

24 - 27/5/2018

Saigon Exhibition and Convention Center (SECC) 799 Nguyen Van Linh street, District 7, Ho Chi Minh City, Vietnam

POST SHOW REPORT











PART I. GENERAL INFORMATION

Exhibition Name

Triển lãm Quốc tế lần thứ 14 về Ô tô – Xe máy – Xe đạp điện & Công nghiệp Phụ trợ The 14th International Saigon Autotech & Accessories 2018

Time

From May 24th to 27th 2018

Venue

Saigon Exhibition & Convention Center (SECC) No 799 Nguyen Van Linh, Dist. 7, HCMC

Organizer

Asia Trade Fair & Business Promotion Holdings (ATFA)

Show Sponsor



VinFast Manufacturing and Trading Company Limited (VINGROUP)

Sponsors

Governmental Sponsors







Agency for Industry (MOIT)

Vietnam Chamber of Commerce and Industry (VCCI)

Vietnam Association of Supporting Industry (VASI)

Media Sponsors



There are 36 media agencies being media sponsors for the show, including: INFOTV, "In the world of car" - HTV7, "News programme" - HTV7, FBNC (Finance Business News Corporation), VITV, Vietnam Automobile Magazine, Autonet Magazine, Automobile Industry Magazine, Vietnam Investment Review - VIR, Car and Life Magazine, Auto - Motor Magazine, New Women Magazine, Shopping Magazine, Vietnam Economic Times, Nghe nhin Autodaily.vn, Autonet.com.vn, nhipcaudautu.vn, Magazine, baodautu.vn, xedoisong.vn, Autovina.com, Otoxemay.vn, xevathethao.vn, Autopress.vn, vietnam.com, xecongnghe.vn, Autovn.com.vn, Autozoom.vn, Otopro.com.vn, Tiepthitieudung.com, Banxehoi.com, Alan.vn, Motosaigon.vn, Otosaigon.com, trainghiemxe.vn, Autocarvietnam.vn, Songmoi.vn, autotv.vn

Service Support

















There are 08 partners who provide and support transportation and accommodation services for the show and its exhibitors and visitors, including003A Grab Taxi Co., Ltd, KingsCross Restaurant, Bizu Boutique Hotel, Bizu Hotel 2, Bizu Royal Hotel, Luxury Residence & Hotel (Saigon by Night), Boutique Garden Hotel, Grow Diamond Hotel Group, Hotel Ibis Saigon South

Event partners



Otosaigon.com – Organizer of EMMA Car Audio Contest



Trainghiemxe.vn and Autocar.vn – Organizer of Training and Car Drifting (Season 1: Drift and Stunt show)

Show agenda

Date	Time	Events		
	08:30 - 10:00	Press Conference, Press tour		
	10:00 - 11:15	Opening ceremony, VIP tour		
	11:15 – 17:30	Show activities		
24/5	14:00 - 17:00	Seminar on "Supporting Industries – A golden key for the		
		development of Vietnam automobile industry		
	14:00 - 17:00	Drift Competition 2018 (Season 1: Drift & Stunt Show)		
	09:00 - 17:30	Show activities		
25/5	10:00 - 17:00	Business matching event		
	10:00 - 17:00	Drift Competition 2018 (Season 1: Drift & Stunt Show)		
		Show activities		
	09:00 – 17:30	Business matching event		
26/5	09:00 - 17:30	The 3 rd Car Sound Contest in Vietnam 2018 (EMMA)		
		Drift Competition 2018 (Season 1: Drift & Stunt Show)		
	09:00 - 17:30	Show activities		
27/5	14:00 – 17:00	The final round of Drift Competition 2018 (Season 1: Drift & Stunt Show)		
2,75	18:00	Totalize the show		

Scale

- Total scale 10,000sqm (including 7,000sqm indoor and 3000sqm outdoor)
- Number of visitors: 12,600
- Number of exhibitors by fields: 16 car manufacturing, importing, tuning companies, motorcycle and electric-bike companies; 189 part companies.
- Number of booths by countries: 305 booths from: Japan, Korea, Malaysia, Thailand, Indonesia, China, Taiwan, Vietnam

PART II. SUB-EVENTS

PRESS CONFERENCE

Time: 8:30 - 09:30 May 24th 2018

Venue: Main Foyer, Saigon Exhibition & Convention Center–SECC

Ban chủ tọa:

- Dr. Truong Thi Chi Binh General Secretary of Vietnam Association of Supporting Industries (VASI)
- Mr. Tao Linh Chairman of Asia Trade Fair & Business Promotion (ATFA)
- Mr. Ngo Ky Lam Managing Director of Xuyen Viet Automobile Joint Stock Company

Participants: 60 media agencies và 05 televisions

Number of news/ articles: More than 100 online articles, 26 paper and magazine

articles

OPENING CEREMONY

Time: 10:00 – 11:15 May 24th 2018

Venue: Main Foyer, Saigon Exhibition & Convention Center–SECC

Participants: 250 guests

VIPs in Grand-Opening ribbon cutting ceremony:

- Mr. Pham Tuan Anh Deputy Director General of Agency for Industry (Ministry of Industry and Trade)
- Mr. Vo Tan Thanh Vice President of Vietnam Chamber of Commerce and Industry (VCCI)
- Dr. Truong Thi Chi Binh General Secretary of Vietnam Association of Supporting Industries (VASI)
- Mr. Vo Quang Hue Deputy General Director of VinGroup
- Mr. Vu Quang Tam Member of Board of Directors of Viet Nam Engine and Agricultural Machinery Corporation (VEAM)
- Mr. Tao Linh Chairman of Asia Trade Fair & Business Promotion (ATFA)
- Mr. Eugene HSIAO Chairman of Taipei Auto Parts Association
- Mr. Cheng Xue Gen General Director of Hangzhou SFR Technology Co.,Ltd

- Mr. Ngo Ki Lam Managing Director of Xuyen Viet Automobile Joint Stock Company –
 Representative of Car Audio Contest Organizer
- Mr. Pham Xuan Trung Hai Representative of Drift Competition Organizer

SEMINAR "SUPPORTING INDUSTRY – A GOLDEN KEY FOR THE DEVELOPMENT OF VIETNAM'S AUTOMOBILE INDUSTRY

Time: 13:30 – 17:00 May 24th 2018

Venue: Conference room, 2rd floor, Saigon Exhibition & Convention Center–SECC

Participants: 150 guests

Seminar's organizers:

- Vietnam Association of Supporting Industry (VASI)

- Vinfast Manufacturing and Trading Company Limited (VINFAST)

- Asia Trade Fair and Business Promotion Co., LTD (ATFA)

Seminar agenda:

No	Time	Duration	Content	Executor			
1	13:30 - 14:00	0:30	Welcoming guests	ATFA, VASI			
2	14:00 – 14:10	0:10	Opening speech	Ass. Prof Phan Dang Tuat – Vice executive chairman of Vietnam Association of Supporting Industry (VASI)			
Part 1: Presentation							
3	14:10 – 14:30	0:20	Policies and solutions to enhance the development of Supporting Industry for Vietnam's Automobile - Motorcycle Industry	Mr. Pham Tuan Anh - Deputy Director General of Agency for Industry (Ministry of Industry and Trade)			
4	14:30 – 14:50	0:20	Current status of Supporting Industry for Vietnam's Automobile – Motorcycle Industry	Dr. Truong Thi Chi Binh – Director of Supporting Industry Enterprise Development Center (SIDEC)			

Part 2: Case study							
5	14:50 – 15:10	0:20	Practical issues and experiences from car localization.	Mr. Vu Quang Tam – Member of Share Holder Committee - VEAM			
6	15:10 – 15:30	0:20	Synchronous development of supporting industry - automobile manufacturing under the model of VINFAST	Mr. Vo Quang Hue – Deputy General Director of VINGROUP			
7	15:30 – 15:40	0:10	Practical issues in the development of supporting industry enterprises: New technology applied in Auto Garage services	Mr. Nguyen Minh Tan – General Director of Tan Phat Equipment Co. LTD			
8	15:40 – 16:20	0:40	Practical issues in the development of supporting industry enterprises: - New methods for manufacturing auto chassis and body	Mr. Tran Thanh Phe – Director of Quality Management of Daehan Motors			
Part 3: Panel discussion							
9	16:20 – 16:55	0:35	Q & A	Head table: MOIT, VASI, VINFAST			
Part 4: Conclusion							
10	16:55 – 17:00	0:05	Conclusion & Finishing the Seminar	Representative of VASI			

BUSINESS MATCHING

Time: 14:00 – 17:00 May 24th 2018

 $10:00 - 16:00 \text{ May } 25^{\text{th}} - 27^{\text{th}} 2018$

Venue: Room A2 Saigon Exhibition & Convention Center – SECC

Number of enterprises: 205

VIETNAM CAR AUDIO CONTEST 2018 (EMMA)

Organizer: Forum Otosaigon and ATFA

Time: 09:00 – 17:30 Saturday, May 26th 2018

Venue: Indoor display area, SECC

Number of cars: 18

Format: 8 competing categories, 03 prizes / category, based on EMMA's scoring standard assed by international EMMA referees

Detail results:

1. Best of Sound:

1st prize - Mr. Trần Mạnh Linh - Kia Cerato 2nd prize - Mr. Trịnh Văn Thạnh - Ford Explorer 3rd prize - Mr. Vũ Khoa - Honda Civic

2. **ESQL Unlimited:**

1st prize - Mr. Hoàng - Honda CR-V 2nd prize - Mr. Nam - Hyundai Tucson 3rd prize - Mr. Phong - Honda CR-V

3. ESPL Trunk 4 Subwoofer:

1st prize - Mr. Tài - Kia Sedona 2nd prize - Mr. Hải - Kia Sorento

4. **EMMA Tuning:**

1st prize - Trương Mỹ Hưng - Chevrolet Cruze 2nd prize - Trương Chấn Lễ - Toyota Camry 3rd prize - Nguyễn Dư Tùng - Ford Ranger

5. Sound Quality: E-Category up to 2.000 EURO:

1st prize - Nguyễn Dự Tùng - Ford Ranger 2nd prize - Mr. Phan - Honda CR-V 3rd prize - Nguyễn Khắc Trung - Mazda 3

6. Sound Quality: S-Category up to 4.000 EURO:

1st prize - Trịnh Văn Thạnh - Ford Explorer 2nd prize - Nguyễn Chí Trung - Subaru Forester 3rd prize - Pham Hân - Kia Sedona

7. Sound Quality: X-Category Unlimited:

1st prize: Mr. Trần Mạnh Linh - Kia Cerato 2nd prize: Mr. Vũ Khoa - Honda Civic 3rd prize: Mr. Lương Chấn Lễ - Toyota Camry

8. Multimedia 2.1:

1st prize - Nguyễn Chí Trung - Subaru Forester
 2nd prize - Phạm Chí Kiên - Mazda BT-50
 3rd prize - Nguyễn Khắc Trung - Mazda 3

DRIFT COMPETITION 2018 (SEASON 1: DRIFT & STUNT SHOW)

Organizer: Wit Tuning Company, Trainghiemxe, Autocar and ATFA

Time: 10:00 – 17:00 May 24th - 27th 2018 **Venue:** Outdoor performance area, SECC

Participants:

- 20 in individuals
- 5 in teams

Format: 03 competing categories (practice, Drift King and team), each category is divided into different prizes, based on scoring standard of organizer

Detail Results:

- 1st Prize in Individual Drift: Drift King Pham Hong Tuan
- 2nd Prize in Individual Drift: Anh Tuan Mai
- 3rd Prize in Individual Drift: Hai Pham
- Best Drift Team: Team Redline

PART III. COMMUNICATION

PRESS RELEASE

$\sqrt{}$ Press release phase 1

- Time: December 18th 2017
- Number of media agencies: 25
- Number of news / articles: 85

√ Press release phase 2

- Time: March 20th 2018
- Number of media agencies: 25
- Number of news / articles: 65

$\sqrt{}$ Press release phase 3

- Time: May 24th 2018
- Send press releases to 60 media agencies and 05 televisions
- Number of news / articles: More than 100 online articles, 26 paper and magazine articles
- Number of televisions: 05 including: INFO TV, HTV7, STV, FBNC, VITV

$\sqrt{}$ Title running on television

- Time: May 05th 25th 2018
- Title running on 2 televisions: INFOTV, HTV7
 - (*) All information of the show are published and updated on the website: www.saigonautotech.com.vn

PRESS ADS

$\sqrt{}$ Advertisements on newspaper/ magazines

30 advertising periods in 10 magazines: Vietnam Automobile Magazine, Autonet Magazine, Automobile Industry Magazine, Vietnam Investment Review, Car and Life Magazine, Auto – Motor Magazine, New Women Magazine, Shopping Magazine, Vietnam Economic Times, Nghe nhin Magazine

$\sqrt{}$ Advertising banners on website

Hang banners on 21 websites: Xedoisong.vn, Autovina.com, Autodaily.vn, cafeauto.vn, Autonet.com.vn, Otoxemay.vn, Xevathethao.vn, Autopress.vn, Baodautu.vn, Xe-vietnam.com, Xecongnghe.vn, Autovn.com.vn, Autozoom.vn, Otopro.com.vn, Alan.vn, Tiepthitieudung.com, Banxehoi.com, Nhipcaudautu.vn, Motosaigon.vn, Otosaigon.com, Trainghiemxe.vn, Songmoi.vn

DIGITAL COMMUNICATIONS

√ Website:

Update information about the exhibition

Accessing and following: 30,256

√ Email marketing

Quantity: more than 50,000 emails

Characteristics of database: ATFA's database, send email directly

Execution time: 12 times (from October 2017 to May 2018)

√ Facebook Fanpage

Follower: 9,351

Interaction and reach: 89,551

√ **Digital ads:** 30,000

VISUAL ADVERTISEMENTS

√ Street Banner

Venue: Ho Chi Minh Industrial Zone

Quantity: 40 banners

Execution time: 1 week

√ Text message

Quantity: 60,000 messages

Frequency: 01 time/ 01 subscriber

Execution time: From May 19th to May 25th 2018

√ Leaflets

Quantity: 80,000

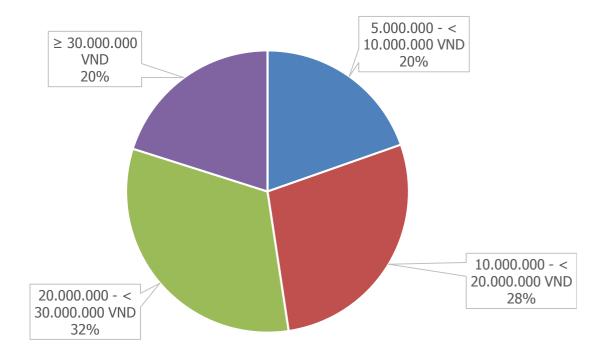
Form: Clipped with newspapers/ magazines, commercial center, automobile showroom,

furniture and auto part stores

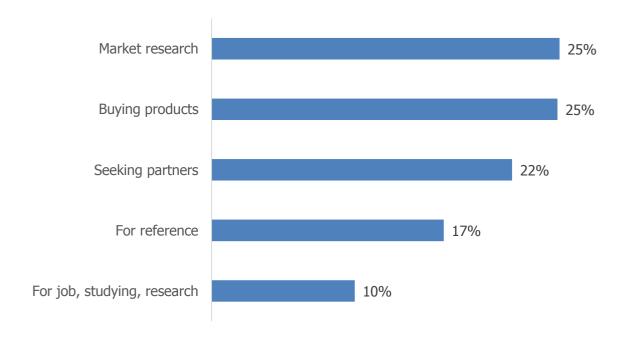
PART IV. SURVEY

Visitors

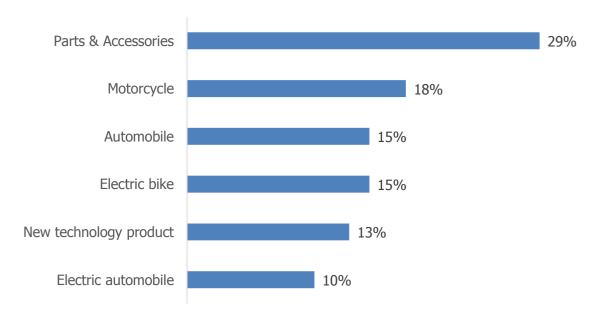
Average monthly income: 418 responses



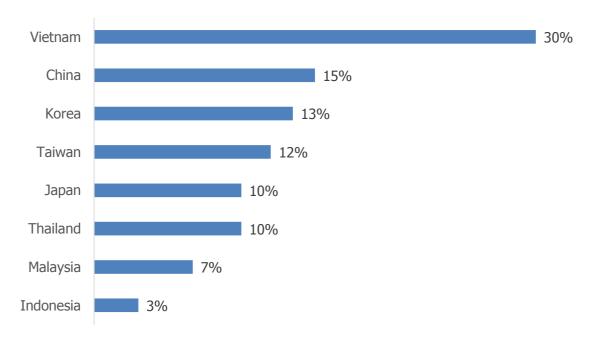
Visiting purpose: 439 responses



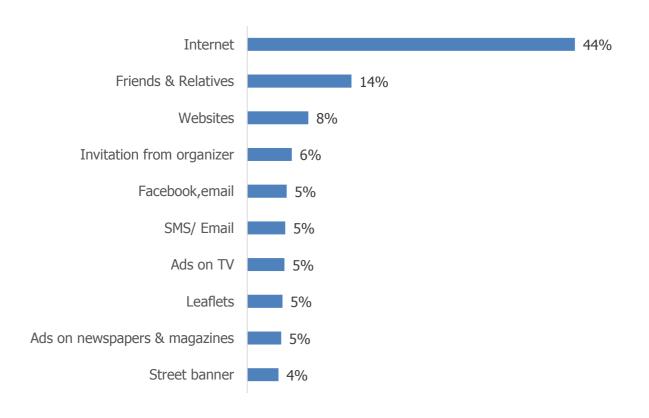
Interested products: 453 responses



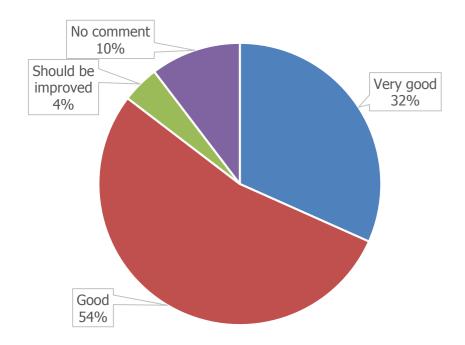
Interested countries' products: 424 responses



Source of exhibition information: 433 responses

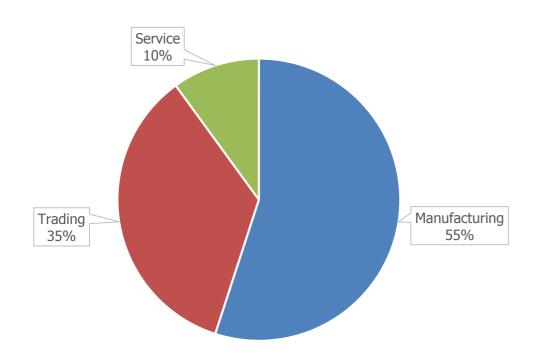


General evaluation: 445 responses

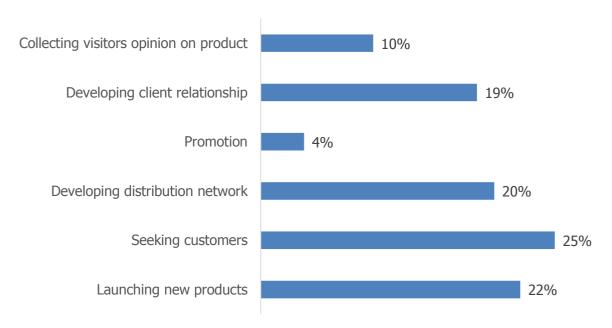


Exhibitors

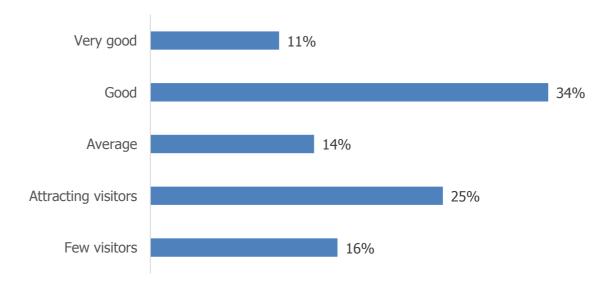
Field: 45 responses



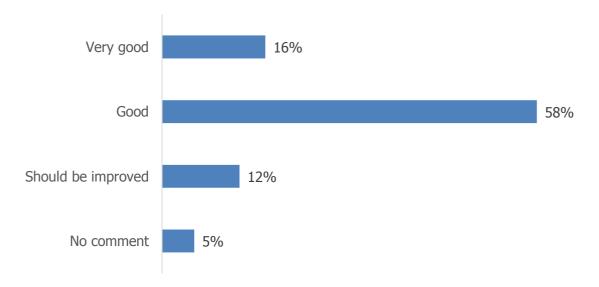
Exhibiting purposes: 45 responses



Exhibition Effectiveness: 45 responses



Organizer's service: 44 responses



PART V: SHOW IN PICTURES AND ON PRESS

1. Show on press











Ô tô điện của bác thợ Việt 'khoe dáng' tại Saigon Autotech 2018

O 07:40 AM - 25/05/2018 | Thanh Niên Online





Saigon Autotech & Accessories 2018: Thúc đẩy công nghiệp phụ trợ

Lê Hoàng

Thứ Năm, 24/5/2018, 15:15

(TBKTSG Online) - Triển lăm Quốc tế về ô tô, xe máy, xe đạp điện và công nghiệp phụ trợ (Saigon Autotech & Accessories 2018) đã khai mạc ngày 24-5 tại Trung tâm Hội chợ và Triển lãm Sài Gòn (SECC), với sự tham gia của gần 200 doanh nghiệp với hơn 300 gian hàng trưng bày.



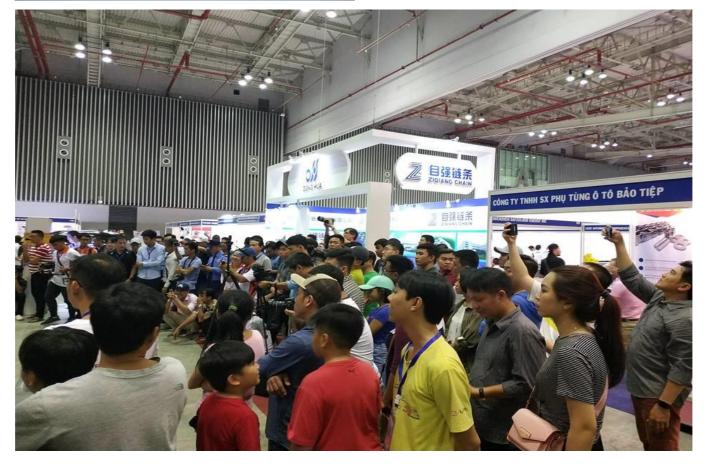
2. Show Pictures

Overview of Saigon Autotech 2018









Press hour, Opening Ceremony and VIP Tour





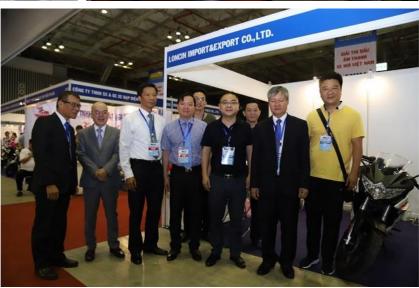




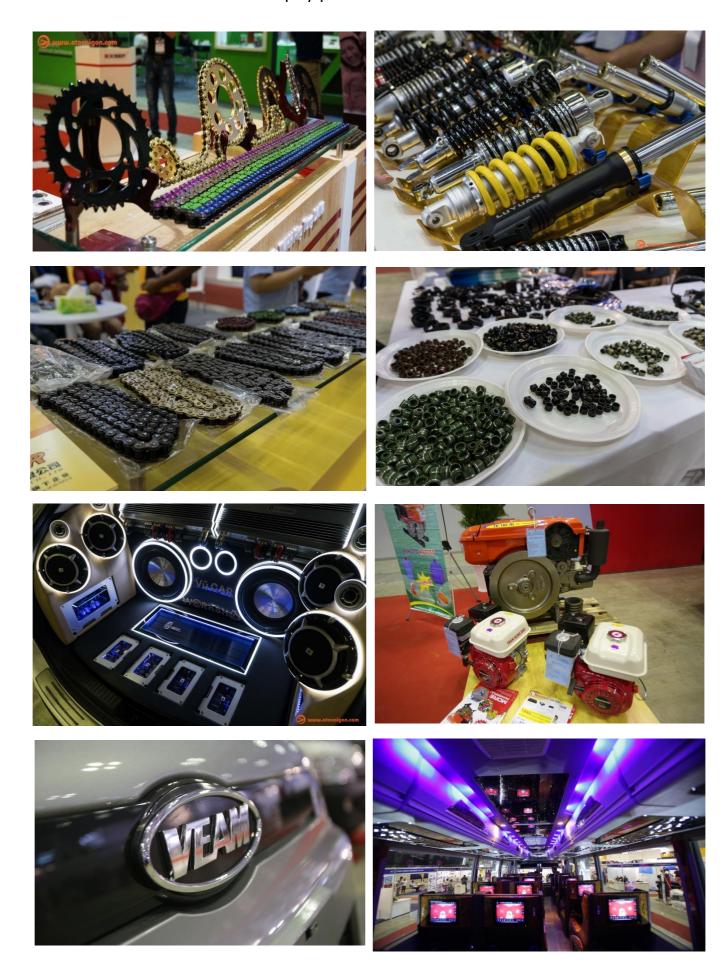








Display products at the exhibition



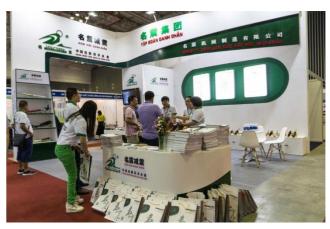
Booths at Saigon Autotech 2018











Seminar on "Supporting Industries – A golden key for the development of Vietnam automobile industry















Vietnam Car Audio Contest 2018

















Drift Competition 2018 (Season 1: Drift & Stunt Show)





THANK YOU AND SEE YOU AGAIN



05/2019

Saigon Exhibition and Convention Center (SECC) 799 Nguyen Van Linh street, District 7, Ho Chi Minh City, Vietnam

