

Press release

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Automechanika Ho Chi Minh City opens this week with record-breaking exhibitor numbers; up 28 percent from previous high

Suzanna Heston
Tel +852 2238 9907
Fax +852 2598 7919
suzanna.heston@hongkongmessefrankfurt.com
www.messefrankfurt.com.hk
www.automechanika-hcmc.com
AMHCMC23_OR_ENG

The fifth edition of Automechanika Ho Chi Minh City is revving up to be the largest on record. During the three-day show (23 to 25 June 2023), 461 exhibitors from 20 countries and regions will present the latest products, services and technologies in the automotive industry across 15,740 sqm of the Saigon Exhibition and Convention Center. The major increment of participation reflects the industry's confidence in the Vietnamese market as the country surfaces as an attractive destination for supply chain diversification.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, said: "Since Automechanika Ho Chi Minh City debuted in Vietnam, the country has become one of the fastest growing economies in Southeast Asia. From its continual urbanisation, the local automotive industry is in the position to jump into a new era, where electric vehicle development, digitalisation, automotive manufacturing and automation are creating many opportunities in the supply chain. These trends will filter into all aspects of the show, whether it be showcases, conferences or training topics."

As always, the exhibition provides a gateway for international trade and exchange, facilitating both technological advancement and business development in the country. For instance, exhibitors will reveal some of the latest products, services, technologies and solutions in Parts & Components, Accessories & Customising, Diagnostics & Repair, Electric Vehicles, and Automotive Manufacturing & Automation.

The line-up consists of domestic conglomerates and industry leaders from countries and regions like Australia, Egypt, France, Japan, Lithuania, Taiwan, Türkiye, the UK, the US and more. Furthermore, companies in nine country and region pavilions from China, Malaysia, Singapore, India, Indonesia, South Korea, Germany, Taiwan, and Thailand aim to expand their business in the local market. Key players include, Dielektrik UAB, EXEDY, Launch, Liqui Moly, OBD Vietnam/Autel, SAMPA, TecAlliance, Yon Ming, and ZF.

In addition, visitors are expected to join the show from approximately 35 countries and regions, including buyer delegations from China, Malaysia, Myanmar and South Korea.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

Industry trends drive themes in events and conferences

Ms Chiew added: “We have designed a show that speaks to both businesspeople and consumers through two streams of events. On the one hand, our conferences and training workshops aim to create a dialogue around industry transformation with a key focus on exchanging information and technical know-how. Meanwhile, a medley of activities at AutoFest@HCMC blurs the lines between automotive culture, networking and the day-to-day marketplace in the exhibition environment.”

Automotive Manufacturing, Transformation and Automation Conference (23 June 2023)

The conference will examine the Government’s goal to increase local production and procurement to bolster Vietnam’s position on the global stage. Speakers include representatives from ABB, Bosch Global Software Technologies, Bosch Rexroth, Datacolor, Digital Strategy Lab, IBM, and Vietsol, to name a few. Together, the experts will examine the national automotive supply chain, smart factories, EV manufacturing solutions, and digital solutions from IBM.

Digitalisation & Electrification Business Networking Event (24 June 2023)

Representatives from VINSO global, IBM, TecAlliance Asia Pacific, and VINAI will explore Vietnam’s EV and mobility blueprint, digitalisation in production, connectivity, and autonomous driving in Asia. In addition, Magic Cube, a highly influential platform in China focused on educating and connecting the aftermarket, will share case studies from the country about how Vietnam can implement new business models for e-commerce in the after-sales supply chain.

Auto Service and Maintenance Workshop (25 June 2023)

Back by popular demand, a team of specialists from OTOHUI and other creditable training centres will guide mechanics, technicians, and workshop owners through hands-on topics about workshop management and electric and hybrid vehicle diagnostics. Those that join will receive an accredited certification to endorse their service centre or workshop upon completing the two-day course.

AutoFest@HCMC

For the first time, Automechanika Ho Chi Minh City will hold an outdoor fête in celebration of the fifth edition milestone across the three show days. Activities include the **Auto Service Day**, **Auto NITZ Party**, **Drift & Stunt Show**, **EMMA Vietnam**, and **DIY Area and Game Zone**. The intention is to drum up a greater interest in automotive products, customising and services amongst consumers by offering more touchpoints for suppliers. Highlights include:

- **Auto Service Day:** a one-of-a-kind trade fair experience for visitors. Car owners can park up and get a full vehicle service by mechanics checking lubricant levels, tyres and wheel inspection, auto detailing and washing. From this, end-users can learn about car care and accessories while workshop owners examine the product lines and services for their customers.

- Auto NITZ Party: bringing the festivities to the public for three days. Performances on the main stage consist of popular acts from Wheel!, Chillies, SuniHan Linh, Bunny and DJ Trang Moon.
- Drift and Stunt Show: Returning with a new act to excite crowds with a high-octane spectacle.
- EMMA Vietnam – Car Audio and Modifications Competition: With the popularity of automotive accessories and customising on the rise, visitors will find over 40 modified cars, tuned exclusively by local talent, at the globally-recognised industry contest.

For the full list of events, please visit: www.automechanika-hcmc.com/events

Automechanika Ho Chi Minh City is co-organised by Messe Frankfurt (HK) Ltd, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam. For more information, please visit www.automechanika-hcmc.com or contact Messe Frankfurt (HK) Ltd, +852 2802 7728 / autoasia@hongkong.messefrankfurt.com.

The brand's flagship show, Automechanika Frankfurt, will return to the stage from 10 to 14 September 2024. Meanwhile, other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Shanghai: 29 November to 2 December 2023
www.automechanika-shanghai.com
- Automechanika Kuala Lumpur: 8 to 10 May 2025
www.automechanika-kl.com

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60

Automechanika Ho Chi Minh City
Ho Chi Minh City, 23 – 25 June 2023

percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2022

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