



ORGANISER
 informamarkets
 SES Vietnam Exhibition Services Company Limited

INCORPORATING
 AUTOMATION VIETNAM, METROLOGY VIETNAM, TOOLTEC VIETNAM, WELDI TECH VIETNAM

EVENT OVERVIEW

MTA Vietnam 2022 At A Glance

- 13,969 total attendance
- 12,505 trade visitors
- 7,500 gross spanning area
- 144 exhibitors from 11 countries/regions
- 10 total events pre-show and onsite including seminar, conference, press conference, talkshow, webinar
- 7 international group pavilions: Germany (1), Korea (4), Singapore (1), Taiwan (1)

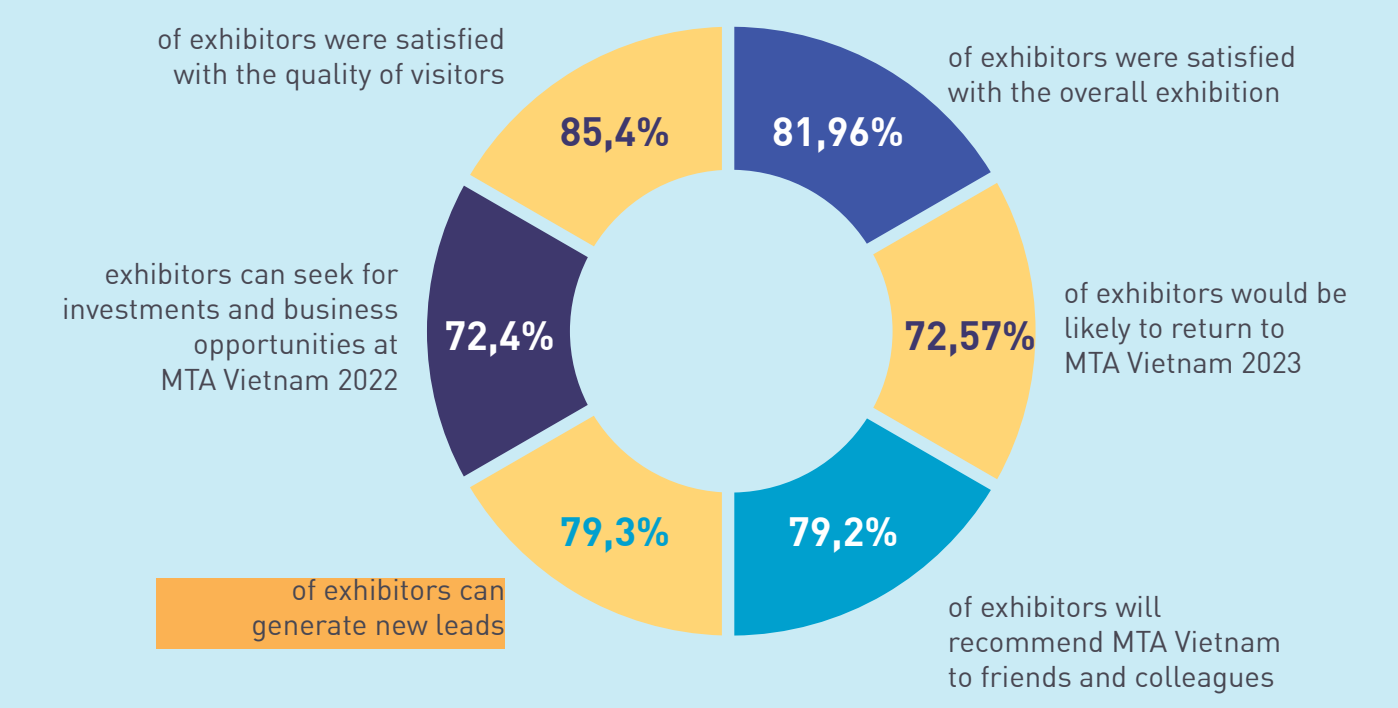
ALONGSIDE EVENT

09 JUL 2022	09:00 – 12:00 14:00 – 17:00	Hall A1, SECC, HCMC	SEMINAR: 3D METAL PRINTING: FROM POTENTIAL TO APPLICATION REALITY FOR PROFESSIONAL MANUFACTURING IN VIETNAM
08 JUL 2022	09:00 – 12:00	Hall A1, SECC, HCMC	SEMINAR: DIGITAL TRANSFORMATION: HOW TO PREVENT TECHNOLOGY WASTES
07 JUL 2022	14:00 – 17:00	Hall A1, SECC, HCMC	TALKSHOW: WORLD CLASS MANUFACTURING: HOW TO GET THERE FROM HERE
07 JUL 2022	09:00 – 12:00	Hall A1, SECC, HCMC	CONFERENCE: ACCELERATING VIETNAM'S MANUFACTURING TRANSFORMATION TOWARDS SMART PRODUCTION
06 JUL 2022	14:00 – 17:00	Hall A1, SECC, HCMC	TALKSHOW: HOW TO IMPROVE BUSINESS COLLABORATION AND FUNDING CAPACITY FOR MANUFACTURING FIRM
06 JUL 2022	09:00 - 12:00	Hall A1, SECC, HCMC	PRESS CONFERENCE
20 JUN 2022	INTERCONTINENTAL SAIGON RESIDENCES, DISTRICT 1, HCMC		PRESS CONFERENCE
10 JUN 2022	VSIP1 INDUSTRY PARK, BINH DUONG PROVINCE		SEMINAR: "HOW TO REDUCE 8+1 WASTES IN MANUFACTURING OPERATIONS"
28 MAY 2022	MAKINO VIETNAM - TECHNICAL CENTER, DISTRICT 9, HO CHI MINH CITY		SEMINAR: "HOW TO REDUCE 8+1 WASTES IN MANUFACTURING OPERATIONS"
20 MAY 2022	ONLINE		WEBINAR: MANUFACTURING OPERATIONS IN THE WAKE OF COVID-19

EXHIBIT PROFILES

- AUTOMATION**
Distribution & Logistics Services
IT for Manufacturing, Process Solutions & Enterprise Automation
IT for Supply Chain
Manufacturing Automation, Machinery, Equipment, Materials & Accessories
Packaging
Power Transmission, Pneumatics, Hydraulics & Fluid Control
Process Automation Systems, Equipment, Materials & Accessories
Robotics
System Integration
- CUTTING TOOLS & TOOLING SYSTEMS**
Gear Cutting
Jigs & Fixtures
Blades
Chucks & Chuck Controller
Rollers
End Mills
Drills
Spindle
Reamers
Tool Holders / Workholding Device
- FACTORY EQUIPMENT / ANCILLARY & SUPPORTING EQUIPMENT**
Abrasives Products
Cleaning Devices & Clean Air Systems
Fasteners & Hardware
Engraving & Marking Systems
Balancing & Analysis Tools
Power Packs & Power Tools
Compressed Air Systems
Pumps & Valves
- MATERIAL HANDLING & STORAGE**
Hoists
Material Handling (Fork Lifts, Pallet trucks, trolleys)
Material Handling (Conveyor Systems/ Pick & Place Robotics)
Jewelry Making Machines
Storage & Warehousing
Raw Materials Supplies
- METAL CUTTING MACHINES**
Boring / Drilling / Tapping Machines
Broaching & Shaping Machines
EDMs & Wire-Cut Machines
Grinding Machines
Lathes
Metal Cutting Machines - Others
Machining Centres
Milling Machines
Sawing Machines
- METAL FORMING / SHEET METAL CUTTING MACHINES**
3D Printing Machine / Additive Manufacturing Machine
Bending Machines
Laser Cutting & Laser Systems / Machines
Metal Forming / Sheet Metal Cutting Machines - Others
Presses & Shears
Punching & Stamping Machines
Injection Molding Machines
- MEASUREMENT & TESTING TECHNOLOGY**
Control, Measuring & Monitoring / Inspection Equipment
Coordinate Measuring Machine (CMM)
Dimensional Measuring Devices
- MATERIAL TESTING EQUIPMENT**
Precision Gauges
Precision Measurement Software
Fatigue & Strength Testing Equipment
Testing, Calibration & Inspection
- METAL CUTTING MACHINES**
Material Testing Equipment
Precision Gauges
Precision Measurement Software
Fatigue & Strength Testing Equipment
Testing, Calibration & Inspection
- MOULD & DIE**
Die Casting Machines
Mould & Die
- SOFTWARE AND PROTOTYPING SYSTEMS**
CAD / CAM /CAE
Rapid Prototyping Systems
- SURFACE AND HEAT TREATMENT**
Heat Treatment
Honing, Lapping & Finishing Machines
Adhesives & Sealants
Lubricants & Chemicals
- WELDING TECHNOLOGY**
Welding Equipment
- GENERAL SERVICES**
Consulting Services
Institutions (Education & Training)
Government Agencies
Media
Trade Associations
- COILING AND WIRE & TUBE FORMING MACHINES**
Waterjet Cutting Machines

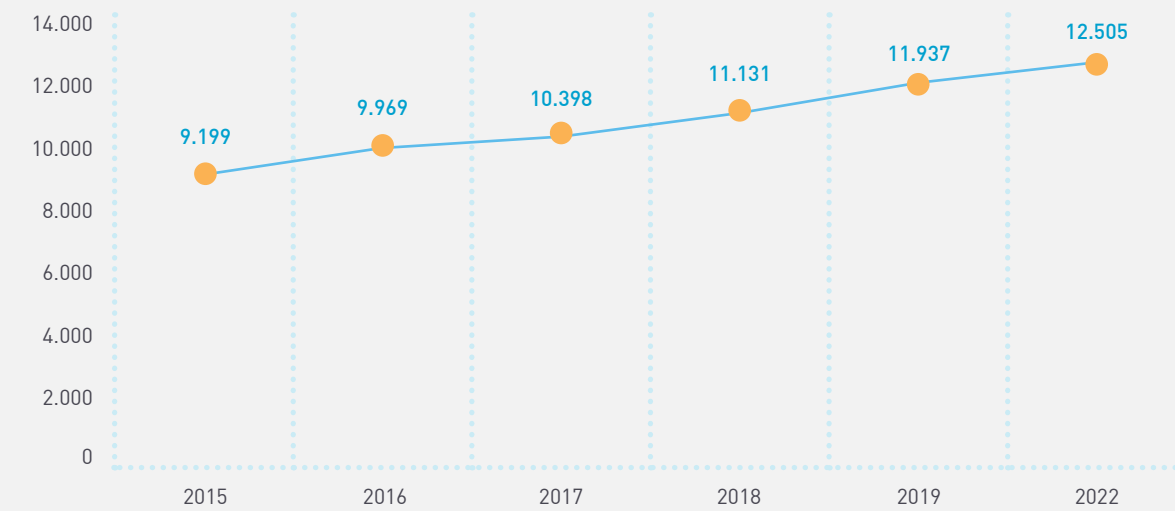
EXHIBITORS' SATISFACTION



VISITOR PROFILES

- Aviation & Aerospace
- Automotive & Auto Parts
- Electrical & Electronics
- Furniture & Household Goods Manufacturing
- Heat, Ventilation, Airconditioning & Refrigeration (HVACR)
- Machining Services
- Medical Devices Manufacturing
- Metal & Fabrication
- Oil & Gas / Chemical & Process Engineering
- Plastics & Rubber Products
- Precision Engineering & Supporting Industries
- Publication, Press & Media
- Pump & Valves
- Sheet Metal Working Plants
- Tools, Mould & Die
- Toys & Leisure Goods Manufacturing
- Trade Association / Government Agency / Academia
- Welding
- Wire / Tube / Pipe

YOY INCREASE OF VISITOR TRAFFIC



After a two-year hiatus due to the pandemic, MTA Vietnam has come back stronger than in previous years, as evidenced by the number of commercial visitors topping the list for the past six years. MTA Vietnam is always proud to be the leading trading destination for domestic and foreign businesses.

SOUNDBITE FROM OUR VISITORS

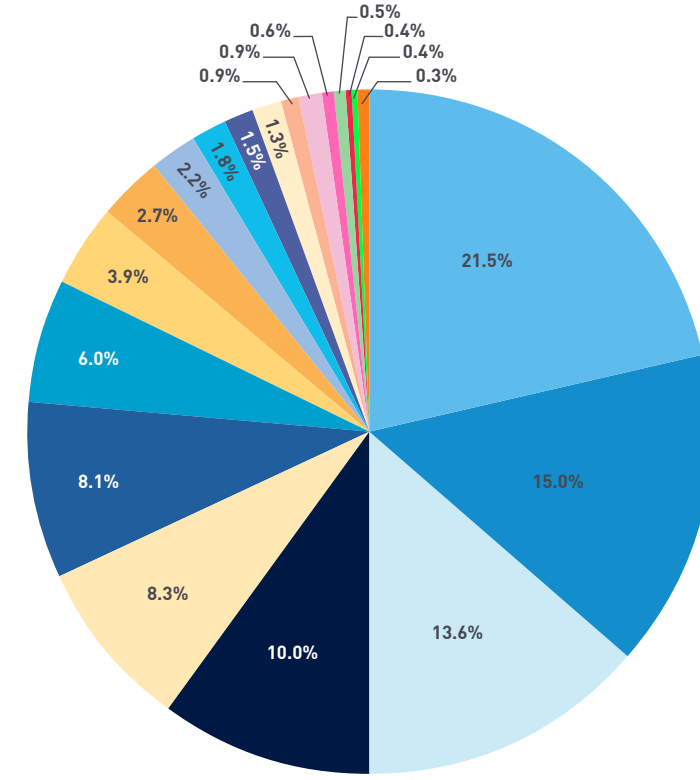
- "The event is well-prepared, grandiose, with a variety of booths"*
Group Delegation - SWICO
- "The exhibition is spectacular, convenient to check-in, enthusiastic support and i found a new supplier"*
Mr. Le Minh Nhat ANIKICHEM CO., LTD
- "Quite large scale, monumental, diverse"*
Ms. Nguyen Thi Ngoc Hieu STRONGWAY INDUSTRIAL CO., LTD

VISITOR ANALYSIS

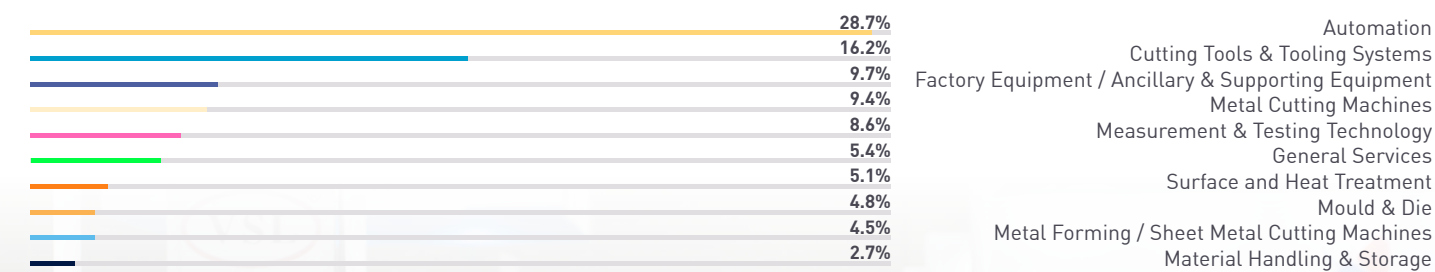
MTA Vietnam 2022 attracted 12,505 trade visitor from 22 countries, including decision makers, top high-level - managing position and many delegations from countries such as: Austria, British Indian Ocean Territory, Cambodia, Cameroon, China, France, Germany, Hong Kong, Indonesia, Italy, Japan, Malaysia, Netherlands, Philippines, Singapore, South Georgia And The South Sandwich Islands, South Korea, Taiwan, Thailand, United Arab Emirates, USA.

TOP 10 COMPANY'S MAIN ACTIVITIES

- Machining Services
- Electrical & Electronics
- Metal & Fabrication
- Aviation & Aerospace
- Others
- Precision Engineering & Supporting Industries
- Furniture & Household Goods Manufacturing
- Automotive & Auto Parts
- Oil & Gas / Chemical & Process Engineering
- Heat, Ventilation, Airconditioning & Refrigeration (HVACR)
- Tools, Mould & Die
- Medical Devices Manufacturing
- Plastics & Rubber Products
- Sheet Metal Working Plants
- Trade Association / Government Agency / Academia
- Wire / Tube / Pipe
- Pump & Valves
- Welding
- Toys & Leisure Goods Manufacturing
- Publication, Press & Media



TOP 10 VISITOR PRODUCTS/SERVICES OF INTEREST



OVER 184 GROUPS FROM 5 PERSON TO VISITED MTA VIETNAM 2022 - THEY INCLUDE

- NUMATEC VIET NAM CO., LTD
- SAIGON PRECISION CO., LTD
- THIEN LONG GROUP CORPORATION
- HIROTA PRECISION VIET NAM CO.,LTD
- MABUCHI MOTOR VIETNAM LTD
- EIDAI KAKO (VIETNAM) CO.,LTD
- MITSUBA VIETNAM CO., LTD
- NIDEC SERVO VIETNAM CORPORATION
- GEUTHER VIETNAM CO., LTD
- ISHISEI VIETNAM CO., LTD
- BINH MINH PLASTICS „JSC
- TTC TECHNOLOGY VIET NAM „JSC
- BROTHERS VIET NAM TECHNICAL INDUSTRIES „JSC
- HONDA VIETNAM COMPANY LTD
- MARUEI VIETNAM PRECISION CO.,LTD
- NIBETEK CO., LTD
- DONG NAI BRICK AND TILE CORPORATION
- DAIKOU VIETNAM TECHNICAL CO., LTD
- FURUKAWA AUTOMOTIVE PARTS VIETNAM (FAPV)
- ON SEMICONDUCTOR BINH DUONGCO., LTD

MARKETING ACTIVITIES

Online magazine: more than **110** articles

Increase **3,500** page likes

10 Promotion video before and during exhibition

11 Exhibitor Promotion EDMs

32,984 Email Addresses

18 Visitor Promotion EDMs

1,008,251 Email Addresses

184 group delegations from 5 persons

Youtube advertising: nearly **50,000** views

4 different rounds of tele-marketing to more than **18,000** data

Google display network: **5,780** clicks

5,000 online pre-registrations

Television Advertising on **VTV, HTV** and more

Printed newspaper/magazine: **10** magazines and **17** newspapers with more than

Facebook advertising campaign: reached to **739,319** potential users and with more than **1,802,563** of impression.

Street banners: **220** on high traffic streets such as: Ly Thuong Kiet, Nguyen Van Troi, Trung Chinh, Cong Hoa, Nguyen Thi Thap, etc

5000 mailings to key buyers before the show

SAVE THE DATES

WE ARE LOOKING FORWARD TO SEEING YOU AT MTA VIETNAM 2023

04 - 07 JULY 2023

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

FOR ANY EXHIBITING AND SPONSORSHIP INQUIRIES, PLEASE CONTACT TO YOUR NEAREST OFFICE:

VIETNAM
 Ms. Sally Nguyen
 T: (+84) 28 3622 2588
 E: dung.nguyen@informa.com

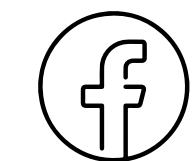
ASIA
 William Lim / Carolyn Lee
 T: (+65) 9452 2976 / (+65) 6989 6555
 E: machine-isoa@informa.com

REST OF THE WORLD
 Shaun White
 T: (+44) 0 79 7688 7088
 E: shaun.white@informa.com

DON'T FORGET TO FOLLOW US ON OUR OFFICIAL CHANNELS TO GET UPDATED ABOUT THE SHOW



www.mtavietnam.com



@MTAVietnam



MTA Vietnam