

**ONE EXHIBITION - TWO PLATFORMS**  
Integrate Offline Exhibition and Online Exhibition

# AUTOTECH 2022

## ACCESSORIES Vehicles & Accessories

# 18<sup>TH</sup> INTERNATIONAL AUTOTECH & ACCESSORIES SHOW 2022

# POST SHOW REPORT

ORGANIZER



www.atfaexpo.vn

PATRONAGE



VIETNAM ASSOCIATION  
FOR SUPPORTING INDUSTRIES



VIETNAM CHAMBER  
OF COMMERCE AND INDUSTRY

STRATEGIC PARTNER



VIETNAM ENGINE  
AND AGRICULTURAL MACHINERY CORPORATION  
- JOINT STOCK COMPANY

SERVICE PARTNERS



MEDIA SPONSORS



▶ 27 - 30/10/2022

SAIGON EXHIBITION & CONVENTION CENTRE (SECC)  
799 NGUYEN VAN LINH, DIST. 7, HO CHI MINH CITY, VIETNAM

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# PART I. GENERAL INFORMATION

## EXHIBITION NAME

The 18<sup>th</sup> International Autotech & Accessories 2022

## TIME

**Traditional Exhibition**

27/10 – 30/10/2022

**Online Exhibition**

27/10 – 30/10/2022

## VENUE

**Traditional Exhibition**

Saigon Exhibition and Convention Center  
- SECC (799 Nguyen Van Linh Str.,  
Dist. 7, HCMC)

**Online Exhibition**

Website:  
[www.autotechonline.com.vn](http://www.autotechonline.com.vn)  
[www.virtualautotech.com.vn](http://www.virtualautotech.com.vn)

## ORGANIZER



Asia Trade Fair & Business Promotion JSC

## PATRONAGE



Liên Đoàn Thương mại và Công nghiệp Việt Nam



Hiệp hội Công nghiệp Hỗ trợ Việt Nam

## STRATEGIC PARTNER



Vietnam Engine and Agricultural Machinery Corporation - Joint Stock Company  
(VEAM)

## MEDIA SPONSORS



## SERVICE PARTNERS



## AGENDA OF THE TRADITIONAL AUTOTECH & ACCESSORIES 2022

DATE	TIME	EVENT
27/10	08:00 – 09:30	Opening Ceremony & VIP Tour
	09:30 – 17:00	Show days with activities
	14:30 – 16:30	Business matching activities at the booth and at the business matching room of Organizer
28 – 30/10	09:00 – 17:00	Show days with activities
	10:00 – 16:30	Business matching activities at the booth and at the business matching room of Organizer
30/10	17:00	Close the show

## SCALE

- Scale: 6.000 sqm
- Visitors: 15.800
- Number of exhibitors/booths: 115 exhibitors
- Number of Countries: 09 countries, including: Vietnam, China, Korea, Malaysia, Taiwan, Japan, Germany, Italy, USA

## **PART II. MAIN ACTIVITIES**

### **OPENNING CEREMONY & VIP TOUR**

**Time:** 08:00 – 09:30

**Venue:** Hall B2 – SECC

**Number of attendees:** 100 guests

#### **VIPs at Opening Ribbon Cutting Ceremony:**

- Mr. Vo Tan Thanh – Vice President of Vietnam Chamber of Commerce and Industry (VCCI)
- Mrs. Nguyen Minh Ngoc – Chairman of Asia Trade Fair and Business Promotion JSC (ATFA)
- Mr. Chen – Chairman of the National Federation of Automotive Materials Business Association of the Republic of China
- Mr. Nguyen Van Kinh – Country Sales Director of Tianneng Holding Group in Vietnam

### **DISPLAY ACTIVITY**

**Time:**

**27/10:** 09:30 – 17:00

**28 – 30/10:** 09:00 – 17:00

**Venue:** Hall B2 – SECC

**Visitors:** 15.800

#### **Products for display :**

- Car 4 – 7 seats
- Motorcycles & scooter
- Electric bikes, electric motorcycles
- Minibuses, urban buses, passenger cars
- Light, heavy-duty trucks, pickup trucks, specialized vehicles
- Transmission mechanism & chassis
- Spare parts, charging, regenerating, restoring, refreshing
- Accessories and vehicle degrees
- Transportation services
- Repair and Maintenance
- IT & Management
- Systems & Electronics
- Service station, car wash
- E-mobility

## BUSINESS MATCHING

**Time:**

**27/10:** 14:30 – 16:30

**28 – 30/10:** 10:00 – 16:30

**Venue:** At the booth and at the business matching room of Organizer

**Number of businesses registered to participate:** Nearly 50 companies



## PART III. COMMUNICATION ACTIVITIES

### PRESS RELEASE

#### ❖ The 1<sup>st</sup> Press Release:

- Time: August 17<sup>th</sup>, 2022
- Number of units receiving the Press Release: 27
- Number of articles collected: 35

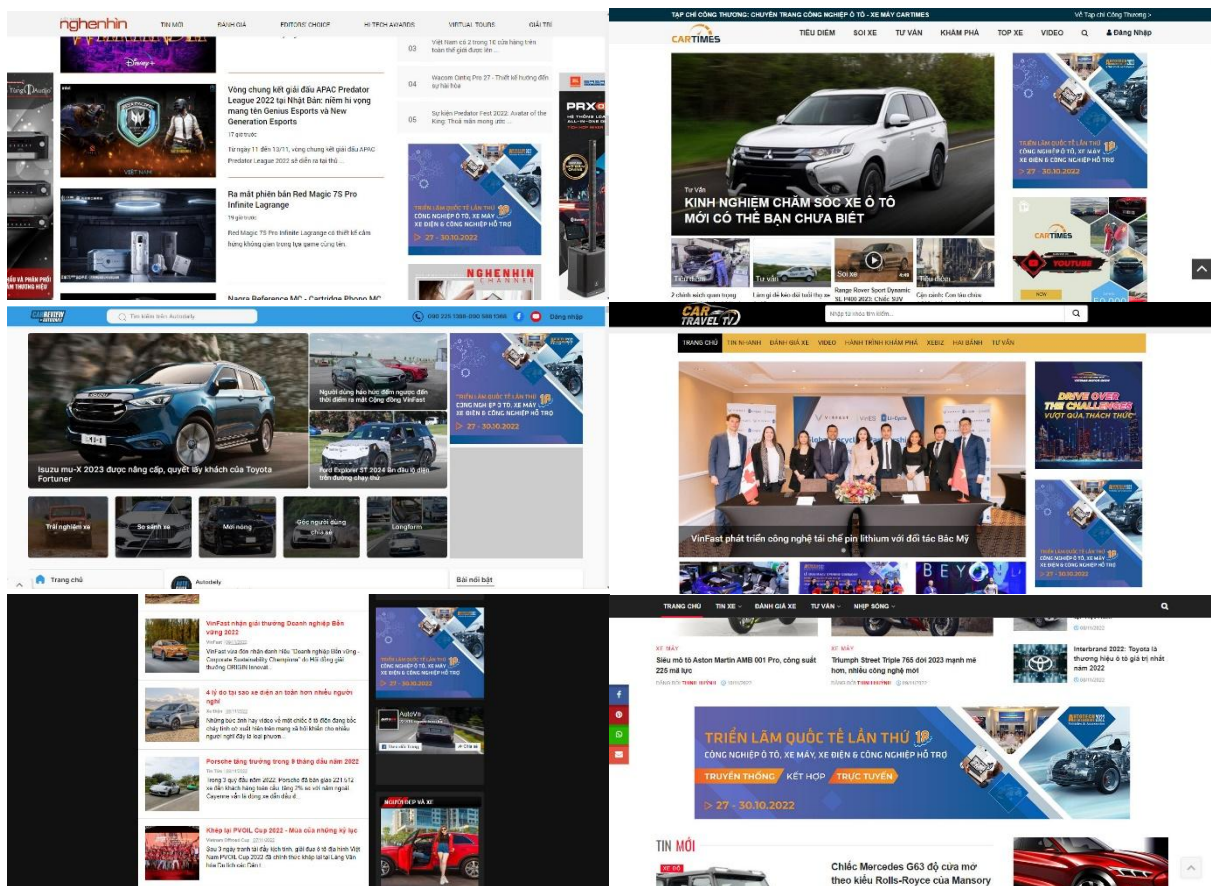
#### ❖ The 2<sup>nd</sup> Press Release:

- Time: October 27<sup>th</sup>, 2022
- Number of units receiving the Press Release: 25
- Number of articles collected: 41

### PRESS ADVERTISEMENT

#### ❖ Post banners on Websites:

Post banners on 19 websites: cartimes.tapchicongthuong.vn; ofnews.vn; autodaily.vn; whatcar.vn; otoxemay.vn; songmoi.vn; xedoisong.vn; nghenhinvietnam.vn; xevathethao.vn; autotv.vn; autonet.com.vn; motosaigon.vn; welovecar.vn; otopro.com.vn; autopress.vn; nhipcauthuonghieu.vn; autovn.com.vn; cartraveltv.com; Promedia.



## DIGITAL COMMUNICATION

### ❖ Website:

- Continuously update information about the Exhibition
- Accessing and following: 36.218

### ❖ Facebook Fanpage:

- Follower: 15.277
- Interaction and reach: 25.893

### ❖ Email Marketing:

- Quantity: 10.000 emails
- Characteristics of database: ATFA's database, send email directly
- Execution time: 03 times (from August 2022 to November 2022)



## VISUAL ADVERTISEMENT

### ❖ Street Banner:

- Venue: Ho Chi Minh City and Industrial Zone in neighboring areas
- Quantity: 20 banners
- Execution time: 01 week (from October 23<sup>rd</sup> to October 30<sup>th</sup>, 2022)









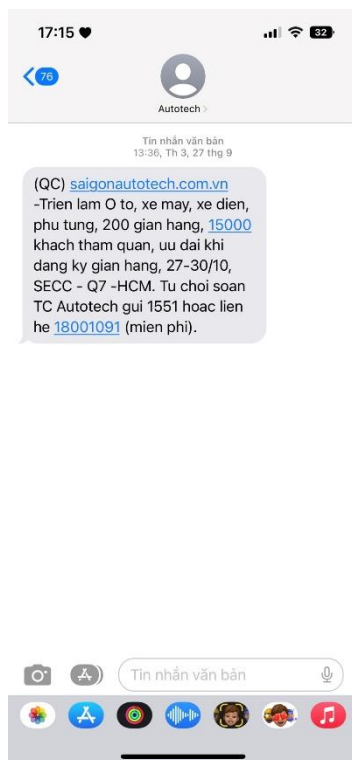
### ❖ SMS advertising:

- Quantity: 30.000 messages
- Execution time: 3 phases:

Phase 1: September 27<sup>th</sup>, 2022

Phase 2: October 27<sup>th</sup>, 2022

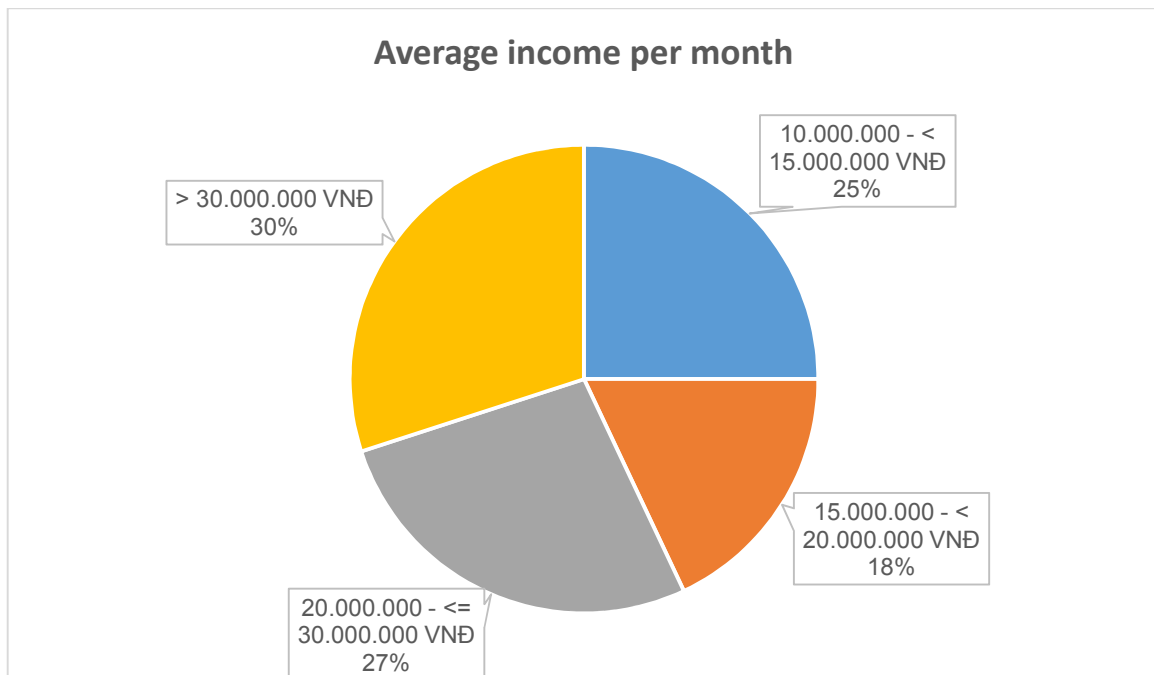
Phase 3: October 28<sup>th</sup>, 2022



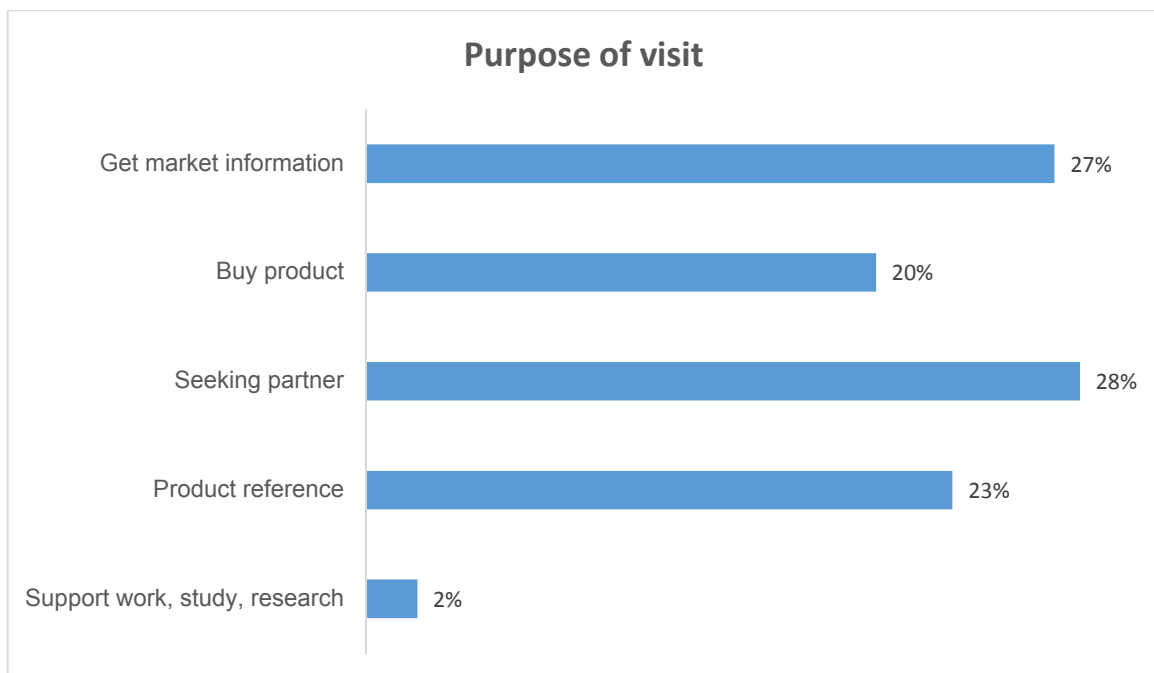
## PART IV. SURVEY

### VISITORS

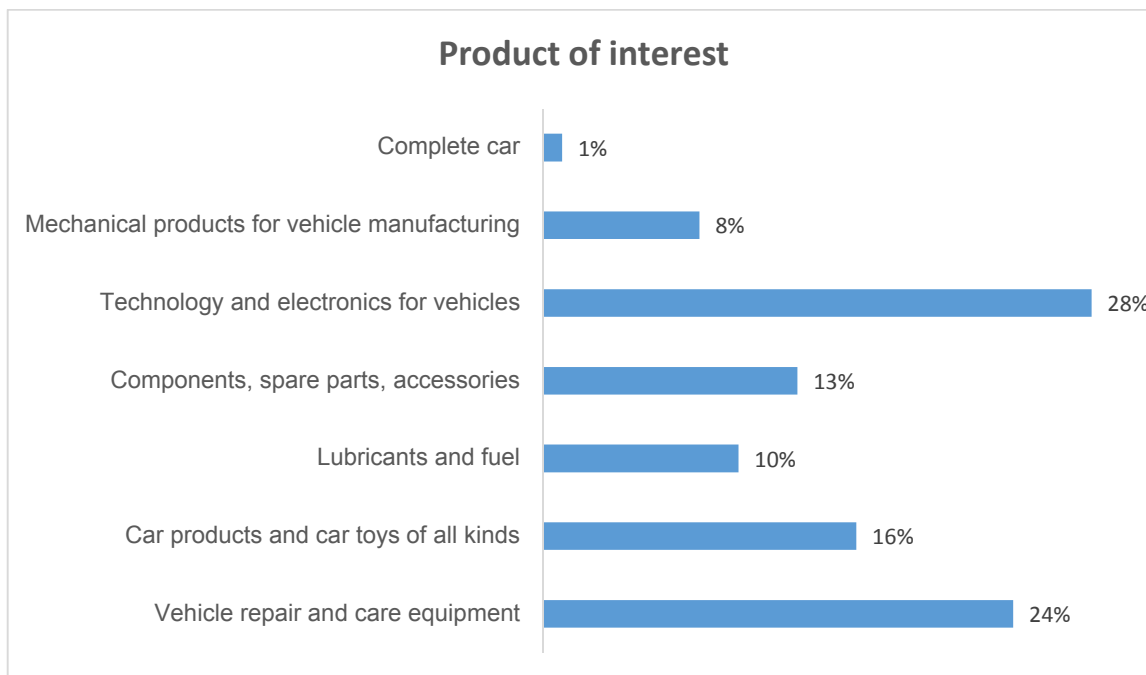
#### 1. Average income per month:



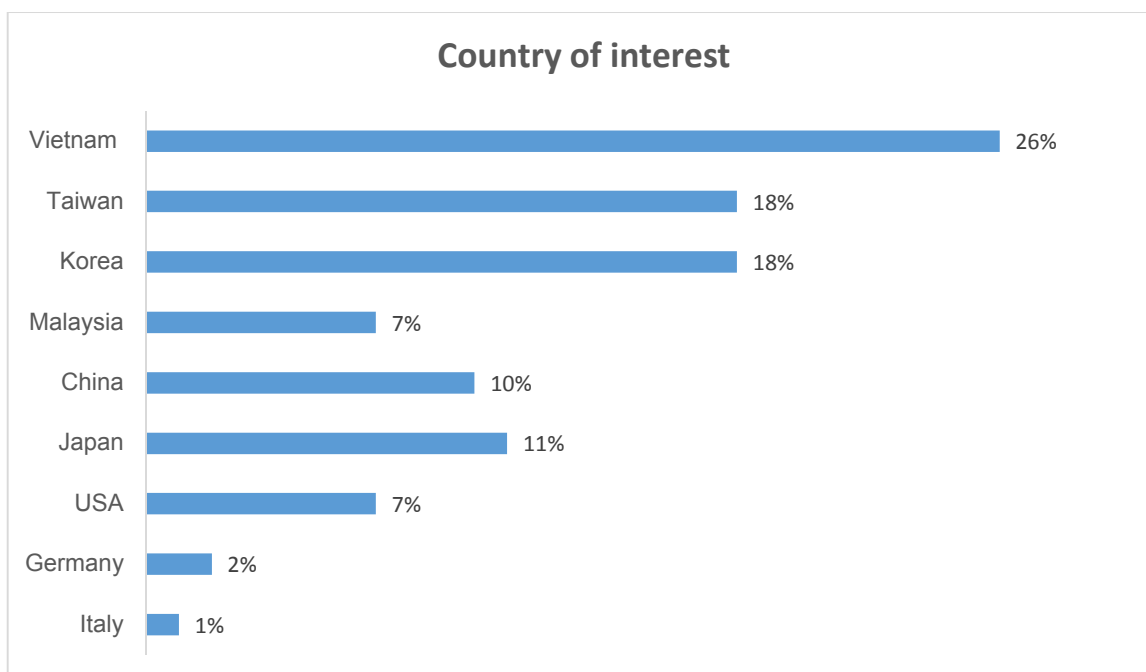
#### 2. Purpose of visit:



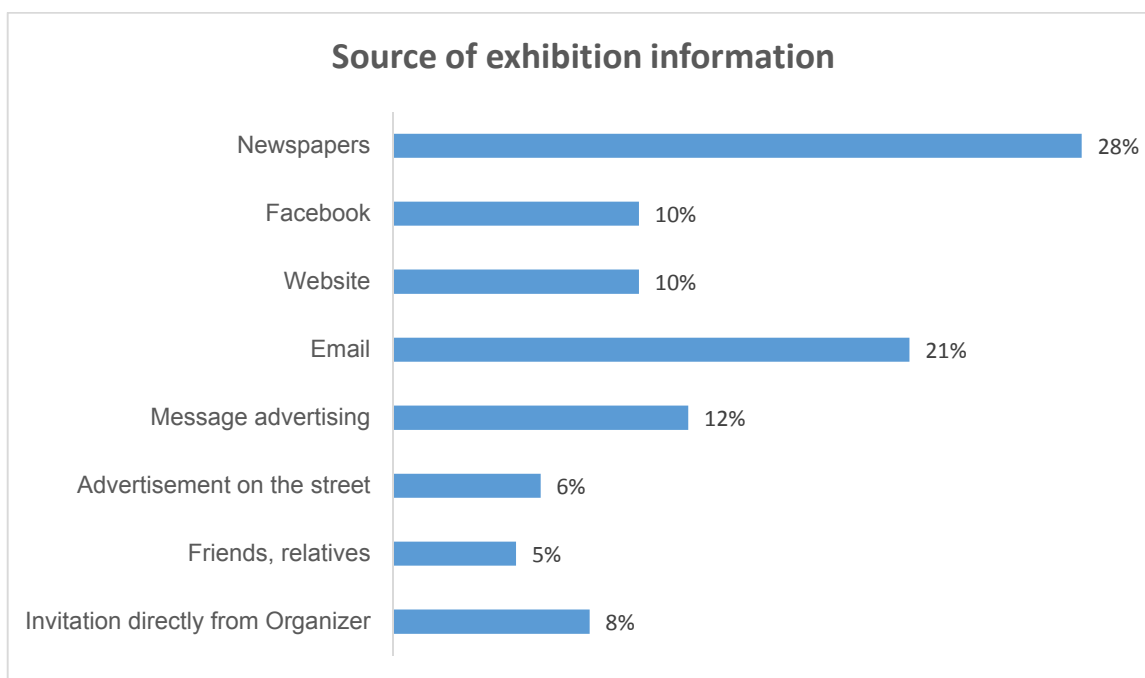
### 3. Product of interest:



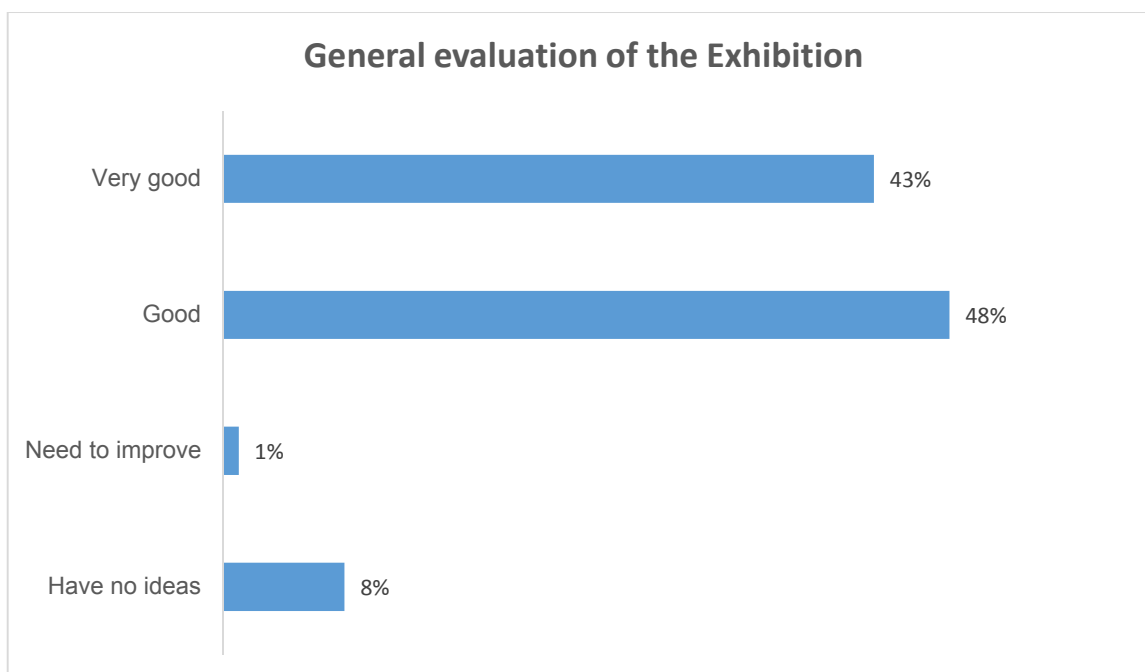
### 4. Country of interest:



## 5. Source of exhibition information:



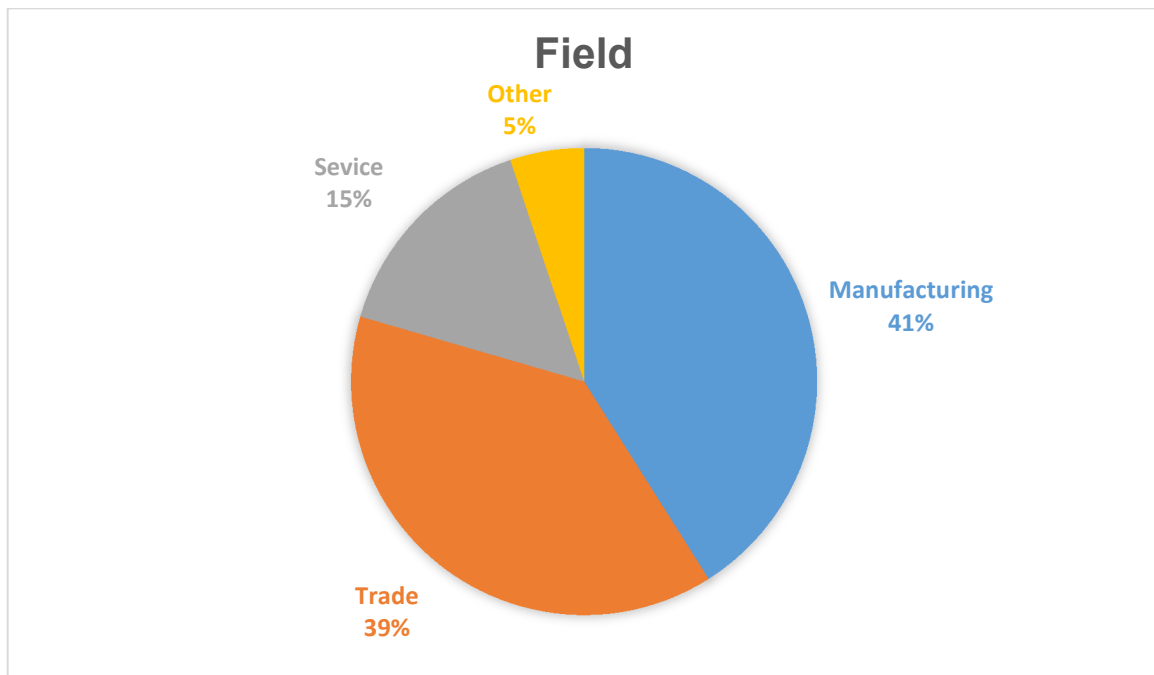
## 6. General evaluation of the exhibition:



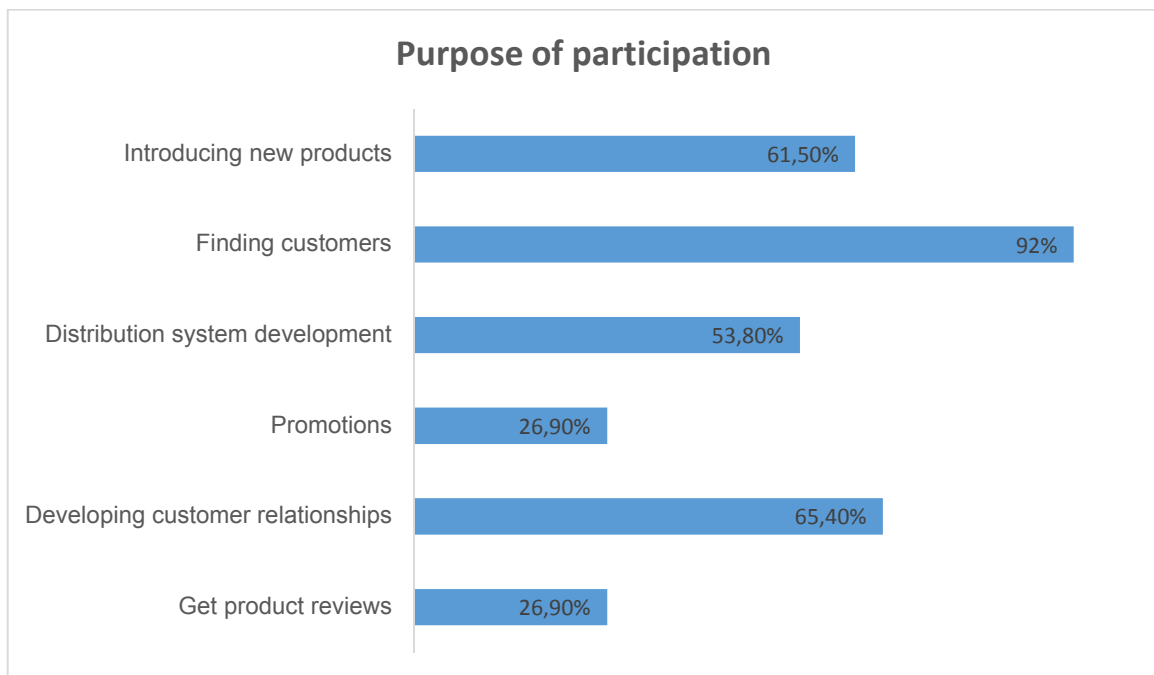


## EXHIBITORS

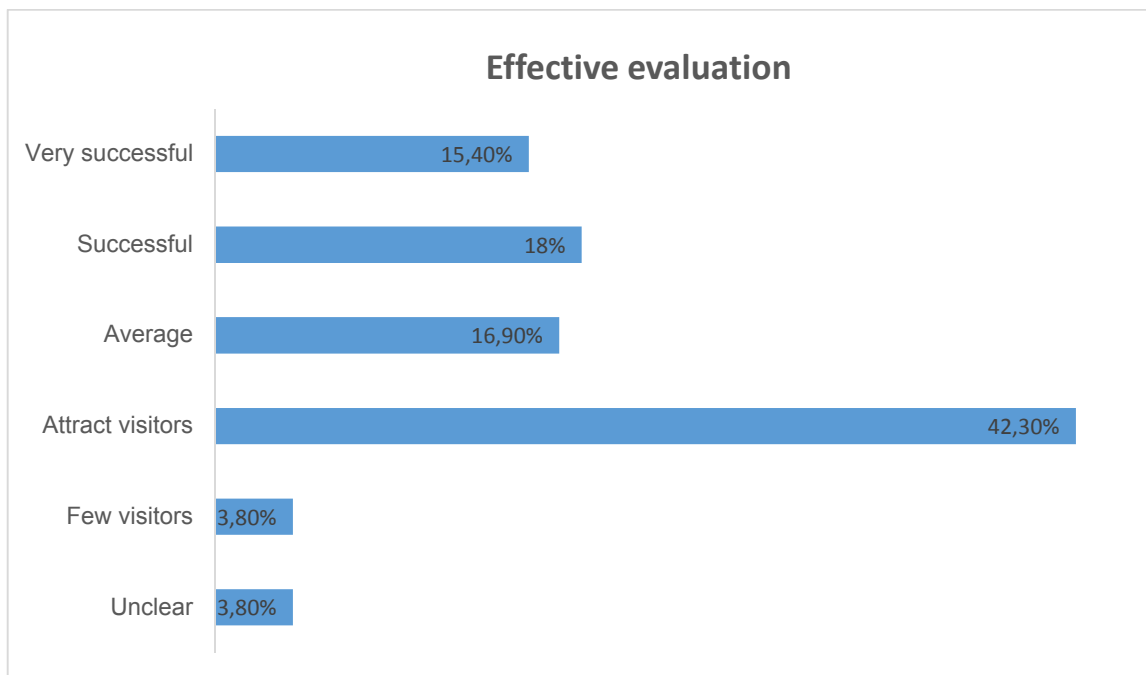
### 1. Field:



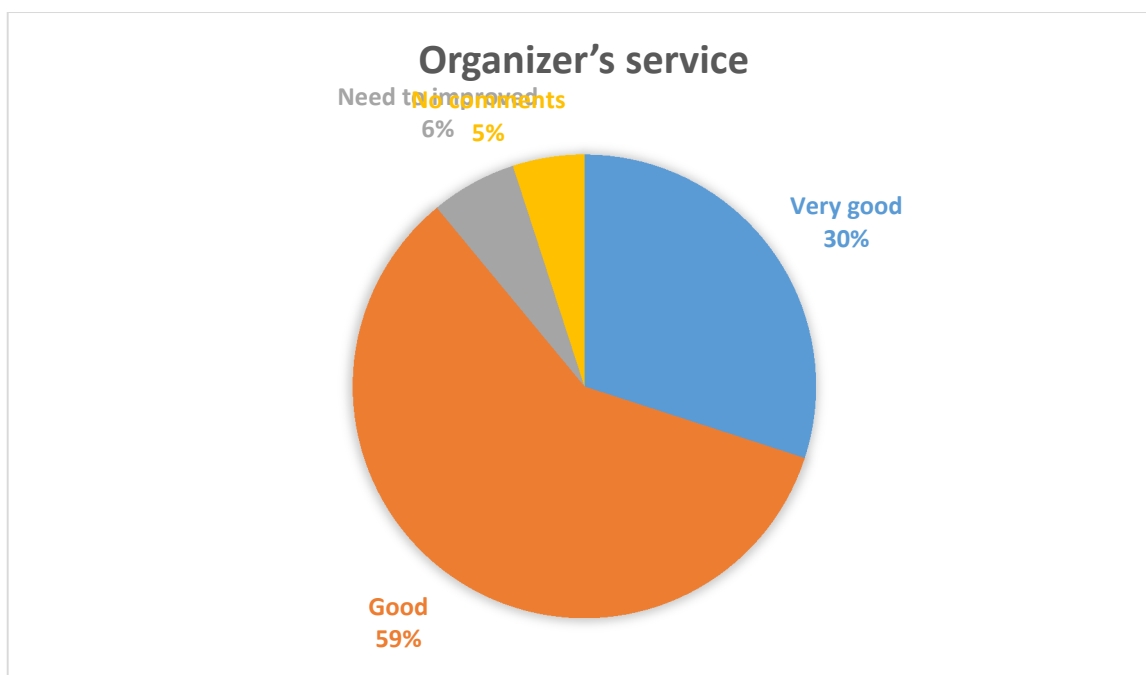
### 2. Purpose of participation:



### 3. Effective evaluation:

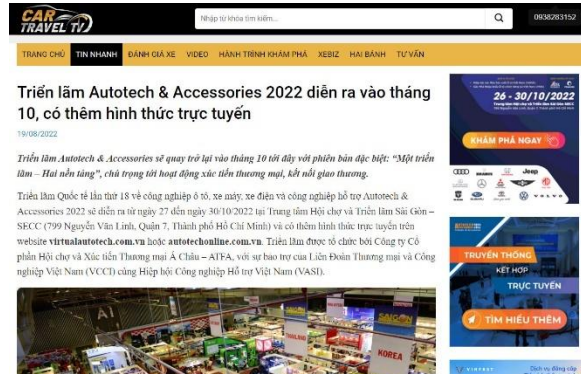
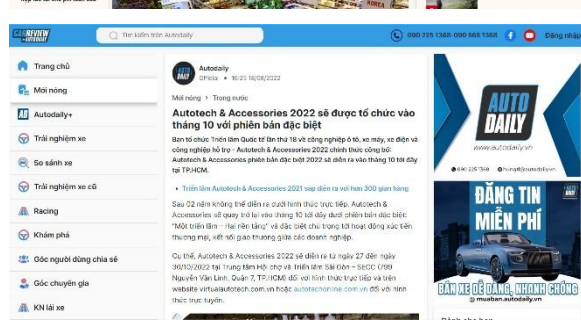


### 4. Organizer's service:



# PART V. IMAGES AND ARTICLES ABOUT THE EXHIBITION

## 1. Show on press:



## 2. Show Pictures:

### Overview of Autotech & Accessories 2022



### Opening Ceremony & VIP Tour







**Some booths at Autotech & Accessories 2022**







## PART VI. THE ONLINE AUTOTECH & ACCESSORIES 2022

### SCALE

- Number of booths: 43
- Booth form:
  - E-commerce booth
  - 3D booth

### MAIN ACTIVITIES

#### ❖ Display activity:

**Time:** October 27<sup>th</sup> - October 30<sup>th</sup>, 2022

**Visitor:** 3000

#### Products for display :

- Spare parts & components
- Accessories & Customizations
- Repair & Maintenance
- Systems & Electronics
- Cars
- Transport Service
- IT & Management
- Service station, car repair
- E-Mobility

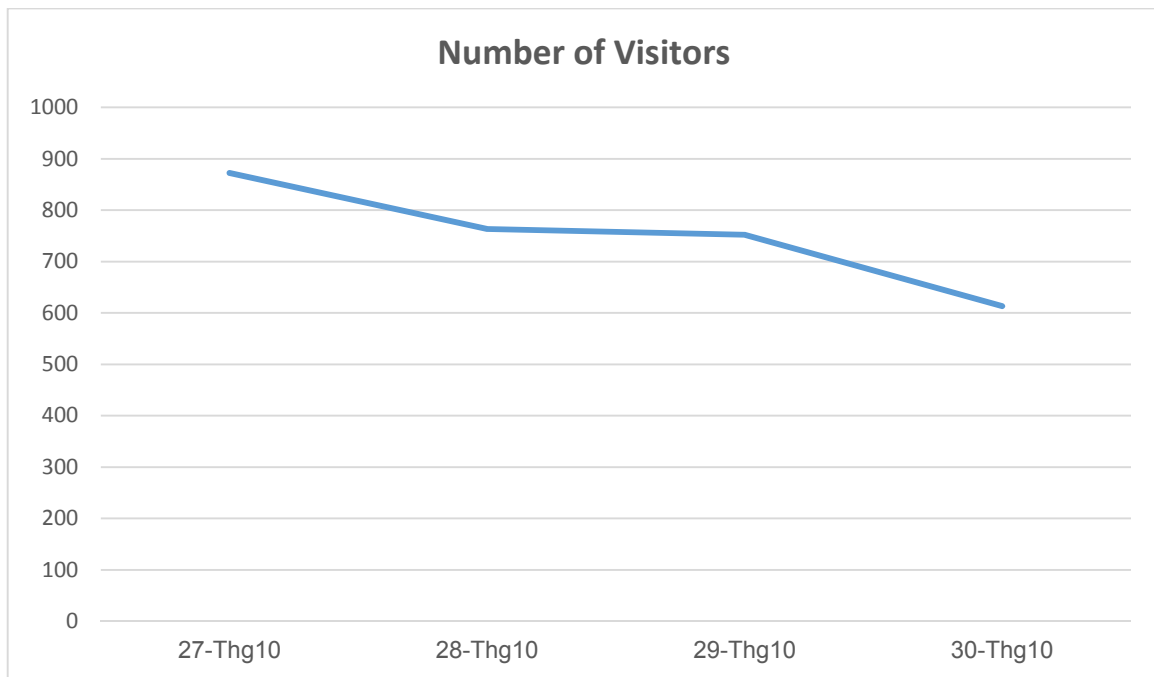
#### ❖ Business matching:

- **Time:** October 27<sup>th</sup> - October 30<sup>th</sup>, 2022
- **Number of companies registered to participate in business matching:** 84 companies
- **Actual number of companies participating in business matching:** 73 companies
  - **Number of companies that successfully participated in business matching:** 73 companies
  - **Number of companies that failed to participate in business matching:** 0 companies

### EXHIBITION STATISTICS

#### ❖ Number of visitors:

	27/10	28/10	29/10	30/10	Tổng
<b>VISITORS</b>	<b>872</b>	<b>763</b>	<b>752</b>	<b>613</b>	<b>3000</b>



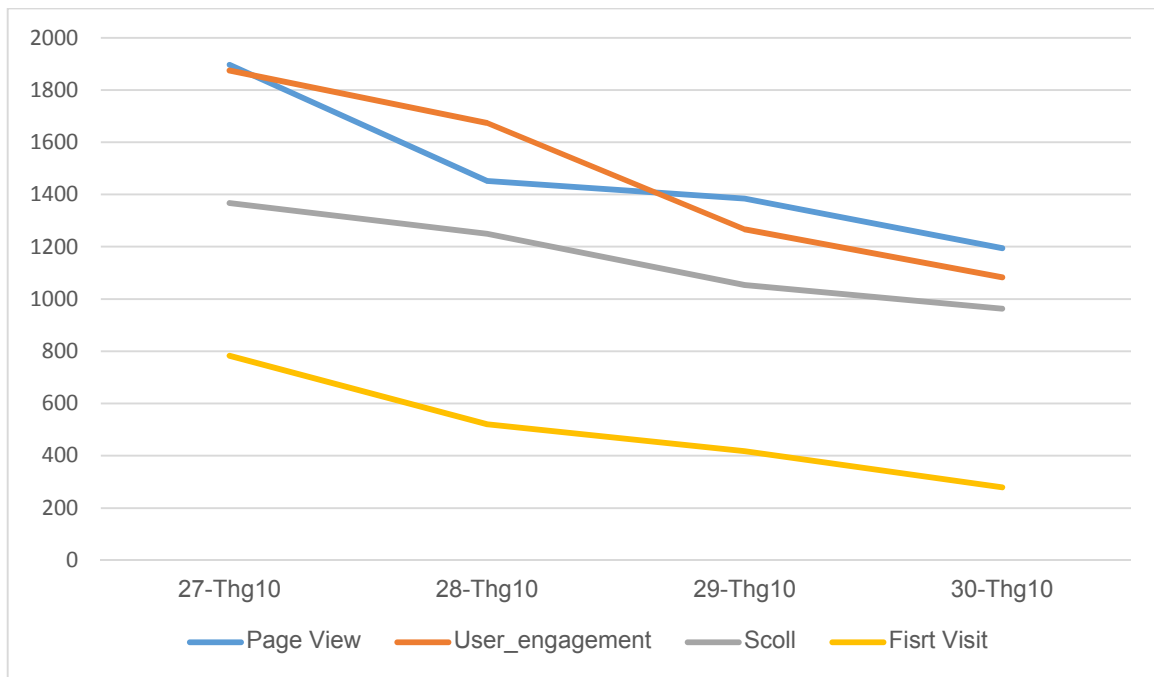
❖ **Nationality of Visitors:**

NATION	VISITORS
Vietnam	2326
China	390
Korea	128
Japan	54
Usa	22
Taiwan	20
Thailand	17
Indonesia	16
Malaysia	8
Philippines	9
Others	10

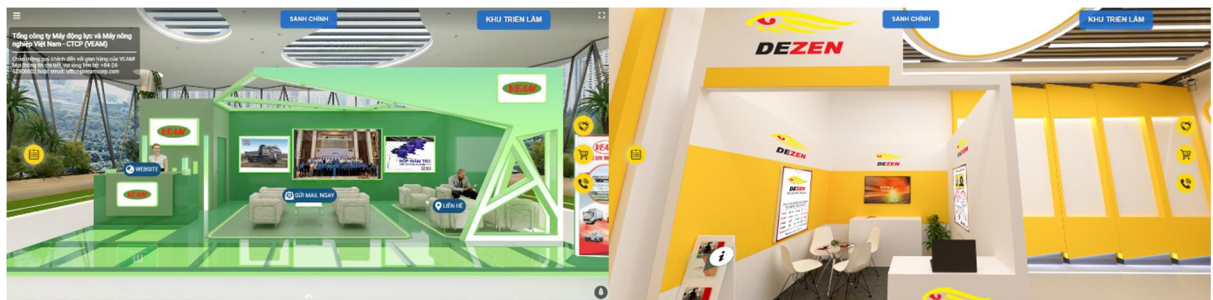
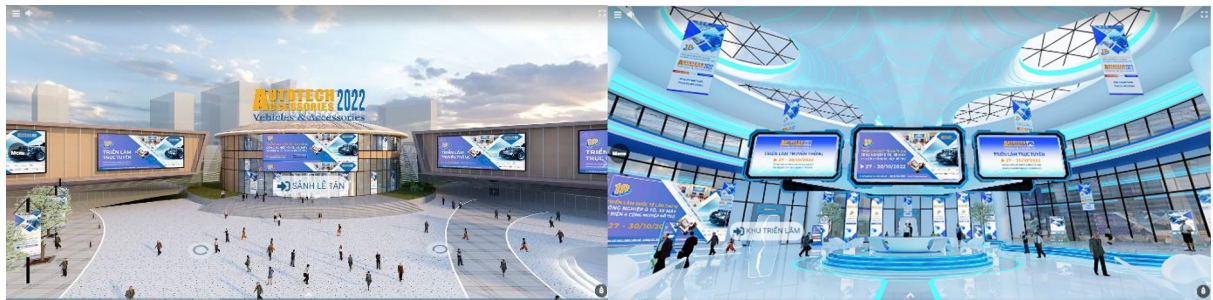
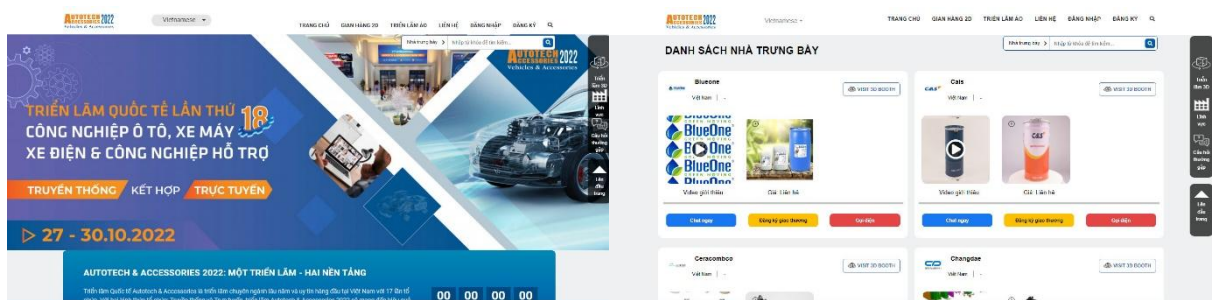
❖ **Access and engagement:**

	27/10	28/10	29/10	30/10
<b>Page View</b>	1896	1452	1384	1194
<b>User engagement</b>	1874	1673	1267	1083
<b>Scroll</b>	1367	1249	1054	963
<b>First visit</b>	783	521	418	279



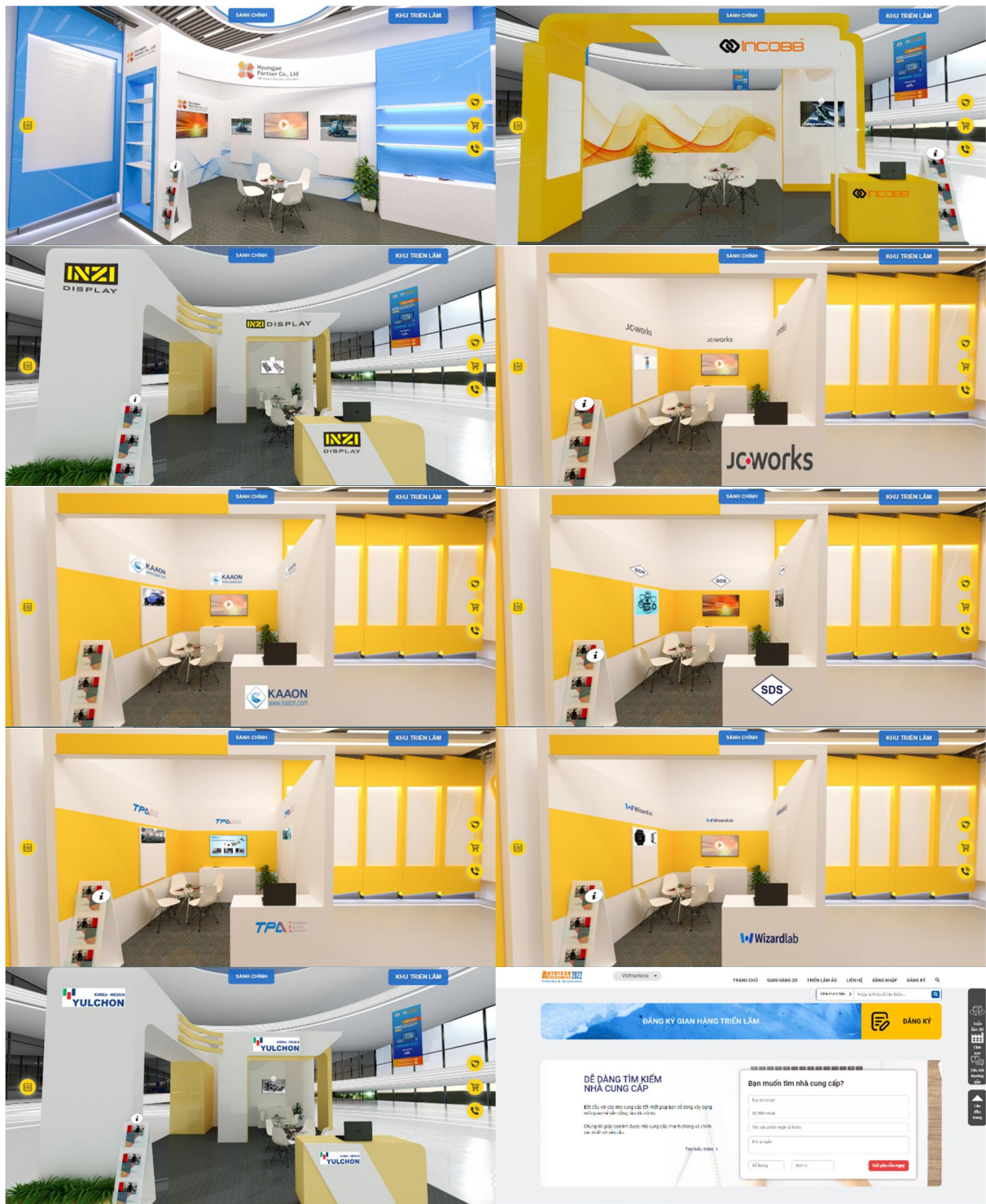


## ❖ Photos about the online Autotech & Accessories 2022:











**ONE EXHIBITION - TWO PLATFORMS**  
Integrate Offline Exhibition and Online Exhibition

**THANK YOU & SEE YOU AGAIN**

**AUTOTECH**  
**ACCESSORIES 2023**

**Vehicles & Accessories**  
**18 - 21/05/2023**



**CÔNG TY CỔ PHẦN HỘI CHỢ & XTTM Á CHÂU**  
**ASIA TRADE FAIR & BUSINESS PROMOTION JSC - ATFA**  
Add: Phòng 602, 88 Phạm Ngọc Thạch, Đống Đa, Hà Nội  
Tel: (84-24) 35736728 / 29 \* Fax: (84-24) 35736727  
Website: [www.atfaexpo.vn](http://www.atfaexpo.vn) / [www.tochucsukien.biz.vn](http://www.tochucsukien.biz.vn)

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