

Press release

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Automechanika Ho Chi Minh City 2022 opens tomorrow as Vietnam's first international automotive trade fair of the year

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AMHCMC22_OR_ENG

Automechanika Ho Chi Minh City opens tomorrow until 1 July at the Saigon Exhibition and Convention Center. As the first international automotive trade fair to take place in the domestic market this year, an eager response from registered participants highlights a strong desire to explore the emerging regional automotive hub. The fair will host 173 exhibitors from 21 countries and regions via a combination of 10,000 sqm at the physical exhibition and V-connect, the show's digital platform.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd, said: "Vietnam's automotive industry is in a good position to keep expanding in terms of domestic vehicle sales, export activities and automotive manufacturing capabilities in the global supply chain. In this regard, our presence in the market at this moment in time is important to the country's **electrification, digitalisation** and overall **industrial transformation**. Therefore, I believe the resources from our comprehensive range of onsite-to-online solutions can help both overseas and domestic players fully leverage the growing opportunities in the Vietnamese market."

This year, Automechanika Ho Chi Minh City welcomes a strong line up of international participants with a number of new and returning exhibitors from the global supply chain. These include the likes of Benzol, CEPSA, CSG, DTE Systems, DUNLOP TECH, EPICOR, EXEDY, Greatway, INVENTIS, LOGIFORM, LTK Cable, Lubrex, Maxbelt, OBD Vietnam, PIX, REPSOL and Tasotti, to name a few.

Backing up the show's influence in the domestic market, several international government agencies and associations are also helping companies get a foothold in the rising regional automotive hub. For example, Enterprise Singapore and the Federal Ministry of Economic Affairs and Energy have facilitated the participation of exhibitors in the Singapore and Germany pavilions, respectively. The four additional overseas country and region pavilions from Malaysia, South Korea, Taiwan and Thailand will also bring forward their latest products, technologies and expertise to the local market.

In parallel, the Vietnam Association of Mechanical Industry (VAMI), the Vietnam Automobile Transportation Association (VATA) and the Vietnam Association of Supporting Industries (VASI) are also working together to

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paint a full picture of the local automotive manufacturing sector and wider enabling industries. With this in mind, visitors can explore the strength of Vietnam's supply chain at the **Automotive Manufacturing and Automation zone** through a host of domestic exhibitors offering the latest expertise, equipment, techniques, tools and materials.

Elsewhere, from a visiting perspective, early analytics reveal that **V-connect** is receiving a dynamic response from the international community. As a result, the platform is set to become a hive of activity during the three-day show. It provides a range of extended services and solutions for online and onsite players leveraging the fair's resources, knowledge and networks. Since the online platform opened on 2 June, it has already logged 1,248 active users from 49 countries and regions like Australia, Dominican Republic, Japan, Mongolia, South Korea, South Africa, Spain, the UAE and West Africa. Over 35 percent of these remote users express a desire to find business partners in Vietnam.

To be a part of the V-Connect community, please register at:
www.automechanika-hcmc.com/vor.

Bringing local trends to life through onsite displays and events

To reflect the ever-growing prospects in the domestic market, Automechanika Ho Chi Minh City amplifies trends in the **Accessories & Customising** and **Auto Service & Maintenance** sectors. Exhibitors placed in these dedicated areas will reveal the latest products, technologies and services that complement the evolving after-sales needs of the growing and younger middle class.

Furthermore, an array of indoor and outdoor conferences, workshops and training sessions will accentuate the themes running across the show floor. Importantly, both onsite and online visitors can enjoy these fringe events.

Day 1: 29 June 2022

- **Auto Service Day** (09:00 – 17:00)
Helping car lovers to understand the importance of car maintenance. Visitors driving to the show can enrol in a free car inspection.
- **EMMA Vietnam – Car Audio and Modification Competition** (09:00 – 18:00)
Explore over 50 modified cars and audio installations.
- **Automechanika Connected Exchange Conference** (10:15 – 12:00)
Topic: Vietnam's automotive industry development under electrification, digitalisation and industrial transformation.
- **Auto Service and Maintenance Workshop** (14:00 – 14:45)
Topic: Electric vehicle charging technology.

Day 2: 30 June 2022

- **Auto Service Day** (09:00 – 17:00)
- **EMMA Vietnam – Car Audio and Modification Competition** (09:00 – 18:00)

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- **Auto Service and Maintenance Workshop**
Topic: An introduction to the Advanced Drivers Assistance System (ADAS) (10:00 – 10:45).
Topic: Technical training for repairing a transmission (14:00 – 14:45).

Day 3: 1 July 2022

- **EMMA Vietnam – Car Audio and Modification Competition** (09:00 – 18:00)
- **Auto Service and Maintenance Workshop** (10:00 – 10:45)
Topic: An introduction to the technology for repairing and restoring the car body plastic using nitrogen.

Automechanika Ho Chi Minh City social media pages #AMHCMC22

facebook.com/automechanikahochiminhcity

linkedin.com/showcase/automechanikahochiminhcity

instagram.com/automechanikahochiminhcity

[Play It! Channel VN](https://www.youtube.com/channel/UC...) (YouTube channel)

Mindful of the COVID-19 outbreak, organisers are working with local authorities to ensure appropriate safety parameters are upheld. These measures are to safeguard the health and safety of all stakeholders so that the show remains a secure platform for business.

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.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 website at: www.messefrankfurt.com

* Preliminary figures for 2021

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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