

Press release

April 2018

Automechanika Ho Chi Minh City 2018 opens, shining a light on Vietnam's promising automotive service industry

Ken Chung
Tel +852 2230 9225
Fax +852 2598 7919
ken.chung@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.automechanika-hcmc.com
AMHCMC18_OR_ENG.doc

Automechanika Ho Chi Minh City (AMHCMC) 2018, the leading regional trade fair for Vietnam's automotive service sector, will open its doors at the Saigon Exhibition and Convention Center (SECC) in Vietnam from 25 – 27 April.

Since its debut show a year ago, the event has quickly grown to become an important part of the industry's calendar. Stepping into its second edition, the 2018 show will house 360 international and local exhibitors across 9,200 sqm exhibition space, and is expected to attract over 8,500 buyers and trade visitors from near and far.

Serving as an international trading platform to connect the local automotive service industry with the world's leading players, the fair's exhibitors this year are from 17 countries and regions, including Bulgaria, China, Germany, Hong Kong (new), India, Indonesia, Italy, Japan, Korea, Malaysia, Singapore, Taiwan, Thailand, the UAE, the UK (new), the US and Vietnam. Some of the exhibiting brands include the likes of ElringKlinger, Hitachi Chemical, KYB, Sangsinbrake, Sobek Tire and Van Su Loi. As the show's official strategic partner, renowned German lubricant brand Liqui Moly is also one of the participating exhibitors at the fair this year. The company will present a wide range of German-made repair and maintenance and car care products, including series of high quality oils, additives and greases for both four-wheel and two-wheel automobiles.

Meanwhile, a number of key industry sectors will also be on display during the show, including parts, components, electronics, systems, accessories, customising, repair, maintenance, dealer and workshop management, car wash, car care, reconditioning, alternative drive systems, digital solutions and tyres. To complement this wall-to-wall coverage, eight overseas pavilions will be featured this year, from China, Germany (new), Korea, Malaysia, Singapore, Taiwan, Thailand and the UAE (new). Participants within each of these exhibiting groups will undoubtedly bring their very latest developments to showcase during the three-day event.

Elsewhere, to accommodate the needs of the regional market and to complement the high demands on tyre and motorcycle products in Vietnam's market, the fair has launched **Tyre Competence** and **Motorcycle Competence**. This means exhibiting companies with relevant products and solutions for the tyre and motorcycle sectors will

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

be specially highlighted, allowing visiting buyers to quickly identify them for an efficient sourcing experience.

The show's fringe programme this year is also an essential element to provide participants with a chance to expand their business networks and educational opportunities, by exploring the most up-to-date industry knowledge and market information. This year, the show brings together three concurrent fringe events. These are:

- **Automechanika Academy** will be held on 25 April. Seven free-to-join seminars will feature topics ranging from country policies, industry trends, material evolutions and industrial innovations.
- **Repair & Maintenance Workshop** will be held on 26 April, with two collision repairing courses, providing attendees with a chance to acquire advanced knowledge on collision repair and an understanding of international standards.
- **Product Presentation** will be held on 27 April. A number of international exhibitors will convey presentations about their latest product releases and technologies.

For more information about the fair's concurrent events, please visit www.automechanika-hcmc.com/events.

Demonstrating its strong position in Vietnam's automotive service industry, Automechanika Ho Chi Minh City has received extensive support from many of Vietnam's industry organisations. Joining the Vietnam Rubber Association (VRA) are a number of new supporters, including the Ministry of Industry and Trade (MOIT), the Ministry of Science and Technology (MOST), the Vietnam Association of Mechanical Industry (VAMI), the Ho Chi Minh City Association of Mechanical – Electrical Enterprise (HAMEE), the Vietnam Society of Automotive Engineers (VSAE) and OTO-HUI.

Likewise, international organisations are also supporting the event, including the Federal Association of the Manufacturers and Importers of Automobile Service Equipment (ASA), the International Cooperation Committee of China Auto Maintenance Equipment Industry Association (CAMEIA), the Taiwan External Trade Development Council (TAITRA) and the Taiwan Transportation Vehicle Manufacturer's Association (TTVMA).

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. The fair 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 high quality photographs, please visit www.automechanika-hcmc.com or contact +852 2802 7728 / autoasia@hongkong.messefrankfurt.com.

Automechanika Ho Chi Minh City
Ho Chi Minh City, 25 – 27 April 2018

- End -

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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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). * preliminary numbers 2017

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