of the ESG Task Force of the CCI France - Vietnam (CCIFV).



01 THÁNG 10 2025
SIEMC - SIEMENS VIETNAM EXHIBITION

[Về Vibe](#)
[Nhà triển lãm](#)
[Sự kiện](#)
[Tin tức](#)
[Sơ đồ triển lãm](#)

ĐĂNG KÝ THAM GIA - VIBE 2024

Họ và tên/Full name *

Quốc gia/Nation *

Email *

Số điện thoại/phone number *

Tên công ty/Company Name *

Chức danh công việc *

Mục đích tham quan *

Bạn biết triển lãm của chúng tôi qua đâu? *

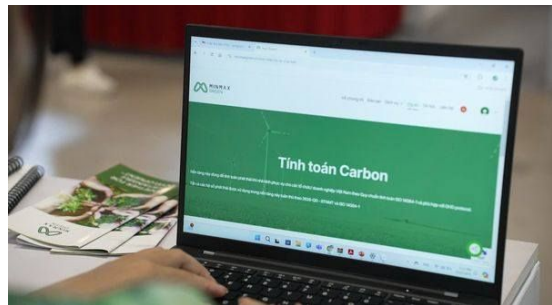
Ban tổ chức triển lãm Vibe đang tiến hành đo lường và đánh giá phát thải từ sự kiện, nhằm hướng tới tổ chức sự kiện bền vững - Netzero trong tương lai. Rất mong các Anh/Chị trả lời thêm một số câu hỏi sau:
 Anh/Chị đã sử dụng loại phương tiện giao thông đường bộ nào để di chuyển từ nơi ở đến địa điểm diễn ra sự kiện?

 Ước tính khoảng cách từ nơi Anh/Chị xuất phát đến địa điểm tổ chức - Km?

 Tổng cộng có bao nhiêu người trên phương tiện di chuyển của Anh/Chị tính cả tài xế?

Người đi cùng

Submit



Vietnam - ASEAN Furniture Forum THE ASEAN IDENTITY IN THE NEW DESIGN CONTEXT

248
Visitors

The event is an international forum organized by the Vietnam Interiors Association (VNIA), taking place on October 2, 2024. The forum gathered 11 guests including leading interior designers, architects, and experts both domestically and from ASEAN countries. With 6 professional presentations and a discussion session with valuable perspectives, the forum not only attract attention from designers, architects and interior businesses but also contributed to strengthen the Vietnamese interior sector's presence in ASEAN region.



Organizer



Collaborator



Sponsor



Architecture seminar **NEW CONTEXT - NEW IDENTITY**

> **350**
Visitors

The seminar 'New Context, New Identity' organized by GALLERY Architecture, AGOhub, and KIENVIET Media on October 3, 2024 featured 9 leading architects in the sector. Besides being popular with a great deal of audience, the seminar also opened heated discussions on significant on topics relating to architecture on social media during the exhibition.



Organizer

ConsMedia

netzero
VIETNAM

HAWA

SACA

Gold sponsor



Silver sponsor

NAM LONG

LUXCARS®

Seminar

SUSTAINABLE DEVELOPMENT - TOWARDS NET ZERO IN CONSTRUCTION

200
Visitors

The seminar was held on October 3, 2024 by Consmedia Corp together with Net Zero Vietnam JSC covering topics on green building, natural materials, and energy-efficient design, providing important solutions to help the Vietnamese construction industry move towards the Net Zero goal by 2050. Experts shared the latest information on sustainable planning and technology applications, drawing attraction from many professionals.



Organizer



SACA CONNECT BREAKTHROUGHS IN SUSTAINABLE BUILDING MATERIALS DURING CRISIS

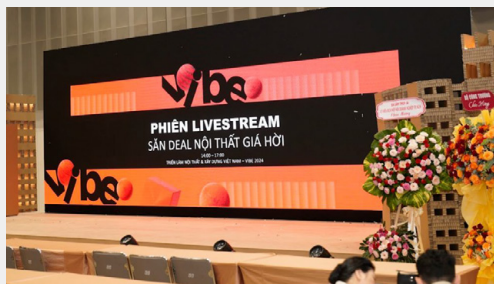
200
Visitors

The event was hosted by the Saigon Construction & Building Material Association (SACA) from October 4 - 5, 2024, featuring 19 experts and 3 seminars from construction companies, building materials firms, and related industries. It brought about valuable and up-to-date information on supply chain, making the event itself the largest SACA CONNECT in 2024.



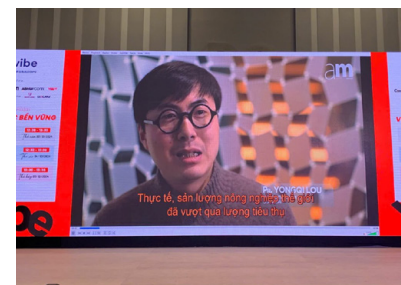
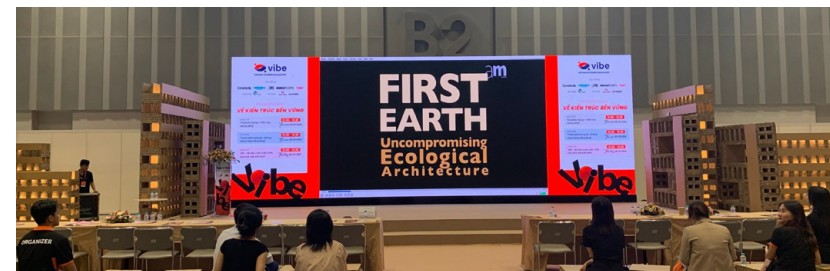
Livestream FURNITURE BARGAINS

The activity organized by the Vibe organizers in collaboration with the E-Commerce Institute aims to promote sales through e-commerce channels for businesses at the Vibe exhibition, with 10 companies as sellers and attracting nearly 1,000 viewers on TikTok.



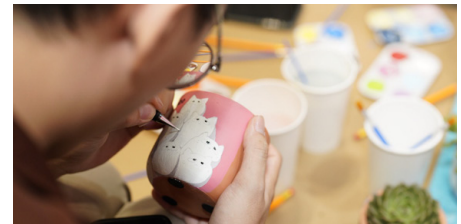
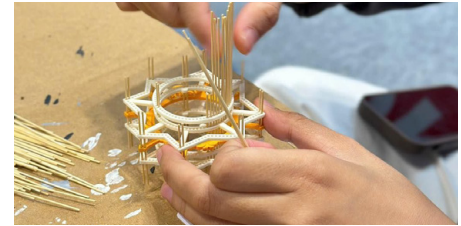
Movie Screening SUSTAINABLE ARCHITECTURE

The activity organized by Vibe in collaboration with the Architecture Film Club, ConsMedia Corp, and Net Zero Vietnam JSC (NetZero.VN) showcased a series of 3 films about sustainable architecture.



WORKSHOPS AND OTHER ACTIVITIES

5 workshops and creative experiences including: Nan Tuong grass weaving, Bamboo Acrylic Art, Pot painting and Planting, and Color bleeding painting, has attracted thousands of participants and generated a strong presence on social media.





TAKARA STANDARD - NIPPON INTERIA COMPANY LIMITED

Design unit: Bong Studio

Construction unit: Gia Long Construction And Exhibition Co.,Ltd



TOP BEST BOOTHS AWARD



NIPPON PAINT (VIETNAM) CO., LTD

Design unit: Nippon Paint

Construction unit: New Vision Services And Organization
Events Joint Stock Company



IBS JOINT STOCK CORPORATION

Design and Construction unit: atelier tho.A



555 OBJECT

Design unit: atelier tho.A

Construction unit: Karta - JNR - Lighting powered by LYK



PHUC MY GIA CUSTOM FURNITURE CO., LTD

Design and Construction unit: Phuc My Gia Custom Furniture Co., Ltd



ANCO CO., LTD

Design and Construction unit: ANCO Co., Ltd



ASHUI AWARDS - CONSTRUCTION MEDIA CORPORATION

Design unit: MIA Design Studio
Construction unit: Coppha Builders



TOP BEST BOOTHS AWARD



GALLERY ARCHITECTURE

Design and Construction unit: Tectonic Pioneer Company Limited & Tiep Bambu Company Limited



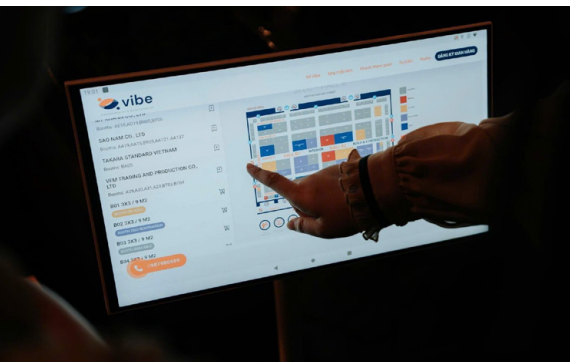
HANDPICK CONCEPT CO.,LTD

Design and Construction unit: Handpick



TRAN DUC CORPORATION

Design and Construction unit: Tran Duc Corporation



Organizer



Thank you!



Many thanks to our partners and businesses for contributing to the success of Vibe 2024

ĐƠN VỊ HỖ TRỢ



ĐƠN VỊ TÀI TRỢ



ĐƠN VỊ TRIỂN LÃM



atelier tho.A





Đơn vị tổ chức:



SEE YOU AGAIN

01-04

OCTOBER.2025

SECC 799 Nguyen Van Linh St, Tan Phu Ward, Dist 7, HCMC

vibe