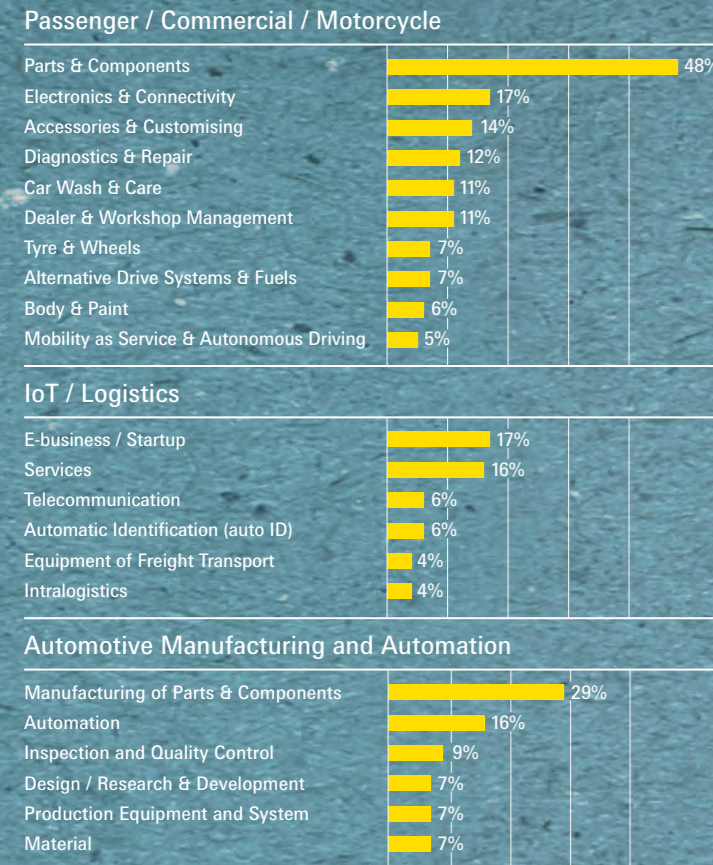


Fair facts

Visitors by product categories



Over 400 exhibitors

10,112 visitors from 42 markets including Australia, Cambodia, China, Germany, India, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Taiwan, Thailand, the Middle East, the US and Vietnam.

Key visitors from previous editions

3D SMART SOLUTIONS	3M	ABB	BANDO	BASF	BMW	BOSCH	BRIDGESTONE
FIAMM	Henkel	HONDA	Honeywell	HYUNDAI	IGOL	ISUZU	LI & FUNG
Mercedes-Benz	MICHELIN	mitsubishi MOTORS	OSRAM	SCHAEFFLER	Shell	SIEMENS	Snap-on
TecAlliance	technsoft automotive	THACO	TOYOTA	VINFAST	YAMAHA	Yusen Logistics	ZF

■ Carmakers

■ Tier one players

Venue

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

Opening hours

23 – 15 June 2023 | 09:00 - 17:00

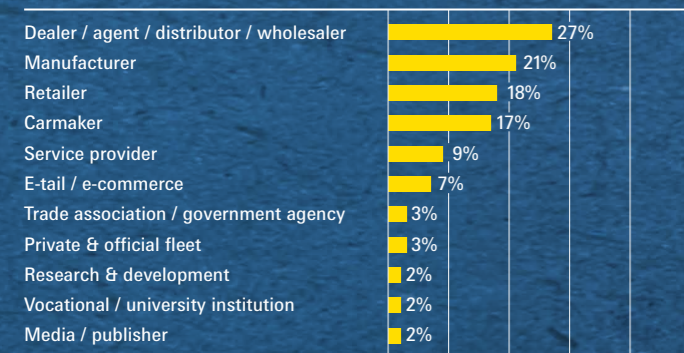
Admission

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

Participation fee

Standard package	min 9 sqm	USD335 / sqm
Premium booth	min 9 sqm	USD395 / sqm
Raw space	min 24 sqm	USD305 / sqm

Visitors by business nature



The total is over 100 percent due to multiple choice

International & local 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
- CCIFV – The France-Vietnam Chamber of Commerce and Industry (CCI France Vietnam)
- 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
- VASI – Vietnam Association for Supporting Industries
- VATA – Vietnam Automobile Transportation Association
- VRA – Vietnam Rubber Association
- VSAE – Vietnam Society of Automotive Engineers

Contact

Messe Frankfurt (HK) Ltd
Tel: +852 2802 7728
autoasia@hongkong.messefrankfurt.com
www.automechanika-kl.com

Chan Chao International Co Ltd
3/F No 185 Kanchien Road, Neihu District
Taipei, Taiwan
Tel: +886 2 2659 6000
Fax: +886 2 2659 7000
sales@chanchao.com.tw

Yorkers Exhibition Service Vietnam
Rm 1107, 11/F, Dong Duong Building
No 4 Nguyen Dinh Chieu Str, Da Kao, District 1
HCMC, Vietnam
Tel: +84 28 3827 9156
Fax: +84 28 3827 9157
salesA@chanchao.com.tw / salesC@chanchao.com.tw

www.automechanika-hcmc.com

Stay tuned with us



automechanika
HO CHI MINH CITY

23 – 25 June 2023

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

**Business
Workshops
Entertainment**

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

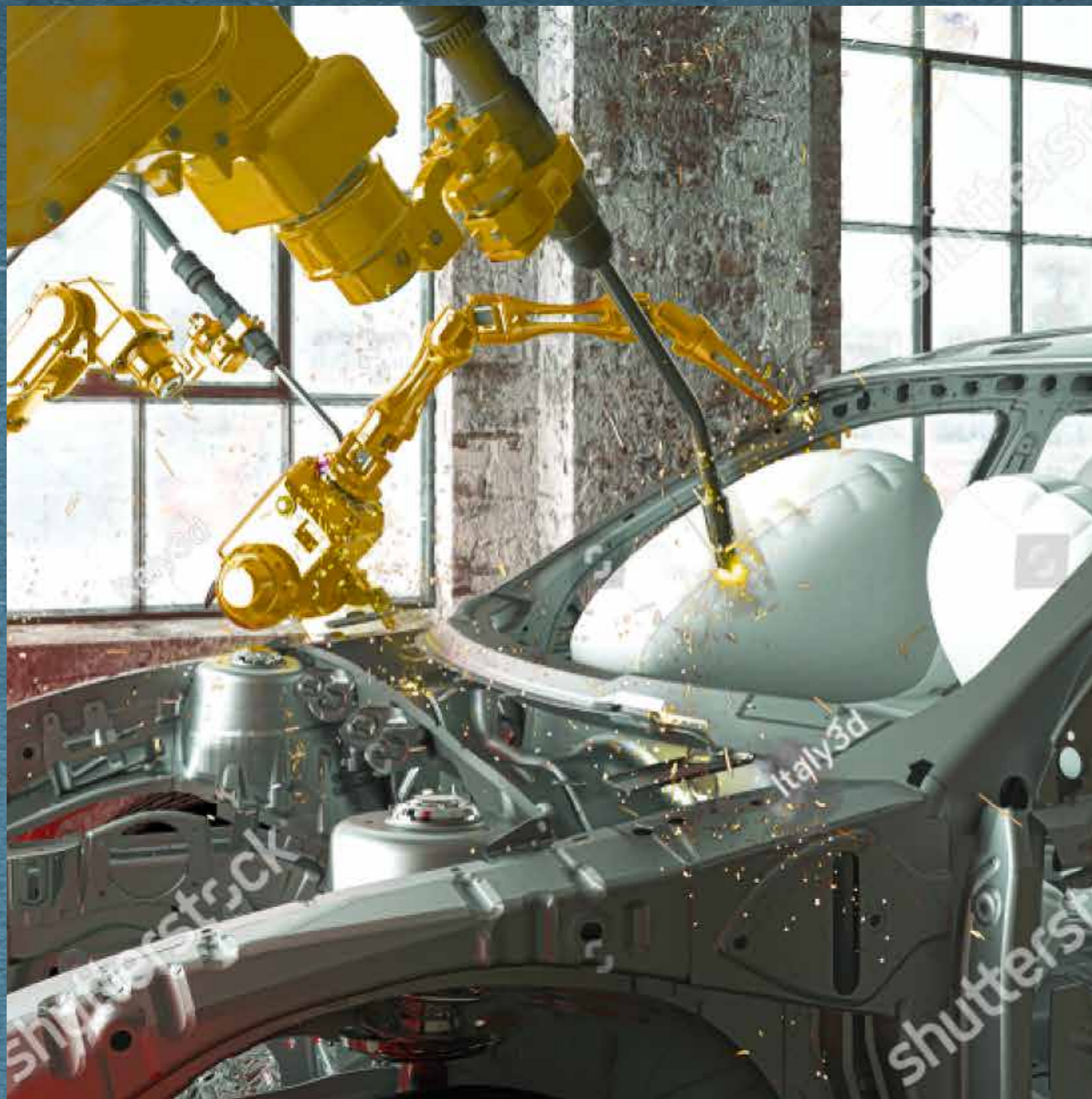
www.automechanika-hcmc.com

5th
Edition

messe frankfurt

CHAN CHAO

YesVietnam



"Players are speeding up the electrification and digitalisation in the supply chain"

EVolving Vietnam's automotive industry

Where is momentum heading in the market?

Let's be game changers together

Vietnam's automotive industry is being driven by electrification and digitalisation. As a result, various stakeholders in the public and private sectors can explore unprecedented opportunities in a number of emerging sectors of the industry.

Growth drivers

1. Government perspective

Vietnam is in a unique position compared to other traditional automotive markets like the Europe, Japan and the US as the rise of electric vehicles has created a level footing for new entrants in the market.

A report from the United Nations Development Programme in Vietnam urges policies to increase the country's presence in the global supply chain. With the electric vehicle sector pinpointed for its growth potential, efforts include attracting investment from multinationals and encouraging the participation of domestic SMEs in the growing ecosystem. The roadmap also aims to replace imports by engaging with more export activities¹.

2. The integration of electric vehicles

The "National Automobile Development Strategy by 2025" from the Vietnamese Government aims to stimulate manufacturing and increase the volume of electric vehicles.

3. Automotive manufacturing and Automation

Manufacturers in Vietnam are looking to expand their capabilities as a way of combatting the cost of importing parts. The additional investments from companies has boosted the local production of vehicles, which is adding to Vietnam's automotive market size².



8.02% growth of GDP saw Asia's fastest expansion³



Manufacturing increased by 8.1%³



FDI up by 13.5% (USD22.4 billion)³

References:

- <https://www.viettonkinconsulting.com/news/policy-recommendations-for-the-development-of-the-automobile-electric-vehicle-industry-in-vietnam/>
- <https://www.marketresearchvietnam.com/insight/full-speed-ahead-for-vietnam-automotive-industry>
- [Vietnam Pulls Off Asia's Fastest Growth as Economy Powers On, https://www.bloomberg.com/news/articles/2022-12-29/vietnam-economy-expands-faster-than-expected-in-december-quarter?leadSource=verify%20wall](https://www.bloomberg.com/news/articles/2022-12-29/vietnam-economy-expands-faster-than-expected-in-december-quarter?leadSource=verify%20wall)

5th edition

Solutions for passenger cars, commercial vehicles, motorcycles and automotive manufacturing

- Automation and transformation
- Electrification
- Digitalisation



Product coverage:

- Auto Parts, Accessories & Customising
- Alternative drive systems & fuels
- Electronic & Connectivity
- Tyres & Wheels
- Diagnostics & Repair
- Car Wash & Care
- Internet of Things (IoT)
- Logistics



Product zones and areas:

- Automotive Manufacturing & Automation
- Auto Parts & Component
- Auto Service & Maintenance
- Accessories & Customising
- Commercial Vehicles
- Electric Mobility (EV) & IoT

Transformation, Safety and Talent

Highlights of Automechanika Ho Chi Minh City

The show's development

This year marks a special milestone as Automechanika Ho Chi Minh City celebrates its fifth edition. The event originates from Messe Frankfurt's globally-recognised brand, Automechanika, under the Mobility & Logistics segment. Ambitious as ever, the exhibition will amplify collaborative prospects in the supply chain OE, across production and automotive manufacturing, in addition to digital solutions and technological applications in the aftermarket.

Carefully-planned product segments, events and activities

The show integrates elements of sourcing, entertainment and training so that participants can easily capture market opportunities.

Training and transformation

Events aim to highlight business transformation and keeping up to date with the latest digital solutions, technological applications and operations. In this regard, nurturing talent is really important for Vietnam automotive industry. Therefore, the show offers hands-on training in relation to electric vehicle maintenance and digital development including high voltage and ADAS systems, as well as workshop management.



13 Automechanika shows across Africa, America, Asia, Europe and the Middle East

More details



AutoFEST@HCMC

The concept features a medley of entertaining, interactive and networking events.

1. Auto Service Day

To help car owners understand the importance of car maintenance, enrolled visitors driving to the show can receive a full car inspection and maintenance service for free.

2. EMMA Vietnam – Car Audio and Modification Competition

Presenting present over 70 of the most cutting-edge car modifications.

3. Auto City Marketplace

Attracting car lovers to the show where attendees will be able to find new car models and shop for car-related accessories and products for car detailing.

4. Auto NITZ Party

DJs and dance groups will offer up a show-stopping performance providing a relaxed ambiance for networking.



Play It! Channel VN

Videos features playful and educational content that act as an online guide for the local and international automotive communities to understand the local auto market. Topics include car repair and maintenance, enhancing the driving experience, and consumer behavioural trends.



Industry conferences

Automechanika Connected Exchange Conference

The conference will discuss developmental trends and prospects in local and global automotive markets.

Automotive Manufacturing, Transformation and Automation Conference

Sessions will explore recent trends and opportunities in Vietnam's automotive manufacturing and automation industry, the use of robotics, smart factories and many more.

Auto Service and Maintenance Workshop

The event aims to support the technical expertise and skillsets of manufacturers, technical engineers, mechanics, and garage or workshop owners' in diagnostics and repair, car care and maintenance.

Digitalisation and Electrification Conference

Driving the automotive industry towards new mobility concepts and a sustainable future.

Match Up

An all-year-round programme that bridges global players with local businesses and helps foster potential sales leads without time and geographical constraints.

Let's party together!

Sponsors and engage