



# VIETNAM GOLDEN AUTUMN FAIR 2025

A CELEBRATION OF  
COMMERCE – CULTURE – CONNECTION

**26.10 – 04.11.2025**

**VIETNAM EXPOSITION CENTER (VEC)**  
Dong Anh, Hanoi, Vietnam

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The biggest trade fair in South East Asia!  
Gateway to Asia's next big cultural and commercial celebration



Under the direction of the Prime Minister of Vietnam, Vietnam Golden Autumn Fair 2025 is directly organised by the Ministry of Industry and Trade of Vietnam (MOIT) in collaboration with the People's Committee of Hanoi, Ministry of Culture, Sports and Tourism of Vietnam and related bodies/organisations.

It is not merely a trade fair – it is a flagship national event, and a powerful gateway to one of the most dynamic markets in Asia. Designed to become a landmark annual event of both national and international significance, Vietnam Golden Autumn Fair will bring together leading enterprises, policymakers, and innovators across the entire value chain of industry, trade, and consumer goods.

Accompanied by a range of other cultural and celebratory events, the event is to position Vietnam as Asia's leading autumn destination, a place where the world gathers to connect, celebrate, and create opportunities.

## THE FAIR'S HIGHLIGHTS

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**500,000+**

visitors per day

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**200,000** sqm+

exhibiting space

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**3,000+**

stands



**25+**

countries/territories

# KEY THEMES



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## INDUSTRIAL & COMMERCIAL EXCELLENCE- THE SEASON OF PROSPERITY

A showcase of various products in industry, trade, and services, highlighting quality, innovation, and growth. Visitors will explore a dynamic environment where leading enterprises and organizations present their most advanced products and services.

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## AUTUMN FOR FAMILIES

A welcoming space where renowned brands present their latest products and lifestyle offerings. A beautifully designed exhibition of furniture, home décor, and interior-exterior materials, where visitors can experience the essence of modern Vietnamese living in an atmosphere of comfort and inspiration.

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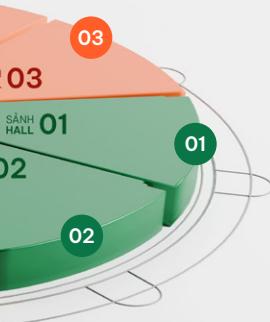
## THE ESSENCE OF HANOI AUTUMN

A refined exhibition area presenting Hanoi's most distinctive industrial and commercial products, OCOP items, and the timeless craftsmanship of traditional villages, complemented by artistic installations and miniatures. Visitors can immerse themselves in Hanoi's charm – from cultural and tourism showcases to culinary delights, live demonstrations, business networking, and interactive displays.

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## CULTURAL INDUSTRIES – THE FIRST GOLDEN HARVEST

An inspiring hub celebrating the creativity and economic potential of Vietnam's 12 cultural industries. This zone features captivating exhibitions on film, music, performing arts, fine arts, publishing, television, fashion, cuisine, tourism, and sports – each reflecting the vibrant commercial spirit of Vietnam's creative economy. Here, businesses, organizations, and artists will not only showcase their signature works but also engage in trade, partnership building, and market expansion opportunities.



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#### SEMINARS/CONFERENCES

A series of seminars and conferences held on the sidelines of the Fair will allow the attendants to explore new trends, digital transformation, and sustainable growth.

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#### AUTUMN OF THE VIETNAMESE A SYMPHONY OF CULTURE AND NATURE

A vibrant space honoring the unique products and identities of provinces and cities across Vietnam. Each locality presents its most emblematic goods – from collective trademarks and certification labels to products of geographical indication.

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#### CHEER FEST – THE GOLDEN AUTUMN CELEBRATION

Over 100 craft beer brands, international cuisine, and live performances inspired by Oktoberfest – all under the sparkling lights of Hanoi.

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#### TASTE OF AUTUMN

An outdoor culinary festival with BBQ feasts, international food stalls, and family-friendly fun.

# WHY JOIN US?

Whether you're an exhibitor, investor, or traveler, Vietnam Golden Autumn Fair 2025 is your gateway to Asia's next big cultural and commercial celebration.



## ACCESS A THRIVING MARKET IN THE HEART OF ASIA

Tap into Vietnam's rapidly growing economy of over 100 million consumers – a vibrant hub of manufacturing, innovation, and global trade expansion.



## CONNECT WITH INDUSTRY LEADERS AND DECISION-MAKERS

Meet top enterprises, policymakers, and innovators through exhibitions, B2B meetings, and networking sessions that drive real business partnerships.



## SHOWCASE YOUR BRAND ON A NATIONAL STAGE

Engage with 500,000+ daily visitors and 3,000+ exhibitors. Present your products, technologies, and innovations to a market that values quality and collaboration.



## EXCHANGE IDEAS AND DRIVE INNOVATION

Join seminars and forums led by experts to explore new trends, digital transformation, and sustainable growth – inspiring partnerships of the future.



## EXPERIENCE VIETNAM'S CULTURE AND HOSPITALITY

Beyond business, enjoy cultural festivals, cuisine, and performances that celebrate Vietnam's creativity and warmth – where commerce meets culture.

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# LET'S CREATE A GOLDEN SEASON TOGETHER

JOIN US IN SHAPING A RADIANT “GOLDEN AUTUMN” – A  
SEASON OF INNOVATION, CULTURE, AND CONNECTION

#### ORGANISED BY

Ministry of Industry and Trade of Vietnam  
Ministry of Culture, Sports and Tourism of Vietnam  
People's Committee of Hanoi

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