



Nürnberg, Germany 12. – 15.7.2022

**HOLZ-HANDWERK 2022**

ENTDECKEN. ERLEBEN. MACHEN.

Europäische Fachmesse für Maschinentechnologie und Fertigungsbedarf  
European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts



PRESS RELEASE

12 July 2022

## VietnamWood: NürnbergMesse expands its woodworking portfolio

- Partnership with Vietnam's international woodworking industry trade fair
- VietnamWood has been held in Ho Chi Minh City since 2001
- NürnbergMesse woodworking portfolio comprises HOLZ-HANDWERK, INDIAWOOD, MUMBAIWOOD and DELHIWOOD, and now also VietnamWood

VietnamWood, South-East Asia's leading trade fair for the primary and secondary woodworking and wood processing industry, is being sponsored and supported by NürnbergMesse with immediate effect. The organizer, Chan Chao International Co., Ltd., and NürnbergMesse announced the agreement at HOLZ-HANDWERK 2022 in Nuremberg and their first project together will be VietnamWood 2022. "We are grateful for the opportunity to work with NürnbergMesse, one of the world's leading trade fair organizers with proven expertise in woodworking and wood processing," says Judy Wang, Executive Director Overseas, Chan Chao International Co., Ltd. VietnamWood will thus slot into the Woodworking Events product range at NürnbergMesse, with a portfolio now comprising five events for woodworking requirements: "With our trade fairs in Germany, India and now Vietnam, our customers have access to the leading platforms in the key markets for woodworking and wood processing", says Petra Wolf, Member of the Management Board, NürnbergMesse. "VietnamWood is a top-level trade fair in the South-East Asian market, and it offers us major potential for growth in our existing woodworking events network."

Vietnam is on the way to becoming the leading country for furniture manufacture in Asia. There is strong demand for the latest manufacturing technologies and skills, and VietnamWood is the sector's most important procurement and technology platform. The exhibition portfolio includes

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#### Chairman of the Supervisory Board

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Oberbürgermeister der Stadt Nürnberg  
Lord Mayor of the City of Nuremberg

#### Geschäftsführer

#### CEOs

Prof. Dr. Roland Fleck  
Peter Ottmann

#### Registergericht

Registration Number  
HRB 761 Nürnberg



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machines and processes for wood processing and surface treatment, tools, furniture accessories, raw materials and disposal equipment.

### **Developing new markets together**

“VietnamWood is the ideal complement to our quartet of woodworking events: HOLZ-HANDWERK in Germany, and INDIWOOD, DELHIWOOD and MUMBAIWOOD in India,” says Stefan Dittrich, Director Exhibition NürnbergMesse with responsibility for the Woodworking Events product range which, in addition to its own four events, also includes the organization of German pavilions in Brazil, Kenya, Ukraine – and Vietnam. At an international level, NürnbergMesse is now expanding its commitment further as part of a bilateral sales and marketing partnership with Chan Chao International Co., Ltd.: “Our customers are already benefiting from the advantages to be had from developing new markets with NürnbergMesse as a partner with international experience,” says Dittrich. “By expanding our presence in the future-oriented market of Vietnam, we are also providing immediate support on the basis of more than 30 years’ experience and expertise in organizing successful woodworking fairs. We are looking forward to this new project very much.”

### **The Vietnamese market is growing**

VietnamWood has been held in Ho Chi Minh City since 2001 – at first annually, since 2007 biennially, demonstrating growth in all key parameters: exhibitor numbers, exhibition area and visitor numbers. The local wood and furniture industry has enjoyed double-digit growth for years, with high-level investment. Furniture production has grown by 15 percent annually since 2005. Vietnam is now one of the world’s leading exporters of wood furniture, and the woodworking and wood processing sector is of central importance to the Vietnamese economy. Dr Bernhard Dirr, Managing Director of the VDMA Woodworking Machinery Association and co-organizer of HOLZ-HANDWERK, welcomes the expansion of international activities by NürnbergMesse: “The growth in the Vietnamese market offers major potential for solution providers from Europe. We are pleased that the member companies in the Woodworking Machinery Association are also receiving the best advice and support from NürnbergMesse when they take part in trade fairs in the Vietnamese market.”



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## Save the date!

Following a break in 2021 due to Covid-19, the 14<sup>th</sup> edition of VietnamWood will take place at the SECC-Saigon Exhibition & Convention Center in Ho Chi Minh City from **18 to 21 October 2022**. The series will then resume its normal schedule in the autumn of 2023.

For further information: [www.wood-working-events.com](http://www.wood-working-events.com)

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