



## 3 - 6 JULY 2018

THE 16<sup>TH</sup> INTERNATIONAL

**PRECISION ENGINEERING, MACHINE TOOLS**  
AND **METALWORKING** EXHIBITION & CONFERENCE

Incorporating

**AUTOMATON**  
VIETNAM 2018

**METROLOGY**  
VIETNAM 2018

**TOOLTEC**  
VIETNAM 2018

**WELDTECH**  
VIETNAM 2018

📍 SAIGON EXHIBITION & CONVENTION CENTER (SECC)

## POST SHOW REPORT 2018

### Welcome back to MTA Vietnam 2018! A success story

As one of the largest international events in Vietnam for the manufacturing industry currently, this year, the 16th edition of **MTA Vietnam** continued attracting hundreds of industry players, including international group pavilions coming from technology-powerhouse such as **Korea, Japan, Taiwan, Germany, China**, making up more than 80% of the total display area.



Throughout the 4-day event, **MTA Vietnam 2018** ended successfully with **11,131 trade visitors** and **more than 400 group delegations** with many positive feedbacks about the scale, exhibit quality and organizational excellence.

# 2018 KEY FACT & FIGURES

\*Based on the result of MTA Vietnam 2018 registration data



**12,500 SQM**



**455 EXHIBITING COMPANIES**



**11,131 TRADE VISITORS**  
(4.9% are from overseas)



**17 COUNTRIES/REGIONS**

(China, Czech Republic, Germany, Hong Kong, India, Italy, Japan, Korea, Malaysia, Netherlands, Singapore...)



**400 GROUP DELEGATIONS**



**13 GROUP PAVILIONS**

(Germany, Japan, Korea, Taiwan, Thailand, UK, Singapore)

## ABOUT OUR VISITORS



"Thanks for another great MTA Vietnam show, which gave me and my group delegation the chance to gain up-to-date knowledge, connect with business prospects especially, Japanese companies. Our purpose of visit to MTA Vietnam2018 was to source for rubber gaskets and machine tools providers. We have contentedly found some potential suppliers with whom we will be discussing further after the show. I'm looking forward to the next show in the next year."

**Mr. Dao Minh Nhat**  
**Leader of Maintenance Department**  
**CHIENG SHYONG VIETNAM CO., LTD**

"One of the best experiences I had. The organization was good with excellent facilities. Staff were helpful, warm and friendly. We were able to see innovative products and our company has founded some potential providers of laser cutting machinery such as Van Su Loi and Hiep Phat. I will return next year and also will recommend my colleagues and industry friends to attend the event if they do not yet."

**Mr. Tang Thanh Trung**  
**Engineer**  
**BAO BAO CO., LTD**



# VISITOR ATTENDANCE

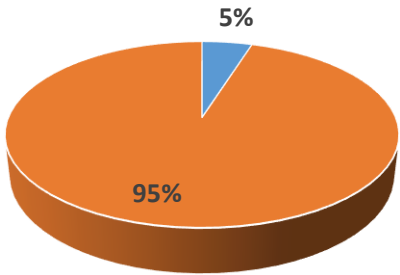
## Geographical Breakdown

TOTAL | 11,131

Vietnam | 10,581

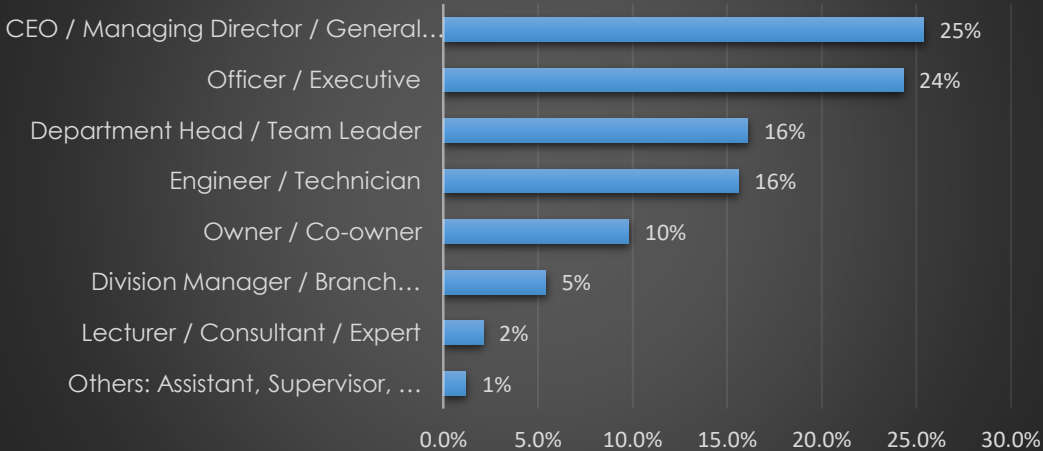
Overseas | 550

(Australia, Cambodia, Canada, China, Czech Republic, France, Germany, Ghana, Hong Kong,...)

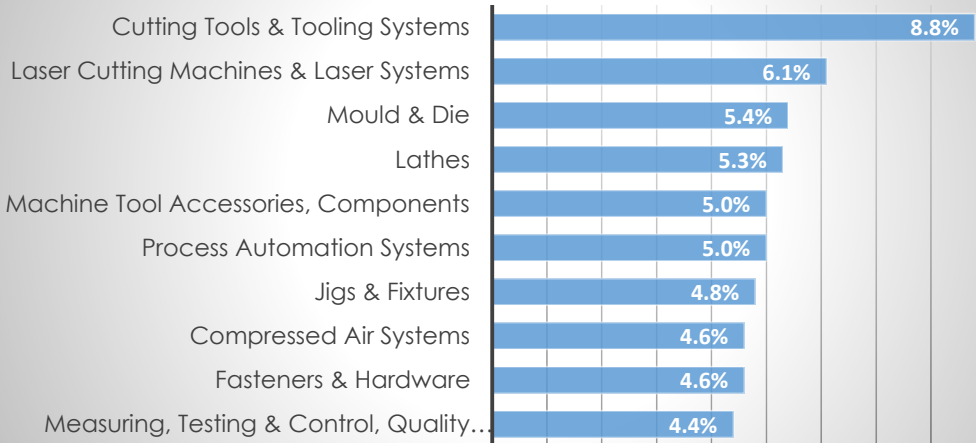


Local Overseas

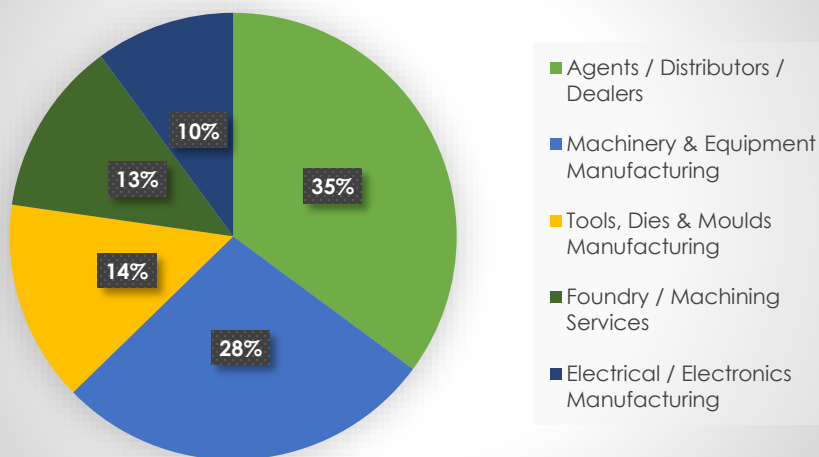
## VISITORS BY JOB FUNCTION



## TOP 10 VISITORS' BUSINESS AREAS



## TOP 5 COMPANY'S MAIN ACTIVITY



## Visitors' Satisfaction

The four-day event welcomed total of 11,131 trade visitors and buyers, marking a steady increase of 6.5% from the last edition in 2017, indicating that **MTA Vietnam** has successfully gained trust from the community.

**74%**

Of respondents are first-time visitors who are potential industry players.

Of respondents are willing to recommend MTA Vietnam 2019

**91%**

**92%**

Of visitors have confirmed their return to MTA Vietnam

Of visitors could find their products and companies that they would like to see presenting at **MTA Vietnam 2018**.

**97%**

**93%**

From the scale 7 to 10, **8** got **93%** (highest percentage) of responses to rate their satisfaction with the overall experience at **MTA Vietnam 2018**.



# ABOUT OUR EXHIBITORS



**Patrick Kemnitz**  
**General Director**  
**TRUMPF VIETNAM CO., LTD**

"This year's edition we make the new step respect to reality, and comparing to the last year, MTA has a lot of interesting contents, and we feel the business in Vietnam is on going, so we are really proud to support Vietnamese customers here locally.

Next year for MTA, we hope we will also have the nice booths, and we will show the latest technology. Moreover, we feel the organizer are

truly nice at conditions, we could move on our booths already on weekend, we feel really comfortable and really thankful for the support."

**Mr. Shaun Lim**  
**Strategic Business Development Manager**  
**RENISHAW SINGAPORE PTE. LTD**

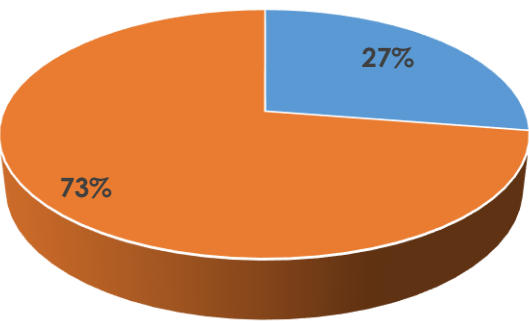
"Renishaw is a UK company with more than 40 years experiences in technology. Renishaw Vietnam has been around in this country for many years which support the local as well as foreign investment companies in Vietnam.

And as expected, MTA Vietnam is a big show which is well organized and we have seen a lot of new exhibitors in the show. We were definitely back here to meet the new customers as well as support existing ones. As I said the market is keep growing,



# EXHIBITOR ATTENDANCE

## Geographical Breakdown



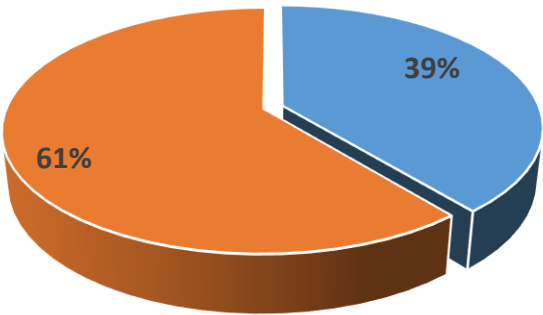
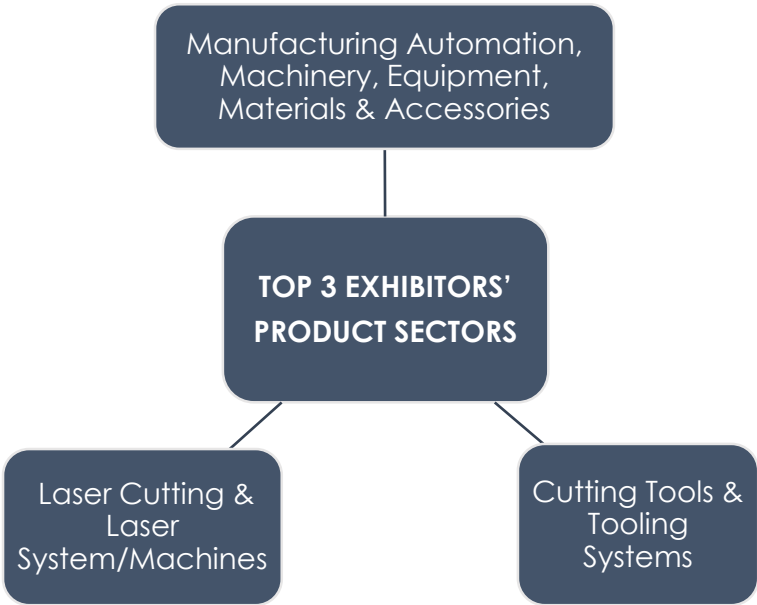
■ Vietnam ■ International

**TOTAL | 455 companies**

**Vietnam | 125 companies**

**International | 330 companies**

*(China, Czech Republic, Germany, Hong Kong, India, Italy, Japan, South Korea, Malaysia, Netherlands, Singapore, Taiwan, Thailand, Turkey, UK, USA)*



■ First-time Exhibitor ■ Repeat Exhibitor

More than half of the respondents **(60,69%)** are repeat exhibitors

## Exhibitors' Satisfaction

78%

Of respondents expressed their satisfaction with their experience at **MTA Vietnam 2018**

Of respondents are likely to attend **MTA Vietnam** again in 2019.

72%

VIETNAM

"**Vietnam**" is the most important target market, followed by **Indonesia** and **Malaysia** respectively

Of respondents were satisfied with the "**Visitor quality**"

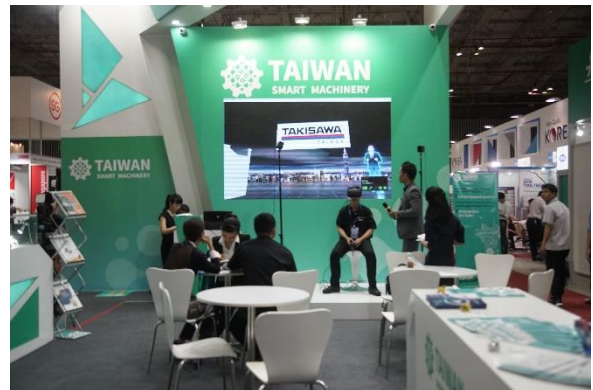
70%

88%

of interviewee selected **MTA Vietnam** as the most important exhibition for their company.

## Insightful Technical Seminars

More than an exhibition, **MTA Vietnam 2018** has brought a series of seminar with covered enjoyable topics on manufacturing, metalworking industry, which provided professionals and peers the opportunity to learn new technologies and keep up with the global mainstream.



# MARKETING HIGHLIGHT

Being an organizer, we understand the importance of targeting the right audience, bringing and connecting the exhibitors get closer to the company, the customer needs.

**Quality is important, Quality is even more important for a sustainable success of MTA Vietnam.** . Here's how we had performed.

**12**

Is the total round of **Electronic Direct Mailing** that were sent to the right and potential targeted visitors & partners.

**33,500**

Is the total number of **emails successfully sent** to the potential customer data in **each round**.

Our **MTA Vietnam** website has the up-to-dated and rich

content that **40%** feel that “**Listing of the Company on the show website**” and “**Online show catalogue**” are useful in promoting their presence.

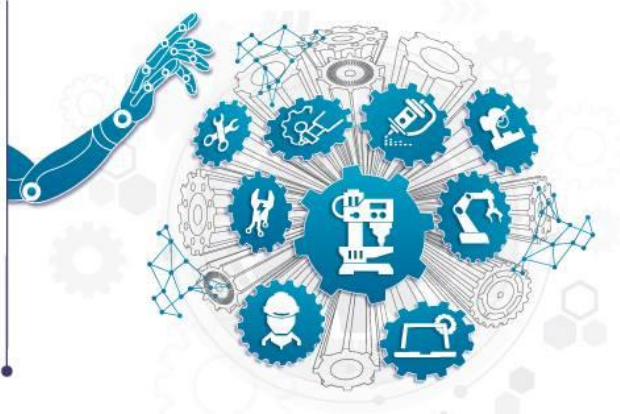
**93%**

Of visitors find the Show update / show materials useful and want to receive through their emails to follow up the upcoming shows.





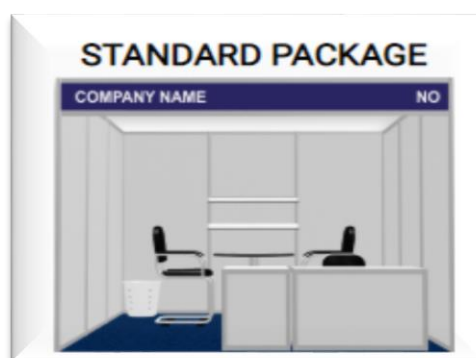
**mta**  
VIETNAM  
ADVANCING VIETNAM'S MANUFACTURING INDUSTRIES  
**2 - 5 JULY 2019**  
THE 17<sup>TH</sup> INTERNATIONAL **PRECISION ENGINEERING, MACHINE  
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**SGD 575/SQM**

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