

ADVANCING VIETNAM'S MANUFACTURING INDUSTRIES

TRIỂN LÃM VÀ HỘI THẢO QUỐC TẾ LẦN THỨ 17
VỀ MÁY CÔNG CỤ, CƠ KHÍ CHÍNH XÁC VÀ GIA CÔNG KIM LOẠI
THE 17th INTERNATIONAL PRECISION ENGINEERING,
MACHINE TOOLS AND METALWORKING
EXHIBITION & CONFERENCE

02-05.07.2019



2019 POST SHOW REPORT

BAN TỔ CHỨC
ORGANISER



informa
markets

SES Vietnam Exhibition
Services Company
Limited

TRUNG TÂM HỘI CHỢ VÀ TRIỂN LÃM SÀI GÒN (SECC)
799 Nguyễn Văn Linh, Quận 7, Tp. Hồ Chí Minh, Việt Nam

KẾT HỢP VỚI | INCORPORATING

AUTOMATON
VIETNAM 2019

METROLOGY
VIETNAM 2019

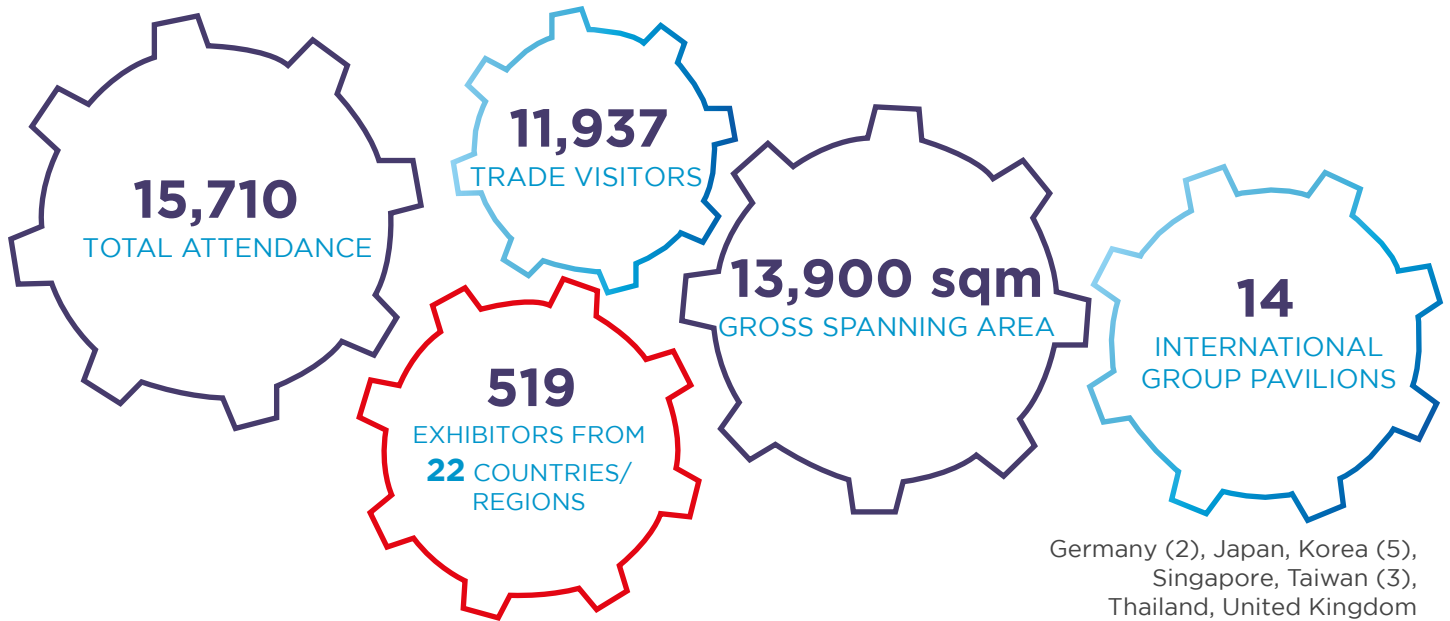
TOOLTEC
VIETNAM 2019

WELDTech
VIETNAM 2019

EVENT OVERVIEW

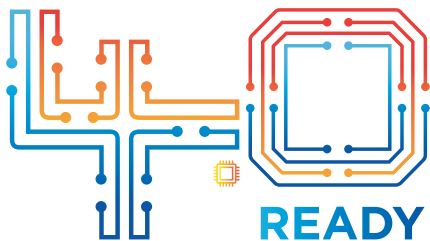
MTA Vietnam 2019 is poised to be an even bigger success in connecting key buyers and sellers within the manufacturing and metalworking industries in Vietnam. Throughout 4 days of the event from 2-5 July 2019 at Saigon Exhibition & Convention Center - SECC, MTA Vietnam 2019 introduced a wide range of machines and equipment of 5 main key product categories: with 5 main key products, including: Metal-cutting, Metal-forming / Sheetmetal-cutting, Metrology / Test & Measurement, Cutting Tool & Tooling System, Ancillary / Supporting Equipment being featured by many leading brands around the world.

MTA VIETNAM 2019 AT A GLANCE



CONCURRENT EVENTS

WE ARE INDUSTRY



For the very first time, MTA Vietnam 2019 has introduced a showcase under theme "WE ARE INDUSTRY 4.0 READY" to visitors where the focus is put on the Fourth industrial Revolution exclusively. Its main objective is to provide advanced technology and innovations for the current issues involving the Fourth Industrial Revolution trends in the manufacturing industry.

CONFERENCES

Conferences are recognised as insightful events at MTA Vietnam for years. The informative seminars that were run in the framework of the exhibition over four days featured an extensive gathering of industry heavyweights and high-profile speakers to share experiences, practical knowledge and address effective solutions to Vietnam's manufacturing community.



LIVE DEMONSTRATION

There are up to over hundreds of live demonstrations during 4 days of the exhibition. Thousands products and advanced technologies were featured and displayed by the world's leading manufacturers.

EXHIBIT PROFILES

Angle Measuring Devices
Balancing Systems
Bending Machines
Blowers & Dryers
Boring Machines
Broaching & Shaping Machines
Cleaning Devices & Clean Air Systems
Color Testing Equipment
Coiling and Wire Forming Machines
Coordinated Measuring Equipment
Cutting Tools & Tooling Systems
Density Testing Apparatus

Die Casting Machines
Die Sets and Casting Supplies
Dimensional Measuring Devices
Drilling & Tapping Machines
EDMs and Wire-Cut Machines
Fasteners Hardware
Tools and Accessories
Fatigue & Strength Testing Equipment
Gear Cutting
Forming & Finishing Machines
Grinding Machines
Honing, Lapping

Hot Runners
Inventory Control and Logistics Systems
Jewelry Making Machines
Laser Cutting & Laser Systems
Machining Centers
Manufacturing Systems
Materials - Graphite, Steel, Plastic
Material Testing Equipment
Measurement and Inspection System

EXHIBITORS' VOICES



"MTA Vietnam is getting bigger every year and we hope it can keep continuing in that way. Vietnam is a very much growing market and that dynamism is reflected at the exhibition. We are looking forward to join the MTA Vietnam in the next edition in 2020."

MR. STEVE BELL, GENERAL MANAGER - ASEAN RENISHAW (SINGAPORE) PTE. LTD.

"It's a great place to meet new people, manufacturers and suppliers. The quality of the visitors is exceptional, good networking at MTA Vietnam"

MR. HIROMIKI GOTO, DEPUTY GENERAL DIRECTOR SODICK VIETNAM CO., LTD.



EXHIBITORS' SATISFACTION

77% of exhibitors were satisfied with the overall exhibition

70% of exhibitors would be likely to return to MTA Vietnam 2020

71% of exhibitors can generate new leads and **72%** exhibitors can seek for investments and business opportunities at MTA Vietnam 2019

75% of exhibitors will recommend MTA Vietnam to friends and colleagues

72% of exhibitors were satisfied with the quality of visitors

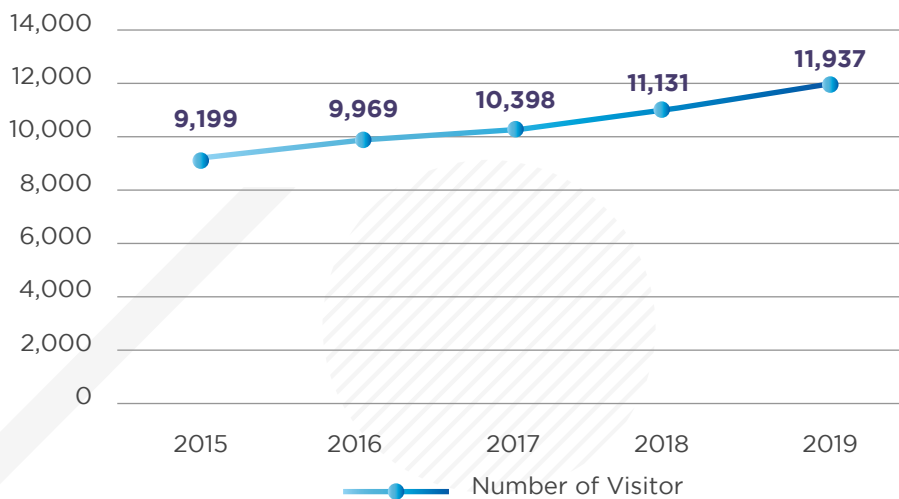
VISITOR PROFILES

Angle Measuring Devices
 Automotive Manufacturing
 Agent /Distributor/Trading
 Buying/Procurement Services
 Contract-Manufacturing& Turnkey
 Projects
 Design Services
 Consultancy Services
 Electrical-Manufacturing
 Electronics-Manufacturing
 Engineering & Contracting
 Density Testing Apparatus

Environmental Management
 Equipment Manufacturing
 IT & Telecommunications
 Machinery Manufacturing
 Metal-Components&Product
 Manufacturing
 Oil & Gas
 Chemical Processing
 Precision Engineering
 Supporting Industries
 Grinding Machines
 Public Works / Services

Research & Development
 Plastics & Rubber Products
 Manufacturing
 Shipbuilding & Repair
 Storage
 Subcontract Manufacturing
 Tools, Die & Molds Manufacturing
 Trade Association / Government
 Agency
 Transportation
 Material Handling

YEAR-ON-YEAR INCREASE OF VISITOR TRAFFIC



Over the last 5 years, MTA Vietnam has been witnessing a remarkable rise of trade visitors. The statistic year over year remains the attraction of MTA Vietnam as the first class destination for all key decision-makers across the country.

SOUNDBITE FROM OUR VISITORS

“This is our first time to MTA Vietnam with the main purpose of visiting is sourcing for equipment and tools for automotive manufacturing. We have met many potential partners such as Hiep Phat, Donguan Shunxhun Trade. Really impressed with the exhibition scale and products on display”

MS. PHAN THI TUYET
PRODUCTION - CTY TNHH OTO VINA

“I see MTA Vietnam has been growing increasingly in the exhibiting brand as well as the variety of exhibit profiles. It’s very helpful and informative for our business, met a lot of suppliers and partners from the industry.”

MR. DUONG VAN PHUC EM
PE-SV, MARUEI VIETNAM



OVER 366 GROUPS VISITED MTA VIETNAM 2019 – THEY INCLUDE:

TOP 20 BRAND:
 NIDEC TOSOK
 MARUEI VIETNAM
 DAIKOU
 CONG TY TNHH MAY VA
 THIET BI LAM UY

CONG TY METKRATF
 CONG TY VCAMMECH
 CONG TY HOAI PHUONG
 CONG TY SAIGON PRECISION
 CONG TY TOHI
 CONG TY PHU AN PHAT

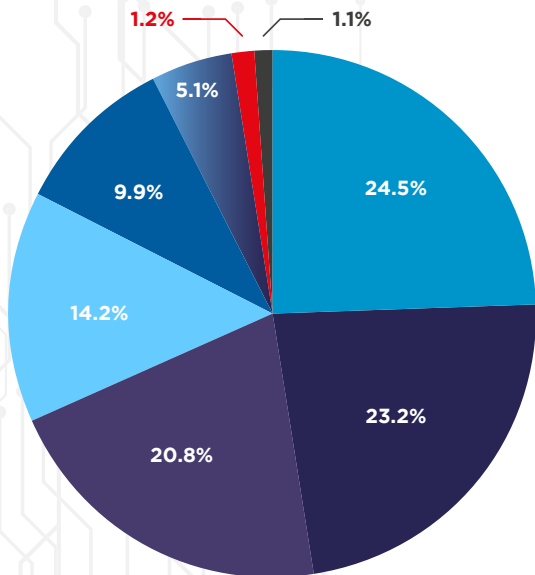
CONG TY TNHH
 SCANCOM VIETNAM
 FURUKAWA AUTOTIVE
 PART (VIETNAM) INC
 SAIGON PRECISION CO., LT (2-7)
 MABUCHI MOTOR VIETNAM, LTD
 CTY TNHH FUJI CARBON

VIETNAM
 CHOSUN VINA CO., LTD,
 MARUEI VIETNAM
 CONG TY CHE TAO MAY IDEA
 CONG TY THERM-X SVT
 QH PLUS INDUSTRIAL JSC...

VISITOR ANALYSIS

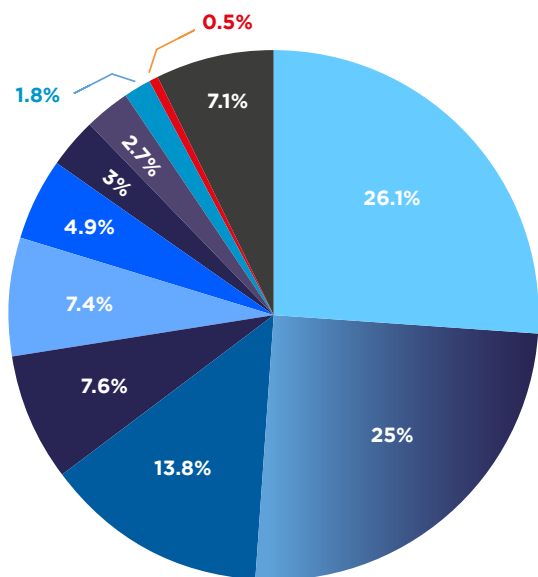
MTA Vietnam 2019 attracted **11,937** trade visitor from **31** countries, including decision makers, top high-level - managing position and many delegations from some of Asia countries such as: China, Korea, Singapore, Malaysia, Japan, Taiwan, Thailand, etc. and some other from United States, United Kingdom, Australia, Italy, Canada, Germany, etc.

VISITOR'S JOB FUNCTION

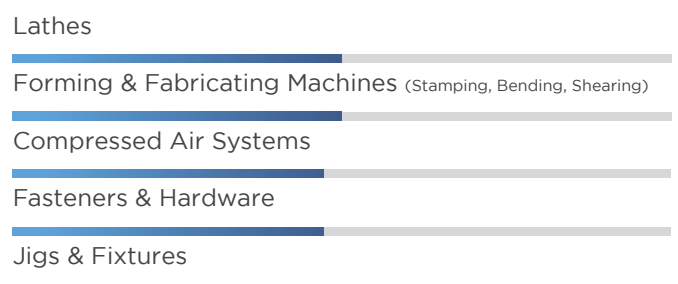
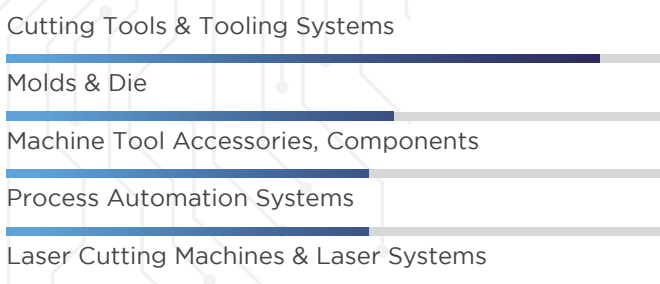


- CEO / Managing Director / General Manager / Board Member
- Officer / Executive
- Engineer / Technician
- Department Head / Team Leader
- Owner / Co-owner
- Division Manager / Branch Manager / Plant Manager
- Lecturer / Consultant / Expert
- Others: Secretary, Teacher, Academy, Interpreter, etc.

TOP 10 COMPANY'S MAIN ACTIVITIES



TOP 10 VISITOR PRODUCTS/SERVICES OF INTEREST



MARKETING ACTIVITIES

OFFLINE



MAILING

50,500 entries in 2 rounds before the show



GROUP DELEGATION PROGRAMME

Total **336 group delegations** visited the exhibition



RADIO

45 seconds of advertisement on VOV and VOH channel with **20** sessions



SMS MARKETING

Total **8** rounds to **127,152 phone numbers**



TELE MARKETING

4 different rounds of tele-marketing to more than **27,000** contacts



PRINTED NEWSPAPER/MAGAZINE

10 magazines and **17** newspapers with more than **70** insertions



STREET BANNERS

210 banners on high traffic streets such as: Ly Thuong Kiet, Nguyen Van Troi, Truong Chinh, Nguyễn Thi Thap, etc.

ONLINE



EMAIL CAMPAIGN

Total **18** rounds of EDM sent to both exhibitors and visitors in 2 months with nearly **100,000 email addresses**



ONLINE PRE-REGISTRATION

3 days before the show, there were up to **2,254 online pre-pre-registrants**



GOOGLE DISPLAY NETWORK & FACEBOOK ADVERTISING CAMPAIGN

Reached out to **191,522** potential users and with more than **5,380 times** of engagement

SAVE THE DATE

WE ARE LOOKING FORWARD TO SEEING YOU AT MTA VIETNAM 2020

07-10 JULY 2020

SAIGON EXHIBITION & CONVENTION CENTER - SECC, DISTRICT 7. HCMC, VIETNAM

For any exhibiting and sponsorship inquiries, please contact to your nearest office:

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E: dung.nguyen@ubm.com

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