



LifeStyle  
Vietnam 2024  
18<sup>th</sup> - 21<sup>st</sup> Oct

# GO GLOBAL

THE MUST-ATTEND INTERNATIONAL SOURCING EVENT  
FOR HOME DÉCOR, GIFTS & HOUSEWARES PRODUCTS IN ASIA

SAVE THE DATE: 18 - 21 OCTOBER 2024  
AT: SKY EXPO CENTER, HOCHIMINH CITY



# DESIGN & SUSTAINABILITY

## Life Style Vietnam 2024 18<sup>th</sup> - 21<sup>st</sup> Oct

Lifestyle Vietnam 2024 continues to set new standards in terms of quantity and quality to confirm its global vision. It is a must-attend event where you'll find your place in the global lifestyle goods market and boost your company's success at one of the most important ordering events in Asia.

The fair showcases a great diversity of products for different living spaces and lifestyle directions. It is a one-stop destination to see, touch and discover new and exciting products. The buyers will find a comprehensive reflection of what the market has to offer, with nine major product ranges: Home Décor and Handicrafts, Indoor and Outdoor Furniture, Houseware & Storage, Home Textiles and Embroidery, Leather and Bags, Personal Accessories, Toys & Kids, Stationery and HoReCa, Gifts & Ethnic Items. Lifestyle Vietnam 2024 is a larger-than-ever experience and opens up new possibilities for the buyers to find potential suppliers among almost 600 Vietnamese and international exhibitors (1,600 booths) at the fair.

Lifestyle Vietnam is the reliable gateway where the most prestigious buyers from every corner of the world converge: It targets to have 3,000 international buyers, from importers, department stores, home centers, chain store to e-commerce retailers, buying associations or sourcing agents. Lifestyle Vietnam is also an ideal platform to approach the buyers for the market of 100 million people in Vietnam and 690 million people in the South East Asia region (ASEAN). Exhibit with Lifestyle Vietnam and generate new sales leads and establish relationships with new businesses each day. Connect with thousands of potential and influential buyers looking for new ideas and inspiration in person.

Lifestyle Vietnam offers a wide range of options to advertise and reach all potential target groups of qualified exhibitors and discerning buyers with an international campaign that includes advertisements, direct mailings, press and PR activities at the famous trade events, publications and social media.

# VIETNAM INTERNATIONAL HOME DECOR & GIFTS FAIR

## PRODUCT GROUPS AT LIFESTYLE VIET NAM



*Home  
décor*  
& Handicrafts



*Housewares  
& Storages*



**HoReCa  
& Stationery**

*Home  
Textiles &  
Embroidery*



**IndoR Outdoor  
Furniture**

*Personal  
Accessories*



*Toys  
&  
Kids*



**Leather  
& Bags**

*Gifts  
Ethnic  
& HERITAGE*



*Home  
décor  
& Handicrafts*



You will find at Lifestyle Vietnam 2024 full of inspiration, design trends, new products and ideas of home décor and handicraft products. They are functional for both indoor and outdoor, using different materials and a mixture of materials such as rattan, bamboo, seagrass, water hyacinth, ceramics, lacquer, wood, metal, stone, fabrics, paper, light cement, polyfiber, resin etc. The home décor and handicrafts market at Lifestyle Vietnam always prioritize the trend of sustainability.



# Indoor & Outdoor Furniture



Vietnam is the second largest furniture exporter in Asia with the latest trends and a wide range of freshly-launched indoor and outdoor furniture made in various styles such as classic, colonial, rustic, contemporary. Popular indoor products include dining tables and chairs, sofas and coffee tables, beds, bookcases, cabinets, cupboards as well as other items. Major outdoor items are armchairs, benches, rocking chairs, coffee tables, hammocks, sun lounge, swing, trolley etc.

## Housewares & Storages



Housewares and Storages presents a stunning collection of resources for home entertaining, kitchenware and specialty tabletop resources including product categories from kitchen accessories (cutting boards, trays, plates...), cutlery/-flatware, wooden utensils to plastic and metal items such as cabinets, tables and chairs, shelves, boxes and many other useful home items that can turn any house into a home.



# Home Textiles & Embroidery

Vietnam has been recognized as one of the destinations with the most potential for international buyers of home textiles and garments. It is ranked as third top textile and garment exporters in the world with an annual exporter turnover of over US\$50 billion. The major materials are silk, cotton, hemp, linen, ramie and wool and the major products are bed linens, bath towels, kitchen towels, aprons, dresses, cushions, scarves mixed with Asian and Western culture, with or without embroidery.



# Leather & Bags

The sourcing of leather, footwear and bag products in Vietnam is growing rapidly in many strategic markets. South America shows its highest growth rate of about 50% in 2022 while Europe North America, Oceania and Asia indicates its growth of 47%, 39%, 35% and 28%, respectively. The major products that you can find at Lifestyle Vietnam are bags, wallets, suitcases, luggage, footwears etc using both genuine and synthetic leather.

# HoReCa & Stationery



The global HoReCa market, encompassing hotels, restaurants, and catering services, is estimated to reach USD350 billion by 2027, while the global stationery market is poised for substantial expansion, with projections indicating an increase to US\$34.7 billion by 2030. Lifestyle Vietnam 2024 offers a clear choice for buyers to conveniently source for the latest stationery and HoReCa products in the region that can elevate and differentiate their business.



# Toys & Kids

A lovely and eminently creative approach to the children's living environment makes use of furniture, decorative objects, textiles, toys and accessories. Lifestyle Vietnam showcases wooden and soft toys presented in the simplest form to stimulating a child's imagination and to create endless playtime. Customers will also find a beautiful and unique selection of hundreds of items of kids wear for babies, pre-school and kindergarten-aged children...



# Personal Accessories

Lifestyle Vietnam presents many exquisite personal accessories, including handcrafted jewelry like necklaces, bracelets, earrings... that are unique and one-of-a-kind from different types of materials such as buffalo horn, seashells, silver, wood... There is also a wide range of silk scarves, hats, clogs, wearables, men's gifts... always designed with the latest trends in mind. The main markets are North America, Europe, and Asia-Pacific.

# Gifts & Ethnic HERITAGE

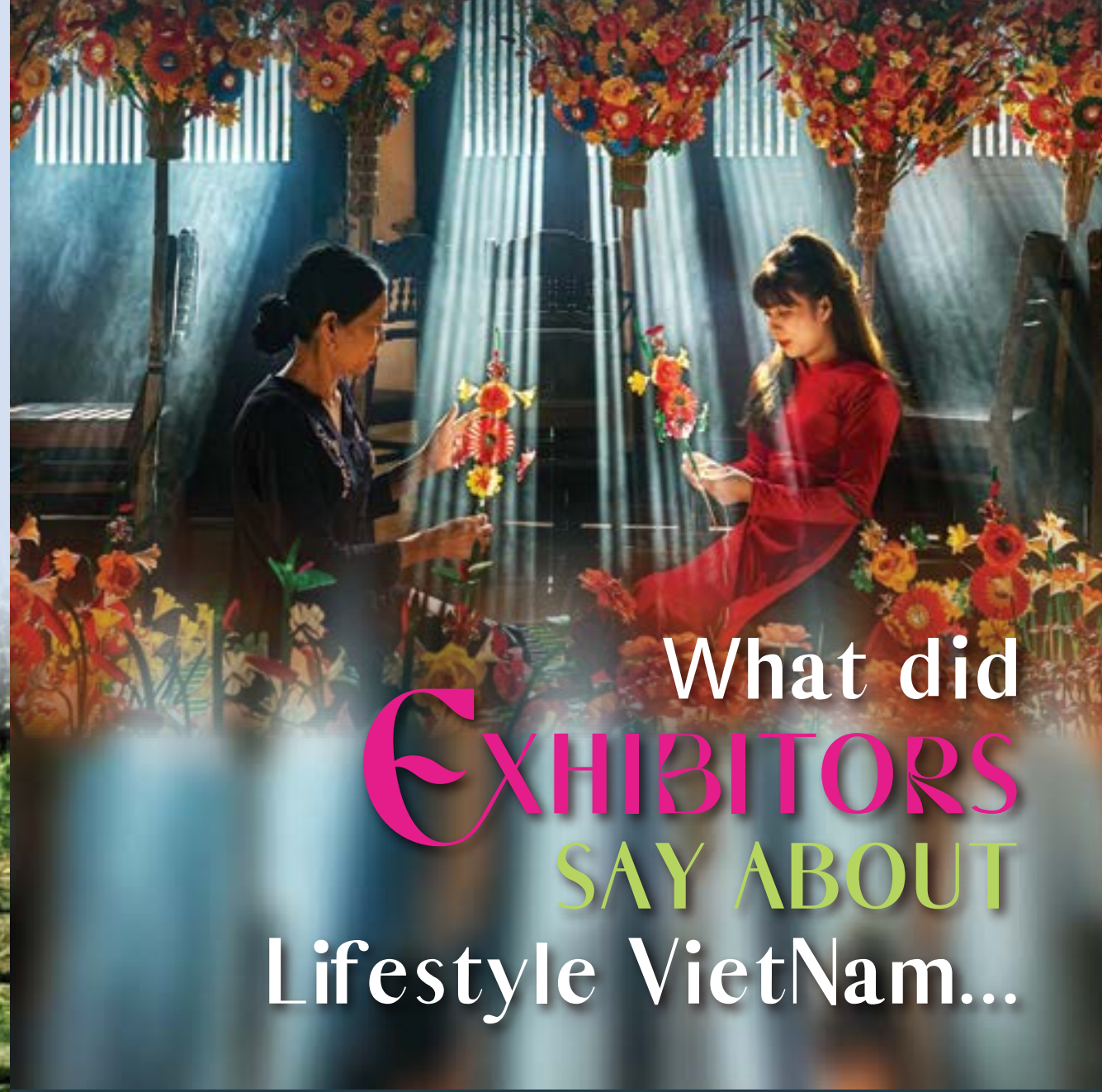


Lifestyle Vietnam 2024 features fantastic ethnic items from the regional ethnic minorities in Vietnam and other places in the world, some of them are fair trade organizations. All of these products will make your assortments unique and different from other suppliers, from traditional dolls, hemp textiles with indigo dyes and batik techniques... to wood carving, metal casting, beautiful basketries...that you have never yet seen.

# 10 EXCEPTIONAL SHOWCASES at Lifestyle Vietnam 2024

Lifestyle Vietnam 2024 focuses on Design and Sustainability. 10 stunning showcases will be introduced at the event with the support of internationally recognized designers and master artisans.

1. The House of Culture
2. Vietnamese Ceramics – Journey Through the Centuries
3. Art of natural fibers
4. Treasures of Asean Textiles
5. Unique Heritages of Africa
6. Foods and Crafts
7. Kids World
8. Tea Space
9. Hanoi - The City of Thousands of Craft Villages, The City of Design
10. Masterpiece in Motion



What did  
**EXHIBITORS**  
SAY ABOUT  
Lifestyle VietNam...





We came to LifeStyle for the 4th time. I was managing Cambodia pavilion of 7 exhibitors of silk and jewelry products. Last year, with support from a UN/ITC project, 4 Cambodian SME companies exhibited in LifeStyle. The results were very positive, so I publicized the Fair in Cambodia and this year, 7 SMEs came on their own, without financial support. We know that Vietnam is rising as a potential sourcing destination in South East Asia I intend to come next year”.

*Ms. Sola Heng,  
Rajana Association, Cambodia*

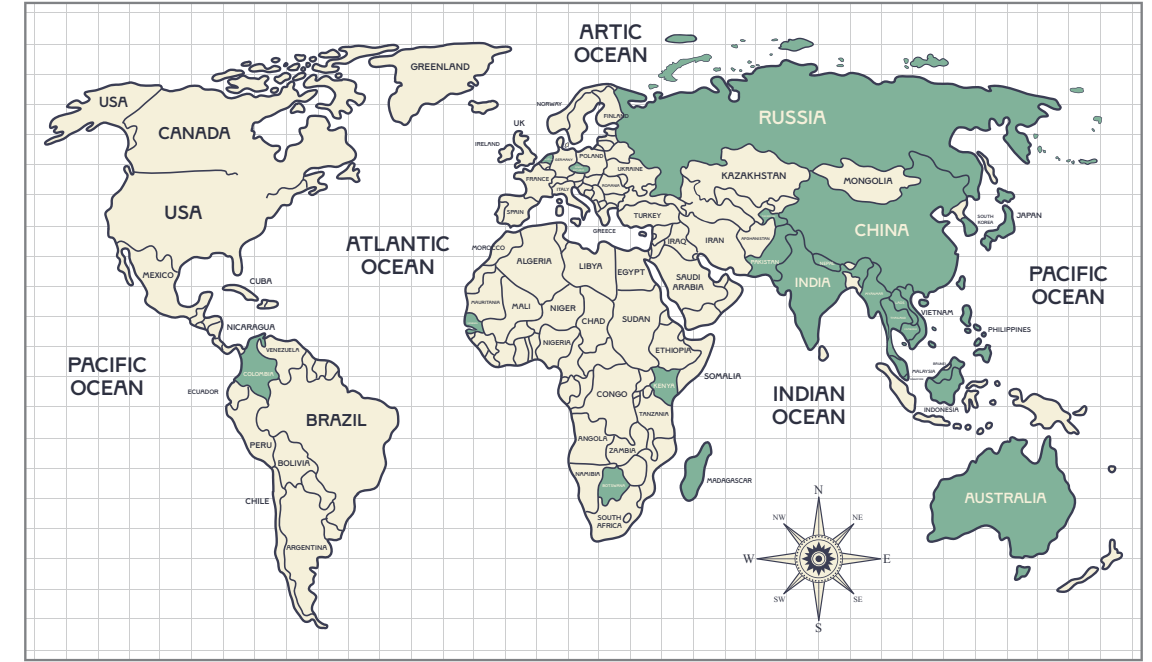
This is the ninth time we participated in Lifestyle Vietnam and we are very, very satisfied with the fair. We made an average of 50 business contacts every day. Visiting buyers at Lifestyle are really serious business persons and they highly appreciated the design of our products. We have concluded some orders from the US and European buyers. Next year, we will expand our booth.

*Mr. Nguyen Huy Thong,  
Director of Ngoc Dong Co., Vietnam*

This is my first trip to Lifestyle Vietnam thanks to the invitation of the fair organizer. A very big surprise since I have received an order of 1 container of our vetiver baskets from a German buyer right in the first day. I could not believe since I have ever exhibited these products in Europe but there’s no order there ... I am also very much impressed with the purchasing power of the Vietnamese customers...They have already paid in advance and got my contact for next orders.

*Ms. Marie Alexandrine,  
Director of Tahiana Creation, Madagascar.*

# COUNTRIES EXHIBITED AT LIFESTYLE VIETNAM



- |                    |                               |                       |                    |
|--------------------|-------------------------------|-----------------------|--------------------|
| <b>VIETNAM</b>     | <b>MYANMAR</b>                | <b>NEPAL</b>          | <b>MADAGASCAR</b>  |
| <b>LAOS</b>        | <b>SINGAPORE</b>              | <b>PAKISTAN</b>       | <b>AFGHANISTAN</b> |
| <b>CAMBODIA</b>    | <b>JAPAN</b>                  | <b>CZECH REPUBLIC</b> | <b>BOTSWANA</b>    |
| <b>THAILAND</b>    | <b>KOREA</b>                  | <b>NETHERLANDS</b>    | <b>TAJIKISTAN</b>  |
| <b>MALAYSIA</b>    | <b>CHINA</b>                  | <b>RUSSIA</b>         | <b>COLOMBIA</b>    |
| <b>INDONESIA</b>   | <b>CHINESE TAIPEI/ TAIWAN</b> | <b>SENEGAL</b>        | <b>AUSTRALIA</b>   |
| <b>PHILIPPINES</b> | <b>INDIA</b>                  |                       |                    |



# HEAR FROM OUR BUYERS...

I came to Vietnam on my way to Canton Fair in China and I see that Lifestyle Vietnam was perfectly timed before the China Fair. My experience so far has been overwhelming but exciting. I found some very good Vietnamese home decoration products at Lifestyle. I was happy to have participated and will come again next year. I hope your Fair will be soon bigger.

**Mr. Kamal Ramchandani**  
of Rasheen International, Australia

The LifeStyle Vietnam was a very nice trade fair and we placed already two orders. I've met many new suppliers and seen a lot of familiar ones. The atmosphere was perfect, the offered items are very interesting for our business. Thank you very much for the present at the fair – the nice pictures from the beautiful country Vietnam.

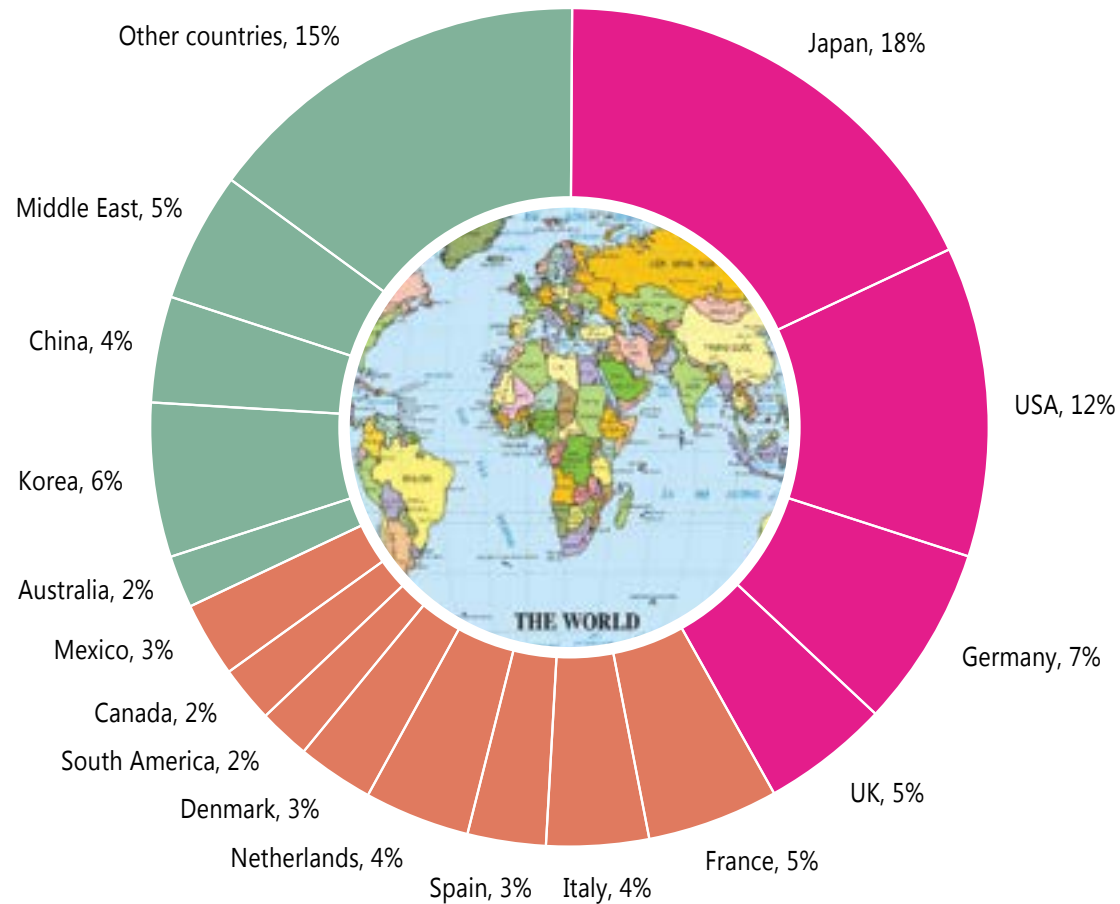
**Mr. Michael Gollnhofer**  
of Point Leasing GmbH, Germany

My visit of LifeStyle Vietnam was very constructive and I'm glad I went. We have ordered one 40ft container so far from one supplier and are awaiting more quotations to come in. I'm also looking forward to take more of our buyers to visit the next LifeStyle Vietnam.

**Ms. Grace Huang**  
of Homepro International Ltd., Hong Kong

# INTERNATIONAL BUYERS VISITED

## Lifestyle Vietnam by countries

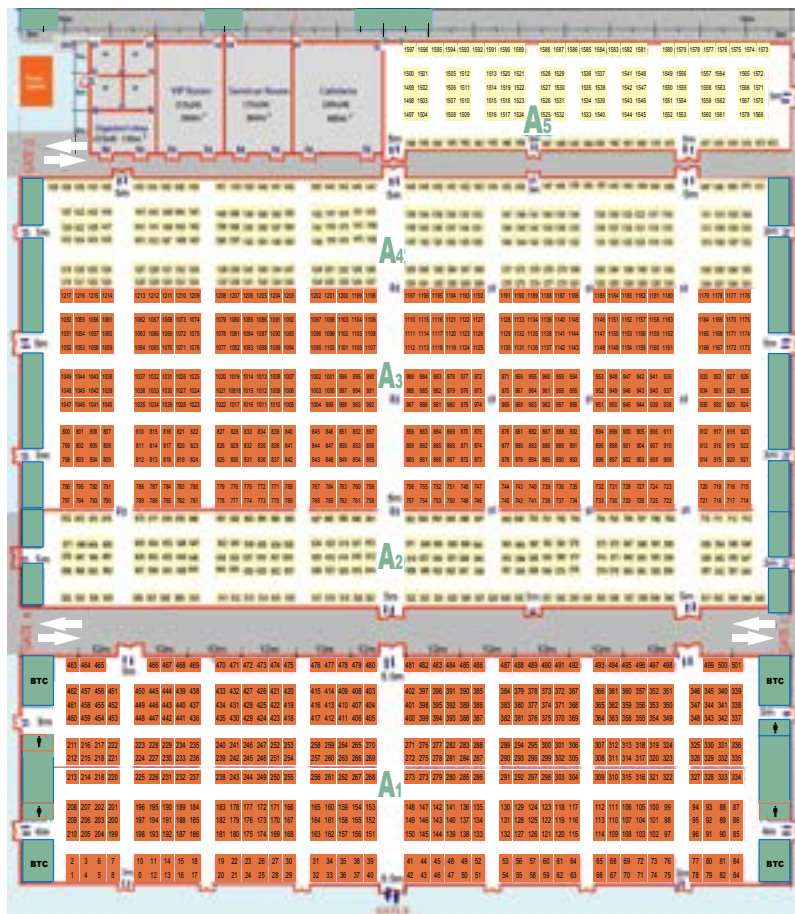


# SOME BUYERS SOURCED

## at Lifestyle Vietnam



# LAYOUT OF LIFESTYLE VIETNAM 2024





[www.lifestyle-vietnam.com](http://www.lifestyle-vietnam.com)  
[www.lifestylenvietnam.info](http://www.lifestylenvietnam.info)

# LifeStyle Vietnam 2024

18<sup>th</sup> - 21<sup>st</sup> Oct

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