

Vietnam to host second Sa Dec Flower & Ornamental Plant Festival from Dec 27 to Jan 4

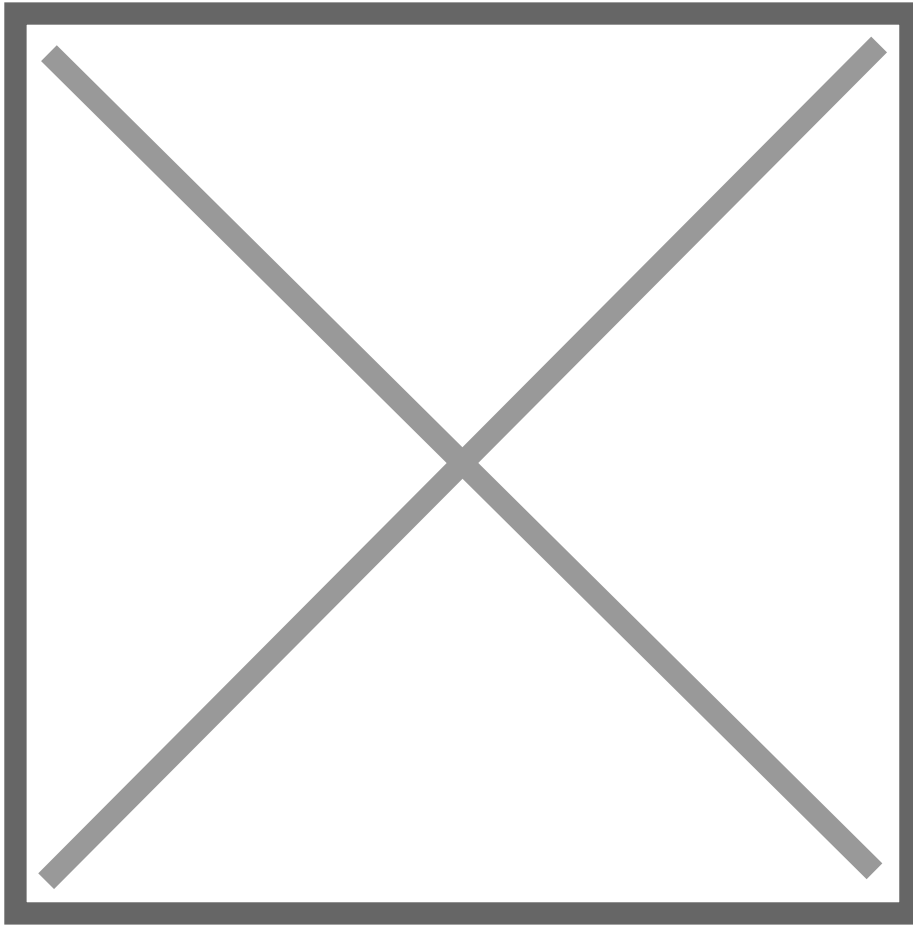
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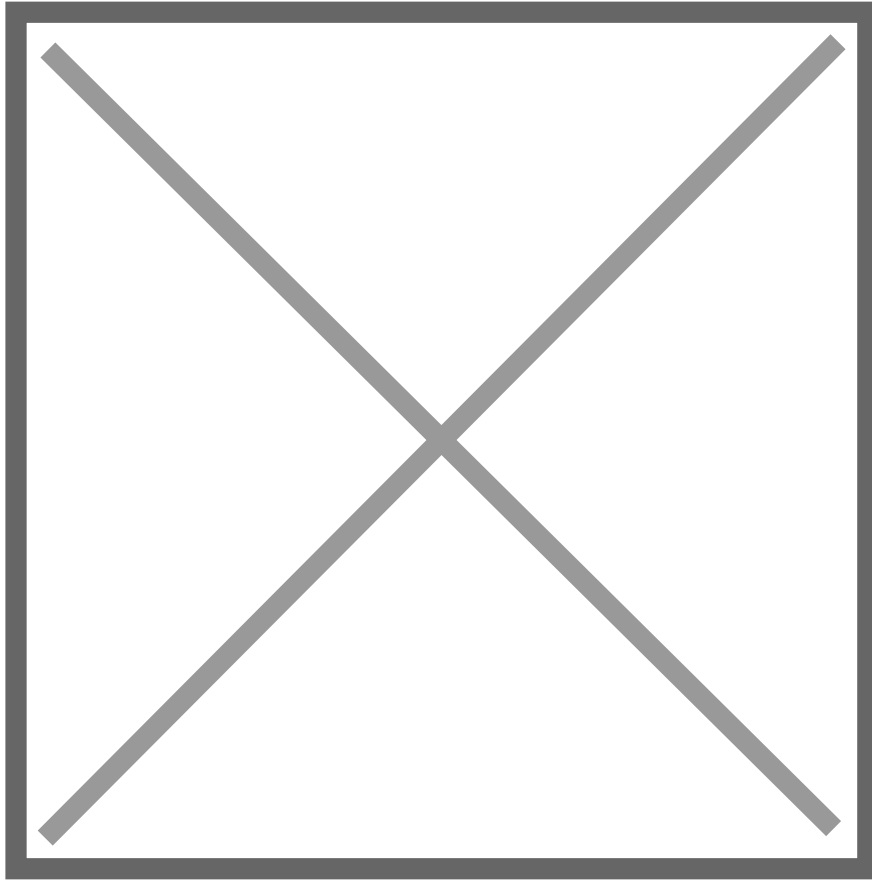
Vietnam will hosts the second Sa Dec Flower & Ornamental Plant Festival from December 27, 2025, to January 4, 2026 under the theme "Colors of a new day." The festival will take place at Sa Dec Park, located on Ton Duc Thang Street in Tan Binh Quarter, Sa Dec Ward.



Nguyen Van Tam, Chairman of the Sa Dec Ward People's Committee, said the second edition of the festival will feature a variety of highlights. These include a **vibrant flower space** with 1,000 varieties of flowers and ornamental plants on display, a recreation of old Sa Dec, a creative space for young people, an exhibition of Dong Thap's cultural heritage, a reality show-style opening performance, hot-air balloon rides over the floral landscape, **international trade exhibitions**, culinary and cultural showcases, and community-focused tourism experiences.

Nguyen Thi Uyen Trang, Director of the Department of Culture, Sports and Tourism of Dong Thap, stated that the 2025 festival is projected to attract around 500,000 visitors. This ambitious figure reflects high expectations for the event and highlights the opportunity to enhance the value of the flower and ornamental plant sector. It also opens new avenues for services, commerce, accommodation, high-tech flower production, and agriculture.

"The festival's theme, "Colors of a new day," reflects Sa Dec's aspiration for innovation and its readiness to adapt to modern development needs. The Sa Dec Flower & **Ornamental Plant Festival** is not just a cultural and tourism event; it is also a strategic move to reinforce Sa Dec's role as the "flower capital of the Mekong Delta," says Trang.



Trang emphasized three core objectives of this year's festival. First is to honor the heritage of Sa Dec's flower village as a vital pillar of the local economy. Second is to **increase the value of ornamental plant products** by standardizing production processes and promoting sustainable livelihoods. Lastly, the event aims to effectively promote the image of Dong Thap and Sa Dec. Through experiential and interactive displays, exhibitions, and contests, the festival also seeks to foster business connections and trade partnerships.

Through the second Sa Dec Flower & Ornamental Plant Festival, Dong Thap aims to build a community of flower lovers and inspire wider appreciation for the art of **gardening** and **floral cultivation**. More than just a celebration of colors, the event represents a strategic step forward in the province's vision to elevate the flower industry and affirm its place on the national and international stage.