



ORGANIZED BY



POST SHOW REPORT

VIETNAM INTERIOR & BUILD EXPO – VIBE 2025

October 01 – 04, 2025 | SAIGON EXHIBITION & CONVENTION CENTER – SECC



nextinspace



Organized by:



The Vietnam Interior & Build Expo (VIBE) is co-organized by the Handicraft and Wood Industry Association of Ho Chi Minh City (HAWA) and the Ho Chi Minh City Construction & Building Materials Association (SACA). The exhibition serves as a platform for BUSINESS NETWORKING, PROFESSIONAL SHARING, and CREATIVE INSPIRATION across the Architecture, Interior, and Construction industries.

VIBE 2025

Next in Space

VIBE 2025 adopted theme “*Next in Space*”, not only responds to the physical changes brought by administrative restructuring but also extends an invitation to the Architecture – Interior – Construction community to envision the future of spatial living in a rapidly evolving society.



EXHIBITION SCALE

150

Exhibitors

Doubled compared to 2024

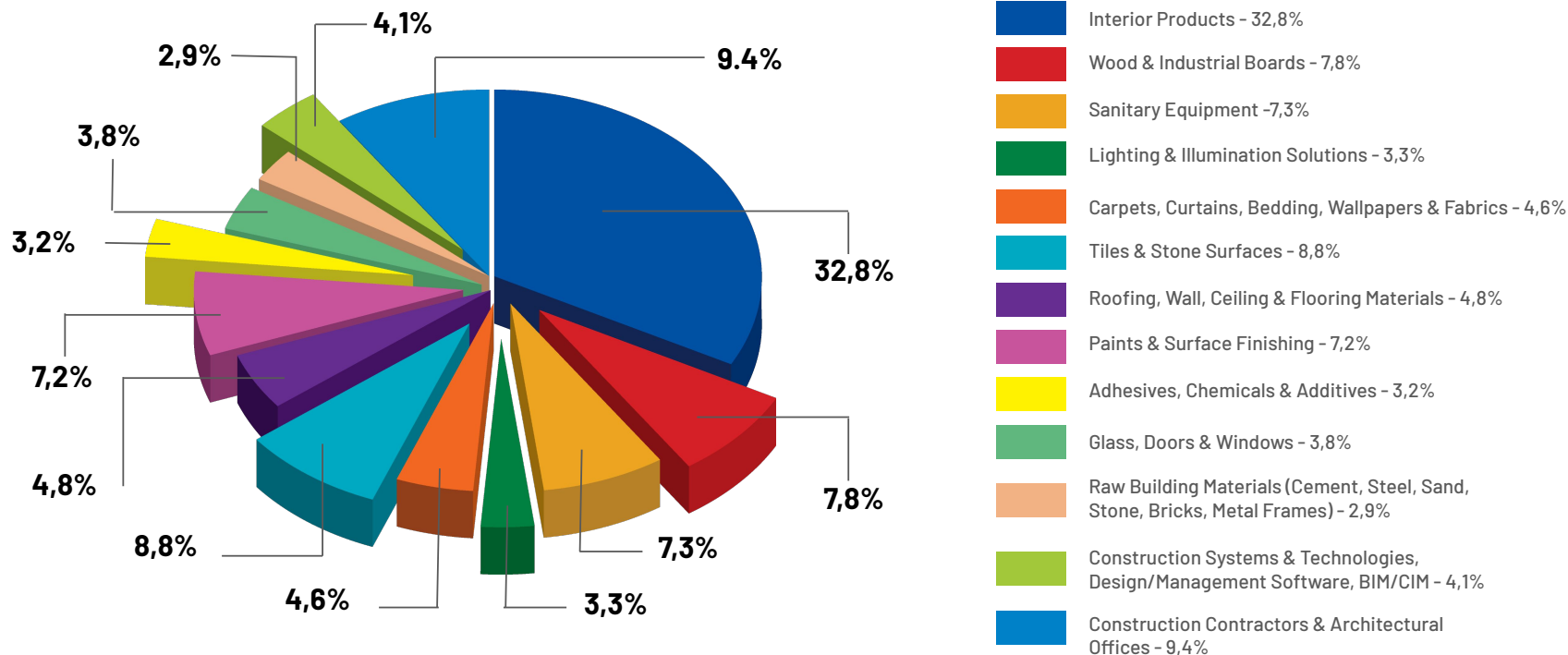
550

Booths

Increased by 60%
compared to 2024

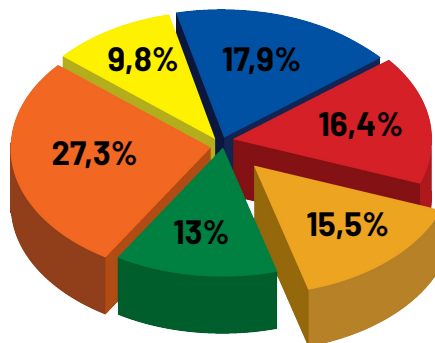
15.000

sqm

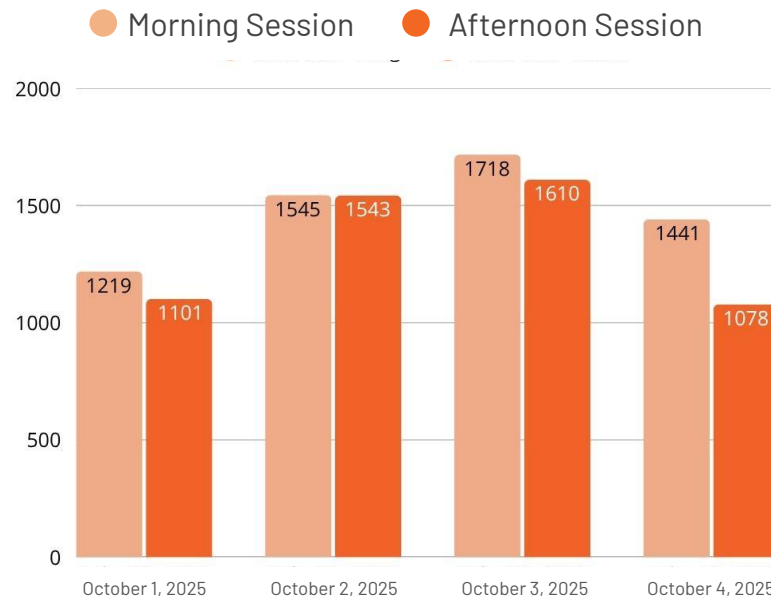


11.255 TOTAL VISITORS

VISITOR PROFILES



DAILY VISITORS STATISTIC





Organized by:



VIBE 2025 & MASS MEDIA

To effectively reach both professional audiences (B2B) and consumers (B2C), VIBE 2025 implemented an extensive multichannel marketing strategy, combining digital media, email campaigns, and industry network outreach

16.620.014

Total impressions of VIBE across Digital Marketing Platforms

26.700

Architects, designers, investors, and contractors were reached via multi-channel promotion and personalized invitations

12.212

Messages delivered via ZNS Marketing

185.396

Emails sent to over 26,700 recipients through the combined networks of HAWA, SACA, BCI Central, and other association and partner databases





> 2.137.367

Social media reach, including
1,360,865 content views and 3,883
interactions on the fan page

> 9.929

Posts and mentions of VIBE across
social platforms using the hashtag
#VIBE2025



> 49.489

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

VIBE 2025 coverages on

> 30 newspapers
specialized magazines &

> 5 radio and
television
stations

TRADING EFFICIENCY

> 33,6 B VND

Representing the total revenue of orders placed at VIBE, based on incomplete records from exhibitors



> 87%

Of enterprises registered to retain their booth location for VIBE 2026





Advisory Board Meeting



Seminar:
Administrative Reform – Shaping Spaces for Development





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OPENING CEREMONY

VIETNAM INTERIOR & BUILD EXPO

Ho Chi Minh City, October 1, 2025





"VIBE 2025 is not just an exhibition, but a forum where creativity, technology, and the market intersect. This is an opportunity for 150 enterprises with over 550 booths to expand connections across the value chain, enhance cooperation, and elevate Vietnamese brands. The collaboration between HAWA, SACA, and partner organizations has resulted in a professional, meaningful, and forward-thinking event, marking a remarkable development stage for Ho Chi Minh City."

Mr. Khai Quoc Binh

Deputy Director, Ho Chi Minh City Department of Construction



"Following the success of its debut year, VIBE returned with significant innovations. Amid the national process of administrative consolidation, the 2025 theme 'Next in Space' inspired vibrant professional discussions and encouraged businesses to embrace new opportunities in a rapidly advancing era. Through VIBE, we aspire to support enterprises in growing sustainably and adding greater value to the domestic market."

Mr. Nguyen Quoc Khanh

Head of the VIBE 2025 Organizing Committee



Organized by:



PROFESSIONAL EXCHANGE “THE QUALITY & VALUE FROM INTERIOR DESIGN”

Organized by the Vietnam Interior Association (VNIA) on October 1, 2025, the forum explored the quality and value of interior design through insightful discussions on preserving Vietnam’s artisanal heritage, expressing culture through interior spaces, and reinterpreting local values within a global context. The event offered participants practical knowledge and creative inspiration, reaffirming VIBE’s position as a platform of knowledge and professional connection for the design and architecture community – advancing toward a sustainable and innovative future.



153
Participants

LIXIL ALP 2025-2026 Urban Wellness for the Future of Vietnamese Living Spaces: Review – Announcement – Collaboration

On the morning of October 2, 2025, LIXIL Vietnam hosted the event “Urban Wellness for the Future of Vietnamese Living Spaces” as part of the VIBE 2025 program. The event brought together more than 160 experts, including investors, architects, and representatives of professional associations, to discuss solutions for developing sustainable, human-centered, and livable cities for Vietnamese people. This session was part of LIXIL’s ongoing “Urban Wellness” initiative and marked the launch of the LIXIL ALP 2023–2024 publication at VIBE 2025



161
Participants

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V-Talk:

AI IN ARCHITECTURE & ARCHICAD 29

On the afternoon of October 2, 2025, GreenDS collaborated with Graphisoft to host a talk show themed “AI in Architecture & Archicad 29”, attracting more than 150 architects, BIM experts, and architecture students. The talk show offered practical insights into applying AI and BIM in design, project management, and digital transformation trends within the architecture and construction industries. The discussion not only highlighted global technology trends but also reaffirmed VIBE’s role as a platform for connection and innovation, inspiring the Vietnamese architecture community to embrace new ideas and drive transformation.



158
Participants

Endorsed by



Organizing Unit



Supporting Partner



Seminar:

NEXT IN HOUSE ARCHITECTURE

On the afternoon of October 2, 2025, Gallery Architecture hosted the seminar “Next in House – The Future of Vietnamese Housing,” attracting a large number of architects, designers, and businesses from the architecture and interior sectors. The program offered in-depth perspectives on the transformation of residential architecture in Vietnam, opening a dialogue on the trends, identity, and role of architects in creating living spaces that reflect the culture and lifestyle of the modern Vietnamese generation.



148
Participants

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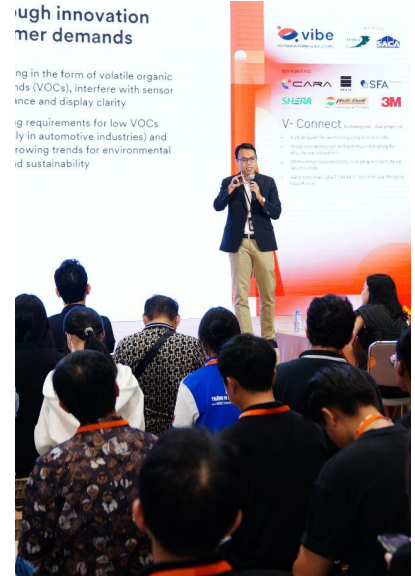
Co-organizer:



139
Participants

V-Connect: NEW TRENDS – NEW SOLUTIONS

On the morning of October 3, 2025, the V-Connect session “New Trends – New Solutions” attracted a large number of visitors and industry professionals. The program focused on sharing the latest trends in materials, design, and modern construction solutions, featuring four outstanding presentations from representatives of SHERA Vietnam, SFA Pumps Vietnam, 3M Vietnam, and Sara Moroni Design.



Seminar: MASS TIMBER SOLUTIONS FOR SUSTAINABLE CONSTRUCTION

On the afternoon of October 3, 2025, the Structure Architecture Wood Association (SAWA) organized the seminar “Mass Timber – Solutions for Sustainable Construction.” The event drew strong participation from experts, enterprises, and architects, featuring both domestic and international speakers who shared in-depth perspectives on the application of mass timber in modern construction. Alongside the presentations, an open discussion session created a dynamic exchange of ideas on the potential for mass timber adoption in Vietnam, contributing to the promotion of green building practices and sustainable development within the industry.



141
Participants

CPD Seminar:

CULTURE – MATERIALS – TECHNOLOGY IN SUSTAINABLE ARCHITECTURE 2050

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On the morning of October 4, 2025, the Ho Chi Minh City Association of Architects, together with HAWA and SACA, jointly organized a CPD seminar themed “Culture – Materials – Technology in Sustainable Architecture 2050.” The event attracted a large number of architects, experts, and businesses. Focusing on three main topics which are climate-adaptive architecture, smart construction technologies, and the orientation of Vietnam Sustainable Architecture 2050, the seminar offered practical perspectives and development directions toward achieving Net Zero Carbon goals, contributing to the sustainable transformation of Vietnam’s architectural industry.



143

Participants



WORKSHOPS AND OTHER ACTIVITIES

A series of creative workshops and experiential activities, including rush mat weaving, wood carving, and lotus pot painting, successfully attracted thousands of visitors and generated significant buzz across social media.





FINAL ROUND & AWARD CEREMONY

HOA MAI DESIGN AWARD 2025



TOP BEST BOOTH AWARDS



Vietnam Interior & Build Expo 2025



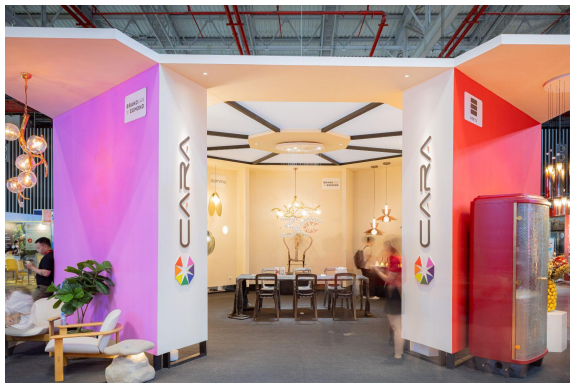
LIXIL VIETNAM Co., Ltd



SNORM Co., Ltd



NHA XINH



CARA LIGHTING SOLUTION Co., Ltd



ASHUI VIETNAM JSC

TOP BEST BOOTH AWARDS



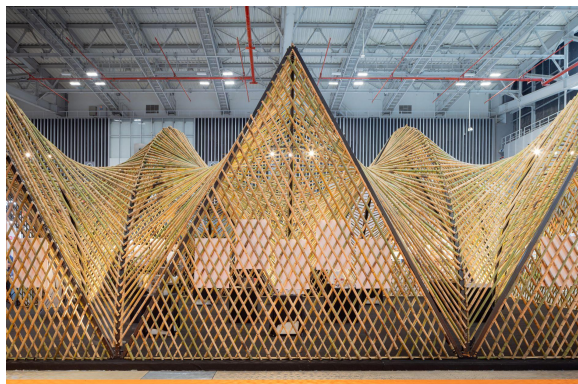
Vietnam Interior & Build Expo 2025



NIPPON PAINT (VIETNAM) Co., Ltd.



MAO TRUNG HOME JOINT STOCK COMPANY



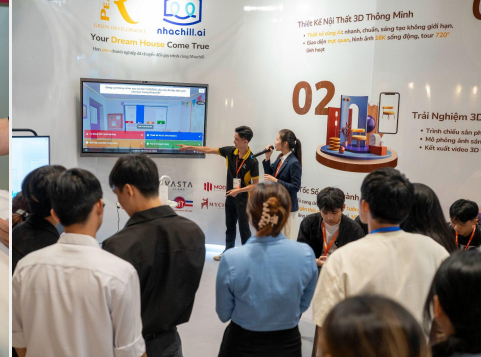
GALLERY ARCHITECTURE



TAN VINH CUU JOINT STOCK COMPANY (TAVICO)



PHUC MY GIA CUSTOM FURNITURE Co., Ltd.



Thank You

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next inspace

SEE YOU AT

Vietnam Interior & Build Expo

2026
vibe

30
September



03
October

20
26

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Tan My Ward, Ho Chi Minh City, Vietnam