

automechanika

HO CHI MINH CITY

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

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International commercial platform
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Show review 2018



messe frankfurt

High visitor satisfaction rate supports your participation value

The second edition of Automechanika Ho Chi Minh City continues to steer the local auto industry towards international recognition. The show closed successfully on 27 April 2018 at the Saigon Exhibition and Convention Center (SECC), Vietnam, serving as an ideal commercial platform to bridge the world's automotive industry players, with the country's evolving auto service sector.

8,504 global trade visitors

90% intend to visit the show again in 2019

75% had full or partial influence on purchase decisions

83% were from Vietnam

Top **10** visiting overseas countries and regions:



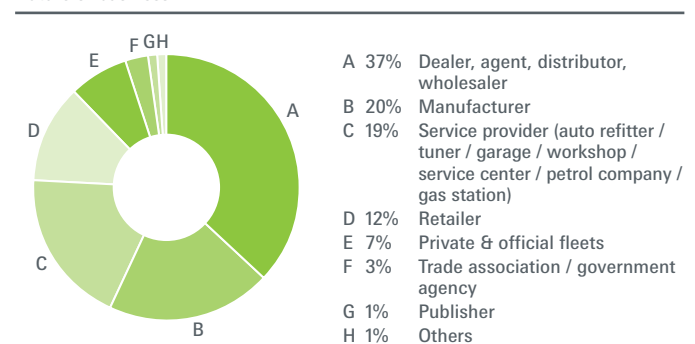
Mr Ky Ngo, Trading Manager
Tnhh Tm Truong Thanh Phu (Vietnam)

"The show here allows us to source more international products for our customers. We really appreciate the blend of international and local offerings here, because it allows us to widen our scope. In fact, we have already identified a number of Korean exhibitors in the field of parts and components, and we will definitely place an order after the show."

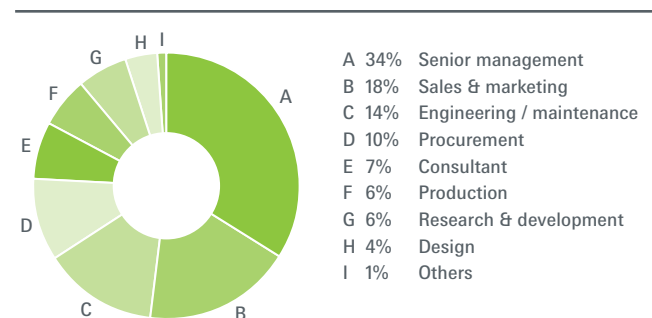
Mr Nam Phuc Quach, Senior Data Specialist
EA & SEA, TecAlliance (Germany)

"My main purpose of visiting is to better understand the quality of the market here and its latest trends. This show is unique as it allows the local market to meet up with many international companies – it's an ideal combination of both aspects."

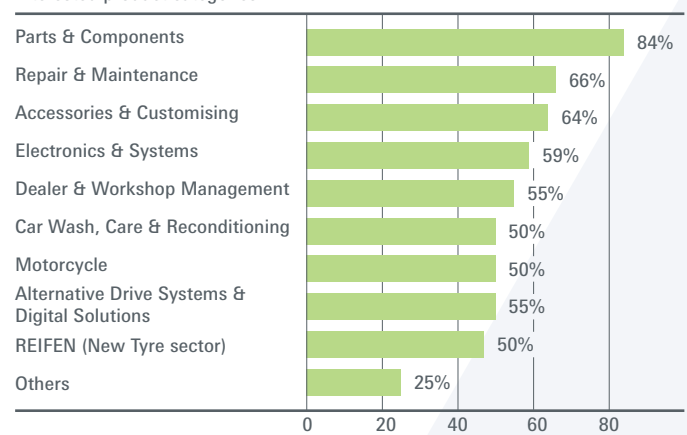
Nature of business



Job function



Interested product categories*



*Total percentage is over 100 due to multiple selection

Applause from exhibitors speaks to the quality of the platform



Exhibitors at the 2018 fair came from around the world, including the likes of Autel, Elringklinger, Euroricambi, Gold Phoenix, Hitachi Chemical, KYB, Liqui Moly, PT Astra, Sangsin Brake, SK Lubricants, Sobek Tire, Tielu, Van Su Loi, Wurth, Xinyi, and many more featured across 9,200 sqm of exhibition space.

360 international exhibitors

68% intend to participate again at the 2019 edition

63% agreed the fair fulfilled their objectives for exhibiting

8 country and region pavilions

- China
- Germany *(new)*
- Korea
- Malaysia
- Singapore
- Taiwan
- Thailand
- The UAE *(new)*

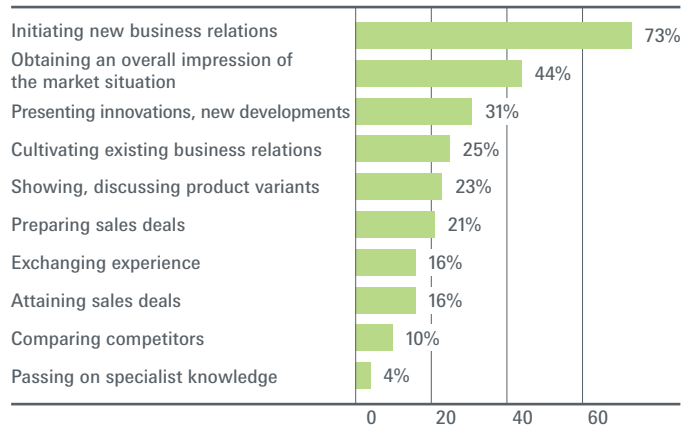
Ms Jessica Zondler, Corporate Marketing
Elringklinger (Germany)

"The players here in Vietnam are very interested in exploring the advancements from the international market, and likewise, it's great that we also have a platform to grow our business in the ASEAN region by exhibiting at the show. We expect that as Vietnam's auto market continues to branch out and increase its global presence, then even more big name brands will be attracted to the show in future editions."

Mr Nguyen Minh Thanh, Manager
Sales and Purchasing Department, Kaifa (Vietnam)

"The four-wheel market is now starting to compete with the country's ever-strong motorcycle industry. We have actually recorded a 10% year-on-year growth in sales as a direct result of the strengthening four-wheel demands here. Automechanika Ho Chi Minh City highlights that perfectly, and really helps the local market's players match the latest trends."

Exhibiting purpose*



*Total percentage is over 100 due to multiple selection

17 exhibiting countries and regions



Motorcycle Competence



Tyre Competence
(new)

These been launched to accommodate the needs of the regional market and to complement the high demands for tyre and motorcycle products and services in the Vietnamese market.



Well received fringe programme marks new heights for the fair

Hội thảo về Sửa chữa & Bảo trì:
Các nguyên tắc sửa chữa khi va chạm

Repair & Maintenance Workshop:
Fundamentals of Collision Repair



The fringe programme at the 2018 show was an essential element to offer participants a chance to expand their business networks and educational opportunities. Programme participants could explore the most up-to-date industry knowledge and market information. This year, the show brought three well-received and highly attended concurrent fringe events to fairgoers.



Automechanika Academy

Seven free-to-join seminars featured topics ranging from country policies, industry trends, material evolutions and industrial innovations.

Repair & Maintenance Workshop

Two collision repairing courses provided attendees with a chance to acquire advanced knowledge on collision repair and an understanding of international standards.

Product Presentation

A number of international exhibitors delivered presentations about their latest product releases and technologies.

Mr Hookyung Lee, Co-founder, Evits Company (Korea)

"We are presenting at this year's Automechanika Academy, running a conference on electric vehicle safety and associated training programmes. The country's trends show that people are more and more interested in enhancing the capabilities of electric and hybrid cars, which is in line with the global shift towards these areas of development. The concurrent fringe programme events at Automechanika Ho Chi Minh City provide a great chance to learn from some of the industry's experts, and find out how they can evolve alongside the connectivity trends."



Strong media coverage and support maximises your brand exposure



Worldwide media partnerships

A comprehensive range of local and overseas automotive industry media reported on the second edition of Automechanika Ho Chi Minh City, across multiple platforms before, during and after the show. Selected media included:

Australia

- Bodyshop News International

Cambodia

- KhmerTimes

China

- AutoChina 360.com
- Automobile & Parts
- China Radio International
- Economic Information Daily

Germany

- Arrive Magazine

India

- Auto Car Professional

Japan

- Daily Automotive News
- NNA.ASIA

Korea

- Auto Journal
- Automotive Electronics Magazine
- Car & Tech
- CARPOS

Malaysia

- Asian Buses
- Asian Trucker
- SME Magazine
- The Tyreman

Myanmar

- Automobile Journal

Singapore

- Asian Trucker
- Channel News Asia
- Singapore Business Review

Taiwan

- China Times
- Commercial Times

The UK

- Retreading Business

Vietnam

- Autocar Viet Nam
- Autonet
- Autopress
- Autozone
- Banxehoi
- Bao Chinh Phu
- Bao Cong Thuong
- Bao Dang Cong San
- Bao Dau Thau
- Bao Dau Tu
- Bao Hai Quan
- Bao Moi Truong
- Bao Ngan Hang Tai Chinh
- Bao Quan Doi Nhan Dan
- Bao Viet Nam
- Baogiaothong
- Baomoi
- Baonhanh247
- CafeAuto
- Dan Cong San
- Dien Dan Doanh Nghiep
- Dien Dan Thuong Mai
- Doanh Nghiep Va Hoi Nhap
- Doanh Nhan Sai Gon
- Doanh Nhan Va Thuong Hieu
- Enternews
- Ho Chi Minh City Web
- HTV7
- Info Net
- Kinh Te Viet Nam
- Laodongthudo
- Laodongxahoi
- Motosaigon
- NEWS OTOFUN
- Nguoi Tieu Dung
- Nha Va Xe
- Otofun
- OTO-Hui
- Otopro
- Otosaigon
- Otovietnam
- Otoxemay
- Phu Nu Hien Dai
- Saigon Giai Phong Hoa Van
- Saigondautu
- Sohuutritue
- Taichinhkinhdoanh
- Tap Chi Cao Su
- Tap Chi Cong Nghiep OTO
- Tap Chi thoi Trang Tre
- ThanhnnienViet
- The gioi tiep thi
- Thitruongtieudung
- Thitruongxe
- Thoi Bao Bat Dong San
- Thoi Bao Kinh Te Saigon
- Thoi Bao Tai Chinh Viet Nam
- Thong Tan Xa Viet Nam
- Tinhte
- Tinnhanh
- Tinnhanhchungkhoan
- Topcarvn
- Trainghiemxe
- Truyen Hinh Cong An Nhan Dan
- Truyen Hinh Quoc Hoi
- Van Hoa Doanh Nhan
- VCCI
- Vietbao
- Vietnam Business Forum
- Vietnam Investment Review
- Vietnam News
- Vietnamnews Bizhub
- Vnexpress
- VnMedia
- Web Chinh Phu
- Xe Cong Nghe
- Xe Va The Thao
- Xehay
- YAN TV
- Zing

Influential partners and supporters

Organisers:

Messe Frankfurt New Era Business Media Ltd
Chan Chao International Co Ltd
Yorkers Exhibition Service Vietnam

Local Supporters:

HAMEE Ho Chi Minh City Association of Mechanical – Electrical Enterprise
MOIT Ministry of Industry and Trade
MOST Ministry of Science and Technology
OTO-HUI Vietnam Automotive Technicians Network
VAMI Vietnam Association of Mechanical Industry
VRA Vietnam Rubber Association
VSAE Vietnam Society of Automotive Engineers

International 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
TAITRA Taiwan External Trade Development Council
TTVMA Taiwan Transportation Vehicle Manufacturer's Association

See you again in 2019!

Date 28 February – 2 March 2019 (Thu – Sat)
Venue Saigon Exhibition and Convention Center (SECC)
Admission Free-of-charge for trade visitors aged 16 or above only.

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