

automechanika

HO CHI MINH CITY

Vietnam's leading regional trade fair for automotive service industry targeting trade visitors from Vietnam

Business • Workshops • Experiences

20 – 22.8.2020

Saigon Exhibition and Convention Center (SECC)
Ho Chi Minh City, Vietnam

www.automechanika-hcmc.com



messe frankfurt

Rallying Vietnam's OE and aftermarket community

Speed matters

Automechanika Ho Chi Minh City is driven by passion and fueled by its growing network. The show acts as a hub for all participants to engage with the wider auto community. Fast track your way into Vietnam's thriving market now!



Business connections



Technical workshops



Entertaining experiences



- Parts & Components
- Electronics & Connectivity
- Accessories & Customising
- Diagnostics & Maintenance

- Dealer & Workshop Management
- Car Wash & Care
- Alternative Drive Systems & Fuel

- Tyres & Wheels
- Body & Paint
- Mobility as a Service & Autonomus Driving



Over the next 20 years, Vietnam will remain ASEAN's fastest growing automotive market, with the automotive manufacturing sector developing and growing at an exponential rate too.

- In March 2019, passenger vehicle sales in Vietnam grew 76%, and commercial vehicle sales went up by 28%¹.
- This year, local motorcycle sales in the country will continue to break records with an increase of 4%, equating to an estimated 3.5 million units².
- Companies like Vinfast support localisation for their Vietnam-made cars. Their factory also contributes to the development of auto manufacturing with workshop facilities for painting, stamping and welding³.
- Vietnam's total automation and control market remains strong and is set to be worth an estimated USD 184.5 million by 2021⁴.

Reference (accessed 30 May 2019):

1. "New vehicle sales in Vietnam surge Q1 2019", IHS Markit. <https://bit.ly/2Wla7Fu>
2. "World Motorcycles Market. Q1 2019 sales declines 5% despite Europe is booming", MotorCycles Data. <https://bit.ly/2HLT8Ug>
3. "First Made-in-Vietnam VinFast car off the production line", Vietnam Investment Review. <https://bit.ly/2Kj9aX0>
4. "Universal Robots eyes large automation market potential in Vietnam", Universal Robots. <https://bit.ly/2QzpFiO>



Grow your network

In 2019, a total of **8,929** trade visitors and buyers from **47** countries and regions attended the show. Of this, 82% were domestic participants.

Top 10 visiting countries



Australia



China



Japan



Korea



Malaysia



the Philippines



Singapore



Thailand



the US



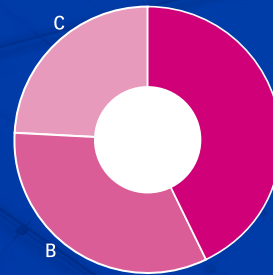
Vietnam

93% visitors intended to visit the show again

46% have placed orders in the fair

34% intended to place order after the fair

Visitor business segments



- A 43% Passenger Vehicle
- B 33% Commercial Vehicle
- C 24% Motorcycle

Target visitors

- Carmakers
- OEMs
- Manufacturers
- Importers / exporters
- Dealers / distributors / wholesalers / retailers
- Workshops / garage owners
- Fleet operators
- Service station & centres
- Technical institution
- Government agencies & policy makers
- Research & development centres



Live events release horsepower

Additives to serve

Immerse yourself in a variety of auto cultural and lifestyle activities. Meet international experts and key market players through a series of fun and informative events:

- Automechanika Academy
- Auto NITZ Party
- Business matching
- Drift & stunt shows
- Training workshops



Mr Alan Lim

Business Development Manager, Toyopower (Singapore)

"We are here at Automechanika Ho Chi Minh City to enhance our brand exposure, awareness and reputation. It is our third time at the show, and it is great to see new elements like the concurrent fringe programme events. All in all, we feel like our mission has been achieved."

Automechanika – 16 events worldwide

Subject to change, as of June 2019

*Mr Ho Khan Hung, Chairman,
Mast Saigon Auto Parts and
Accessories (Vietnam)*

“Automechanika Ho Chi Minh City is a fantastic platform that always delivers very fruitful and rewarding opportunities. There are buyers from many provinces around Vietnam, and so it is a good place to increase our brand awareness across the entire country.”



Fair facts

Venue Saigon Exhibition and Convention Center (SECC)
799 Nguyen Van Linh, Dist. 7, Ho Chi Minh City, Vietnam

Opening hours 20 – 22 August 2020 09:00 – 17:00

Admission Trade visitors aged 16 or above only. Free of charge.

Participation fee	Standard Booth (min 9 sqm)	USD 315 / sqm
	Premium booth (min 9 sqm)	USD 370 / sqm
	Raw space (min 18 sqm)	USD 285 / sqm
	Motorcycle zone Standard Booth (min 9 sqm)	USD 210 / sqm
	Raw space (min 18 sqm)	USD 180 / sqm

*Various packages of sponsorship and advertising opportunities are available to exhibitors. Please contact the organisers for details.

Organisers	Messe Frankfurt New Era Business Media Ltd	Tel: +852 2802 7728 autoasia@hongkong.messefrankfurt.com
	Chan Chao International Co Ltd	Tel: +886 2 2659 6000 sales@chanchao.com.tw
	Yorkers Exhibition Service Vietnam	Tel: +84 28 3827 9156 SalesA@chanchao.com.tw / SalesC@chanchao.com.tw

Supporters	ASA	Federal Association of the Manufacturers and Importers of Automobile Service Equipment (Germany)
	CAMEIA	International Cooperation Committee of China Auto Maintenance Equipment Industry Association
	HAMEE	Ho Chi Minh City Association of Mechanical – Electrical Enterprise
	MOIT	Ministry of Industry and Trade (Vietnam)
	MOST	Ministry of Science and Technology (Vietnam)
	OTO-HUI	Vietnam Automotive Technicians Network
	RUPA	Rubber-Plastic Manufacturers Association (Vietnam)
	TAITRA	Taiwan External Trade Development Council
	TTVMA	Taiwan Transportation Vehicle Manufacturer's Association
	VAMI	Vietnam Association of Mechanical Industry
	VATA	Vietnam Automobile Transportation Association
VRA	Vietnam Rubber Association	
VSAE	Vietnam Society of Automotive Engineers	



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