

Press release

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Automechanika Ho Chi Minh City 2019 is confirmed with industry support from near and far

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Automechanika is one of the world's most prestigious trade fair brands for the automotive service industry, and next spring will see the show return once again to the very heart of Vietnam. With extended participation from international and local industry parties, the 2019 edition of Automechanika Ho Chi Minh City is set to be held from 28 February – 2 March, at the Saigon Exhibition and Convention Center (SECC).

Automechanika Ho Chi Minh City is a regional trade fair for the automotive service industry in Vietnam. Since the debut show in 2017, the show has quickly become a leading event for Vietnam, by bridging local industry with international peers for unrivalled business connection, information exchange and educational opportunities.

Stepping into its third year in Vietnam, the 2019 show has even bigger plans to respond to the market's enthusiasm, both domestically and abroad. The exhibition floor will be expanded to 10,200 sqm, allowing 380 local and international exhibitors to meet with an expected 8,600 trade visitors during the three-day event.

Vietnam is developing as the next automotive assembly hub in Asia. The industry is expecting a higher volume of auto parts to be imported to Vietnam as a result of a significant tax cut on imported parts and components, and recent reports suggest that the country is shrinking tariffs of imported car components from 2018 onwards¹. The move gives the rising automotive market even greater support as it encourages investment into the country's ever-growing car manufacturing industry.

Nowadays, many foreign players are eyeing the country as their next sweet spot for business growth, while local companies are also looking to grasp new opportunities as a result of these promising developments.

Automechanika Ho Chi Minh City received recognition from both the foreign and local markets, with many industry players agreeing that it is an effective platform to expand their business in the growing Vietnam automotive market. As such, more representing industry associations are pledging their support for Automechanika Ho Chi Minh City. For

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¹ Motorbike-Mad Vietnam Plans Tariff Cuts as Car Influx Looms, November 2017, Duong Global, <http://www.duongbusinessconsulting.com/international-business/vietnam-tariff-cuts-car-influx-looms/>
Retrieved August 2018

instance, the Rubber Plastic Manufacturers Association (RUPA), the Vietnam Association for Supporting Industries (VASI) and the Vietnam Automobile Transportation Association (VATA) will all join another 11 existing international and local organisations to become the show's official supporters in 2019. Having the endorsements from these additional local associations also means the show now has broader coverage across Vietnam, which allows organisers to promote the event to even more domestic visitors.

New supporter VATA currently has over 1,500 members, including engineers, entrepreneurs and company leaders, and 50 sub-organisations across the nation. Its chairperson, Mr Nguyen Van Thanh, said: "We heard a lot of positive feedback about Automechanika Ho Chi Minh City and have seen its significant development from the previous editions. In terms of its quality and professionalism, we are glad to become an official supporter for the show. We will introduce the show to our members through various channels, including website, e-newsletters and our official publication Vietnam Automobile Transportation Magazine. Participating in the fair will definitely allow them to expand business networks and enhance their technical skills by joining the show's concurrent events, such as fleet management conference and trainings."

Show welcomes new pavilions and products for both passenger and commercial vehicles

The 2019 show is expected to house 9 overseas pavilions. A new pavilion from Hong Kong is anticipated to join other international pavilions from China, Germany, Korea, Malaysia, Middle East, Singapore, Taiwan and Thailand on the show floor.

Commenting on the extended overseas participation, Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: "Automechanika Ho Chi Minh City is no doubt a regional trade fair with a high level of global presence at the same time. The 2019 show will welcome exhibitors from more than 17 countries and regions, to meet trade visitors from over 44 countries and regions."

"Likewise, over 40% of trade visitors at the last edition expressed strong interest in the commercial vehicle sector. As such, the next show will continue to see numerous renowned global players such as LIQUI MOLY, a lubricant specialist, to bring a diverse range of products for passenger and commercial vehicles. This means fairgoers will be able to see the leading technologies and latest industrial solutions in one spot," she added.

Automechanika Ho Chi Minh City is co-organised by Messe Frankfurt New Era Business Media Ltd, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam. It is one of 17 Automechanika fairs held in Africa, Asia, Europe and North, Central and South America. For further information about the show or to download press materials, please visit www.automechanika-hcmc.com or contact Messe Frankfurt New Era Business Media Ltd, +852 2802 7728 /

Automechanika Ho Chi Minh City
Ho Chi Minh City, 28 February – 2 March
2019

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our websites at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Background information on Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam

Chan Chao is the leading Taiwan-based international exhibition organiser, has achieved outstanding feat in organising high-technology, machineries as well as consumer-oriented exhibitions. Over three decades, Chan Chao has extended flagship brands into Bangladesh, Cambodia, China, Myanmar and Vietnam with their professionalism. Yorkers is the subsidiary office of Chan Chao in Vietnam.

For more information, please visit: www.chanchao.com.tw/en