

# AUTOTECH ACCESSORIES 2024

Vehicles & Accessories



## THE 20<sup>TH</sup> INTERNATIONAL EXHIBITION ON AUTOMOBILE, MOTORCYCLE, ELECTRIC VEHICLE & SUPPORTING INDUSTRIES (AUTOTECH & ACCESSORIES SHOW 2024)

16 - 19/05/2024 Saigon Exhibition and Convention Center - 799 Nguyen Van Linh, Dist. 7, Ho Chi Minh City, Vietnam

# POST SHOW REPORT

ĐƠN VỊ TỔ CHỨC  
ORGANIZER



ĐƠN VỊ BẢO TRỢ  
PATRONAGES



Liên đoàn Thương mại  
và Công nghiệp Việt Nam



Hiệp hội Công nghiệp Hỗ trợ  
Việt Nam



Hiệp hội Ô tô, Xe máy, Xe đạp  
Việt Nam (VAMOB)

ĐƠN VỊ ĐỒNG HÀNH  
STRATEGIC PARTNERS



ĐƠN VỊ TRUYỀN THÔNG CHIẾN LƯỢC  
STRATEGIC COMMUNICATION PARTNER



## **CONTENTS**

PART I. GENERAL INFORMATION.....	3
PART II. MAIN ACTIVITIES .....	5
PART III. COMMUNICATION ACTIVITIES.....	14
PART IV. SURVEY .....	21
PART V. IMAGES AND ARTICLES ABOUT THE EXHIBITION.....	26

## PART I. GENERAL INFORMATION

**Time:** From May 16<sup>th</sup> to 19<sup>th</sup>, 2024

**Venue:** Saigon Exhibition & Convention Center (SECC)

799 Nguyen Van Linh, Dist.7, Ho Chi Minh City

**Organizer:** Asia Trade Fair & Business Promotion JSC

**Patronages:**

Vietnam Chamber of Commerce and Industry (VCCI)

Vietnam Association for Supporting Industries (VASI)

Vietnam Auto Motorcycle Bicycle Association (VAMOBAA)

**Strategic Partners:**

Motor Image Vietnam Co., LTD (Subaru Vietnam)

Saigon Transportation Mechanical Corporation (SAMCO)

**Media Sponsors:**



SHOW AGENDA OF AUTOTECH & ACCESSORIES 2024		
DATE	TIME	ACTIVITIES
May 16 <sup>th</sup> , 2024	09:00 – 11:00	Opening Ceremony
	09:00 – 09:30	Welcome
	09:30 – 09:35	Opening performance
	09:35 – 09:40	MC speech
	09:40 – 09:50	Welcoming speech of Associations/ Authority
	09:50 – 10:00	Opening speech of the Organizing Committee
	10:00 – 10:10	The Ribbon cutting Ceremony: - Representatives of Associations/ Authority - Representative of the Organizer - Representative of Sponsors, Exhibitors
	10:10 – 11:00	VIPs tour to visit the Show (Exhibitors prepare to welcome VIPs at their booth)
	09:00 – 17:00	Show days with activities Creative day of Automobile, Motorcycle, Electric vehicle and Supporting industries
	08:00 – 17:00	Subaru Advanced Technology Drive
	14:00 – 16:30	Business matching event



<b>May 17<sup>th</sup>, 2024</b>	<b>09:00 – 17:00</b>	Show days with activities Creative day of Automobile, Motorcycle, Electric vehicle and Supporting industries
	<b>08:00 – 17:00</b>	Subaru Advanced Technology Drive
	<b>14:00 – 17:00</b>	Forum “Develop innovation in Automobile, Motorcycle, Electric vehicle and Supporting industries”
	<b>10:00 – 16:30</b>	Business matching event
<b>May 18<sup>th</sup>, 2024</b>	<b>09:00 – 17:00</b>	Show days with activities Creative day of Automobile, Motorcycle, Electric vehicle and Supporting industries
	<b>08:00 – 17:00</b>	Subaru Advanced Technology Drive
	<b>08:30/10:30/ 15:30</b>	Subaru Russ Swift Stunt Show
	<b>10:00 – 16:30</b>	Business matching event
<b>May 19<sup>th</sup>, 2024</b>	<b>09:00 – 17:00</b>	Show days with activities Creative day of Automobile, Motorcycle, Electric vehicle and Supporting industries
	<b>08:00 – 17:00</b>	Subaru Advanced Technology Drive
	<b>08:30/10:30/ 15:30</b>	Subaru Russ Swift Stunt Show
	<b>10:00 – 16:30</b>	Business matching event
	<b>17:00 – 24:00</b>	Close the show and move out

#### SCALE

**Scale:** 15.000 sqm (including 10.000 sqm indoor and 5.000 sqm outdoor)

**Visits:** 22.789 visits and 6.130 trade visits

**Number of exhibitors:** 295 exhibitors

**Number of booths:** 423 booths

**Number of countries and territories:** 06 countries and territories, including: Vietnam, China, Korea, Thailand, Taiwan, USA.



## **PART II. MAIN ACTIVITIES**

### **OPENING CEREMONY & VIP TOUR**

**Time:** 09:00 – 11:00, on May 16<sup>th</sup>, 2024

**Venue:** Event area, Hall A2, SECC

**Number of attendees:** 150 people including guests, enterprises and media agencies

**VIPs at Opening Ceremony: 10 VIPs**

1. Mr. Vo Tan Thanh - Vice President of Vietnam Chamber of Commerce and Industry (VCCI)
2. Mr. Duong Danh Tai - Vice President, Head of Linkages and Promotion Department of Vietnam Association of Supporting Industries (VASI)
3. Mrs. Phung Minh Nguyet - Vice President of Vietnam Auto Motorcycle Bicycle Association (VAMOBAA)
4. Mr. Nguyen Tuan Duong - Vice President of Vietnam Auto Motorcycle Bicycle Association (VAMOBAA)
5. Mr. Tran Van Lam - Vice President of Ho Chi Minh City Passenger Automobile Transport Association
6. Mr. Pham Quoc Huy - Chairman of the Board of Members of Saigon Transportation Mechanical Corporation (SAMCO) (Strategic Partner of the exhibition)
7. Mrs. Nguyen Thi Bao Phuong - National Marketing Manager - Motor Image Vietnam Co., LTD (Subaru Vietnam) (Strategic Partner of the exhibition)
8. Mrs. Do Thi Bich Le - Deputy General Director of Focus Media Vietnam (Strategic Communication Partner of the exhibition)
9. Mr. Xiang Song – CEO of Focus Media Vietnam (Strategic Communication Partner of the exhibition)
10. Mrs. Nguyen Minh Ngoc – Chairwoman of Asia Trade Fair and Business Promotion Joint Stock Company (ATFA)

### **DISPLAY ACTIVITY**

**Time:** 09:00 – 17:00, on May 16<sup>th</sup> – 19<sup>th</sup>, 2024

**Venue:** Hall A and Outdoor area, SECC

**Visits:** 22.789

**Products for display:**

- |                        |                              |                         |
|------------------------|------------------------------|-------------------------|
| - Parts & Components   | - Service Station & Car Wash | - Transportation        |
| - Accessories & Tuning | - IT & Management            | - Electronics & Systems |
| - Vehicles             | - Repair & Maintenance       | - E-Mobility            |

## CREATIVE DAY OF THE AUTOMOBILE, MOTORBIKE, ELECTRIC VEHICLE AND SUPPORTING INDUSTRIES

**Time:**

- **Phase 1: 01/03/2024 – 15/04/2024**

Register to participate, choose products

- **Phase 2:**

- **16/05/2024 – 19/05/2024:** Product display and introduction.

- **17/05/2024:** Forum "Develop innovation in Automobile, Motorbike, Electric Vehicle and Supporting Industries"

- **Phase 3: 19/05/2024**

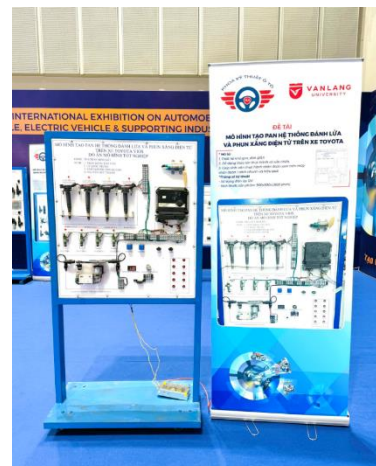
Summary and awarding

**Venue:** Event area, Hall A2, SECC

**Number of topics:** 14 topics

**Award-winning topics:**

- 1<sup>st</sup> Prize: Pro-E electric motorbike charger - Author: EVSELAB Company Limited.
- 2<sup>nd</sup> Prize: Car collision simulation research - Author: Associate Professor, PhD. Nguyen Phu Thuong Luu; MSc. Pham An Binh; MSc. Pham Cao Anh.
- 3<sup>rd</sup> Prize: Design and manufacture of manual wheelchair tractors for disabled people - Author: Huynh Thi Kim Thanh.
- Most popular topic award: Model of a system for lifting and lowering glass and locking doors by remote to create a pan using Smart phone - Author: VLU-KOT01 Group (Tran Dang Tan Tien, Tran Thanh Vy, Nguyen Dong Duong, Luu Trieu Tan Bao, Bui Da Huu Quan).







## FORUM “DEVELOP INNOVATION IN AUTOMOBILE, MOTORCYCLE, ELECTRIC VEHICLE AND SUPPORTING INDUSTRIES”

**Time:** 14:00 – 17:00, on May 17<sup>th</sup>, 2024

**Venue:** Event area, Hall A2, SECC

### Expert council:

- ❖ Mr. Ninh Huu Chan - General Secretary of Vietnam Automobile Manufacturers Association
- ❖ Mr. Nguyen Phuoc Hau - Project Manager: AUTOSAR products, FPT Automotive.
- ❖ Mr. Le Duc Hieu – Chief Editor of Vietnam Audio Visual Magazine and website xedoisong.vn

### Number of presentation topics: 9 topics, including:

- ❖ BK AUTO Reader Tool
- ❖ Calculation model to estimate energy consumption for vehicles with different power sources
- ❖ Pro-E electric motorbike charger
- ❖ Rabbit EVC electric vehicle charging station management software
- ❖ Design and manufacture of manual wheelchair tractors for disabled people
- ❖ Vehicle lock control model, electric window control by phone
- ❖ Remote control fuel injection ignition model engine name 2SZ-FE
- ❖ Information system on Nissan K15 engine
- ❖ Research on car collision simulation







## SUBARU RUSS SWIFT STUNT SHOW

**Time:** 08:30/ 10:30/ 15:30, on May 18<sup>th</sup> – 19<sup>th</sup>, 2024

**Venue:** Outdoor area, front yard of Hall B, SECC

**Number of people participating in the activity:** ~2000

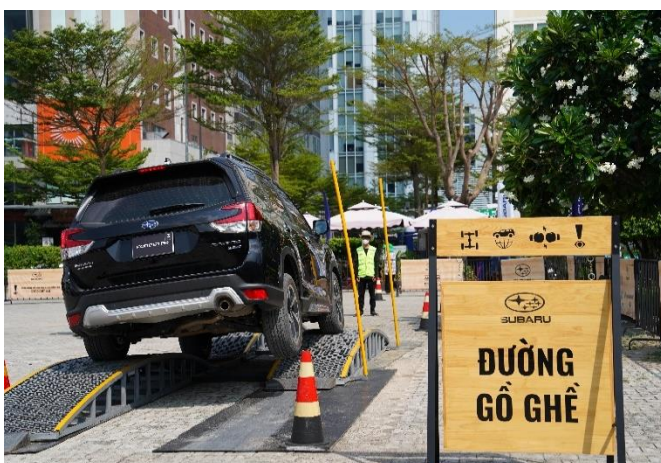




## SUBARU ADVANCED TECHNOLOGY DRIVE 2024

**Time:** 08:00 – 17:00, on May 16<sup>th</sup> – 19<sup>th</sup>, 2024

**Venue:** Outdoor area, front yard of Hall B, SECC





## BUSINESS MATCHING

### Time:

- 14:00 – 16:30, on May 16<sup>th</sup>, 2024
- 10:00 – 16:30, on May 17<sup>th</sup> – 19<sup>th</sup>, 2024

**Venue:** At booths and at Business matching center

**Number of buyers registering for meeting directly at Business matching center:** 358

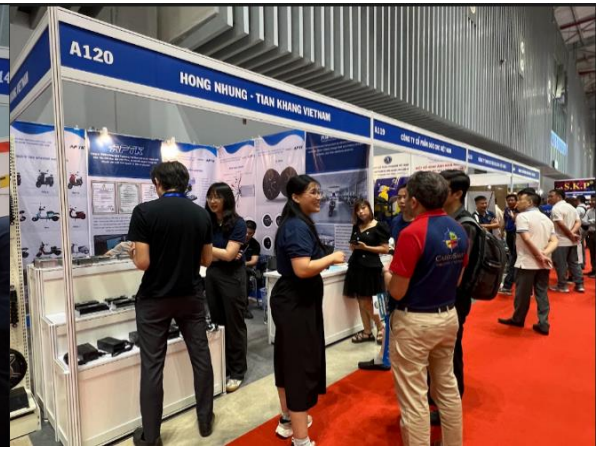
**Number of buyers doing business matching at exhibition:** 1.225

**Number of buyers having demand for business matching:** 4.636

**Number of trade visitors:** 6.130









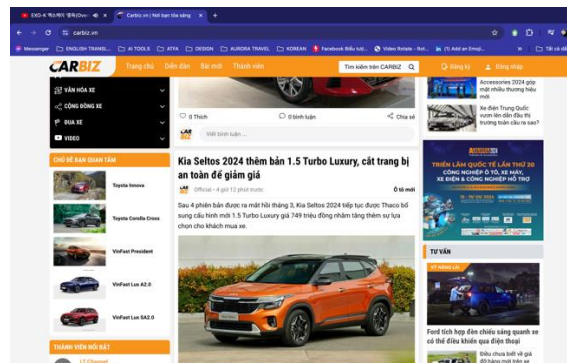
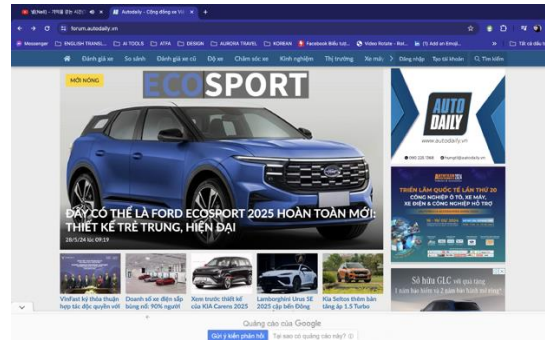
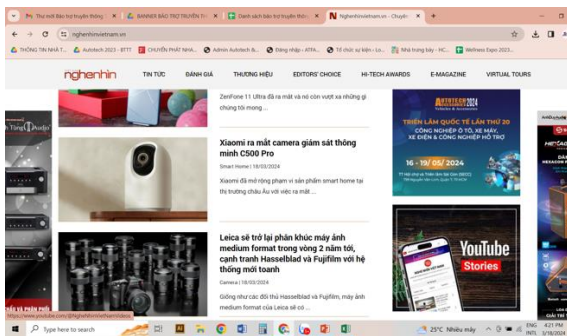
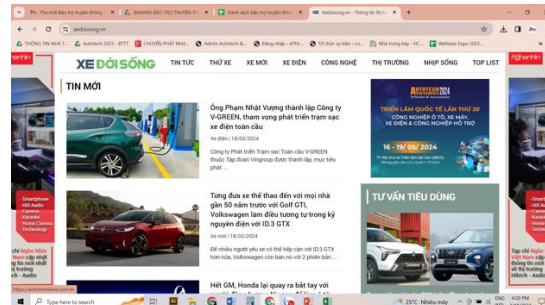
## PART III. COMMUNICATION ACTIVITIES

### PRESS RELEASE

- ❖ **The 1<sup>st</sup> Press Release:**
  - Release Time: March 06<sup>th</sup>, 2024
  - Number of press release recipients: 21
  - Number of articles collected: 36
- ❖ **The 2<sup>nd</sup> Press Release:**
  - Release time: May 16<sup>th</sup>, 2024 (On the Opening Day)
  - Number of press release recipients: 36
  - Number of articles collected:
    - + Online articles: 62
    - + Television reporting: 04
- ❖ **Total number of mainstream press articles about the exhibition: ~100 articles**

### PRESS ADVERTISEMENT

Post banners on 15 websites: Otoxemay; xedoisong.vn – nghenhinvietnam.vn; Autodaily; Otofun; Tiepthitieu dung.vn; Autopress.vn; Autovn.com.vn; Welovecar.vn; Motosaigon.vn; Carbiz,...





## ❖ Advertisements on printed newspapers

- Number of ads: 05 ads
- Newspapers: Vietnam Investment Review; ProMedia, Vietnam Manufacturers Directory







- ❖ **Advertisements on television:**
  - Form: Flash-ads and Running Title
  - Number of ads: 10 spots
  - Channel: Info TV



## DIGITAL COMMUNICATION

- ❖ **Website:**
  - Information about the Autotech 2024 is continuously updated on the website
  - Update the Exhibition catalogue
  - Update information on exhibitors in the exhibition, press information
  - Number of visits: 102.110





## ❖ Fanpage:

- Follower: 15.453
- Facebook Page Visits (from February 28<sup>th</sup>, 2024 – May 27<sup>th</sup>, 2024): 183.400 (up 14,2% compared to the last show)



Hiệu quả

Số người tiếp cận

183,4K

↑ 14,2K%

Lượt tương tác với nội dung

3,3K

↑ 11,3K%

Người theo dõi

15,5K

Trên đời

Lượt click vào liên kết

4,8K

↑ 48,0K%

Hàng ngày

Cộng dồn

## ❖ Email Marketing:

- Quantity: 30.000 emails
- Database: ATFA's database, send email directly
- Release time: 06 times (from January 2024 to May 2024)





## VISUAL ADVERTISEMENT

### ❖ Road banners:

- Location: Ho Chi Minh City and industrial zones around
- Quantity: 30 banners
- Time: 01 week (May 12<sup>th</sup> – 19<sup>th</sup>, 2024)







## ❖ OOH Advertising:

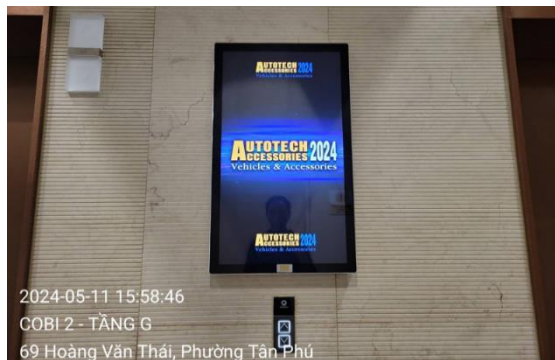
### • Advertisements on outdoor LED screen

- Quantity: 01 screen
- Location: Nguyen Luong Bang – Nguyen Van Linh intersection
- Time: 02 weeks (May 06<sup>th</sup> – 19<sup>th</sup>, 2024)



### • Advertisements on DP screen

- Quantity: 95 screens, 38 buildings
- Location: Shopping Malls and Office Buildings at Ho Chi Minh City
- Time: 02 weeks (May 06<sup>th</sup> – 19<sup>th</sup>, 2024)







#### ❖ SMS advertisement:

- Total number of SMS: 50.101
- Frequency: 4 times
  - 1<sup>st</sup> period: 22<sup>nd</sup> February 2024
  - 2<sup>nd</sup> period: 22<sup>nd</sup> April 2024
  - 3<sup>rd</sup> period: 15<sup>th</sup> May 2024
  - 4<sup>th</sup> period: 16<sup>th</sup> May 2024



#### ❖ Loudspeaker Advertising:

- Quantity: 04 cars
- Time: May 15<sup>th</sup> and May 17<sup>th</sup> 2024
- Venue: District 5 and District 7

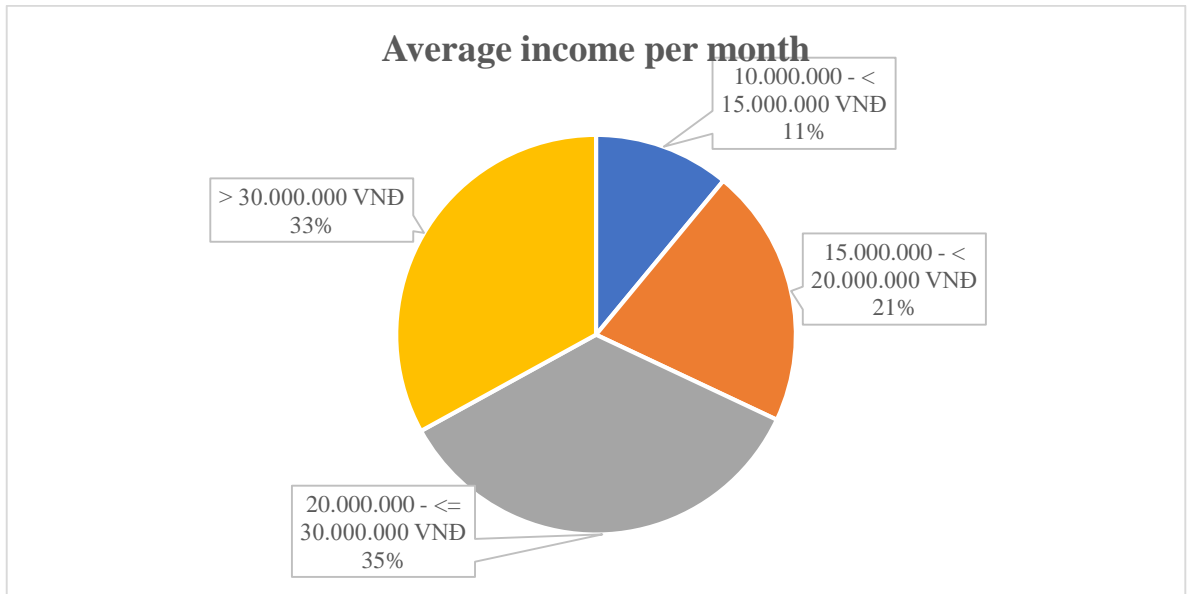
#### ❖ Direct Marketing

- Time: 2 weeks (From May 01<sup>st</sup> to 15<sup>th</sup> 2024)
- Venue: District 1, 5, 7, 10,...
- Number of enterprises, stores, bussiness reached: 1.028

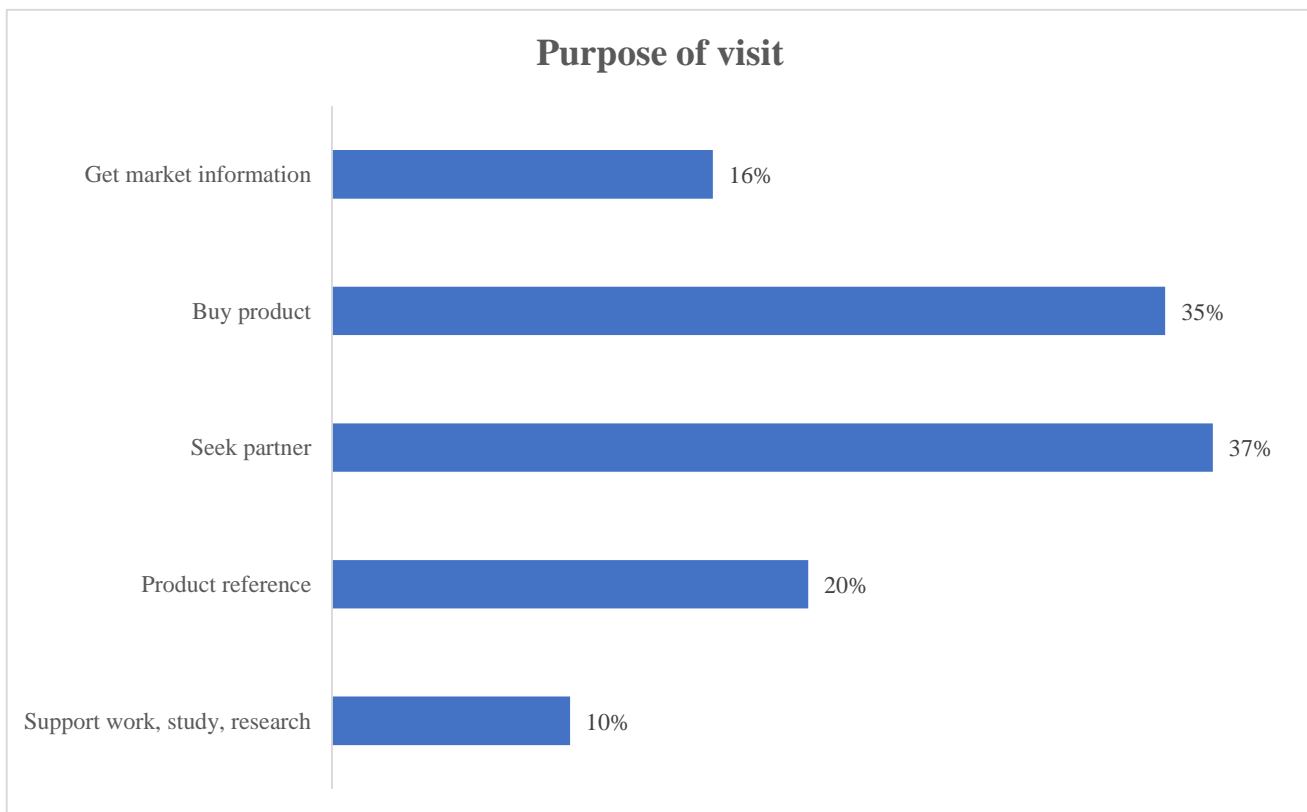
## PART IV. SURVEY

### VISITORS

#### 1. Average income per month:

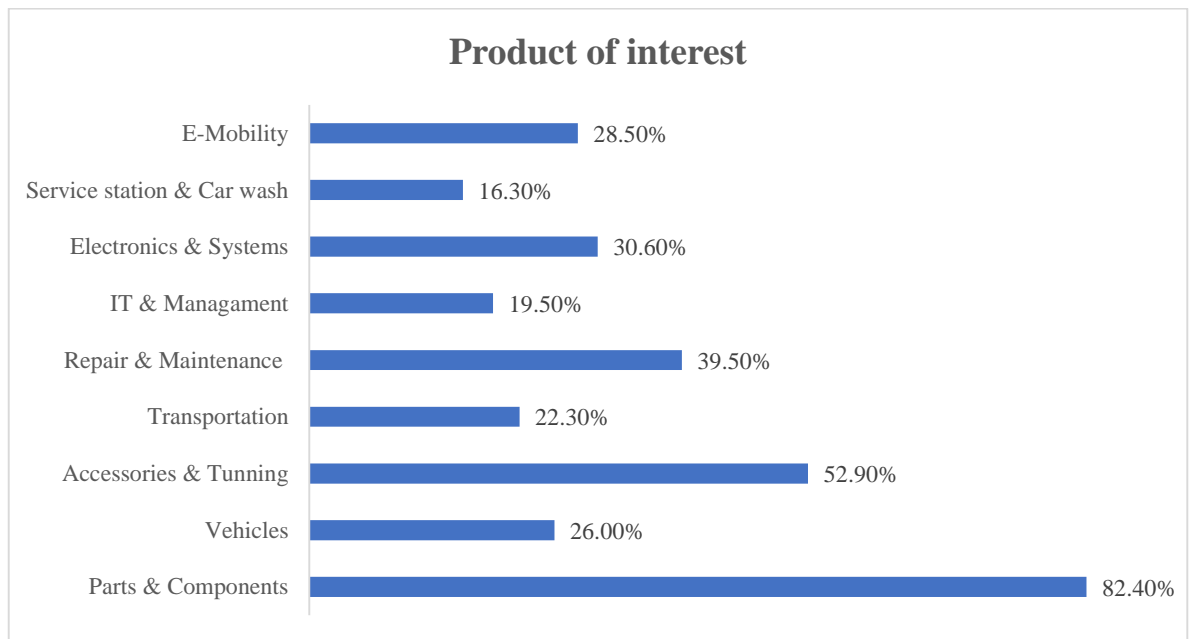


#### 2. Purpose of visit:

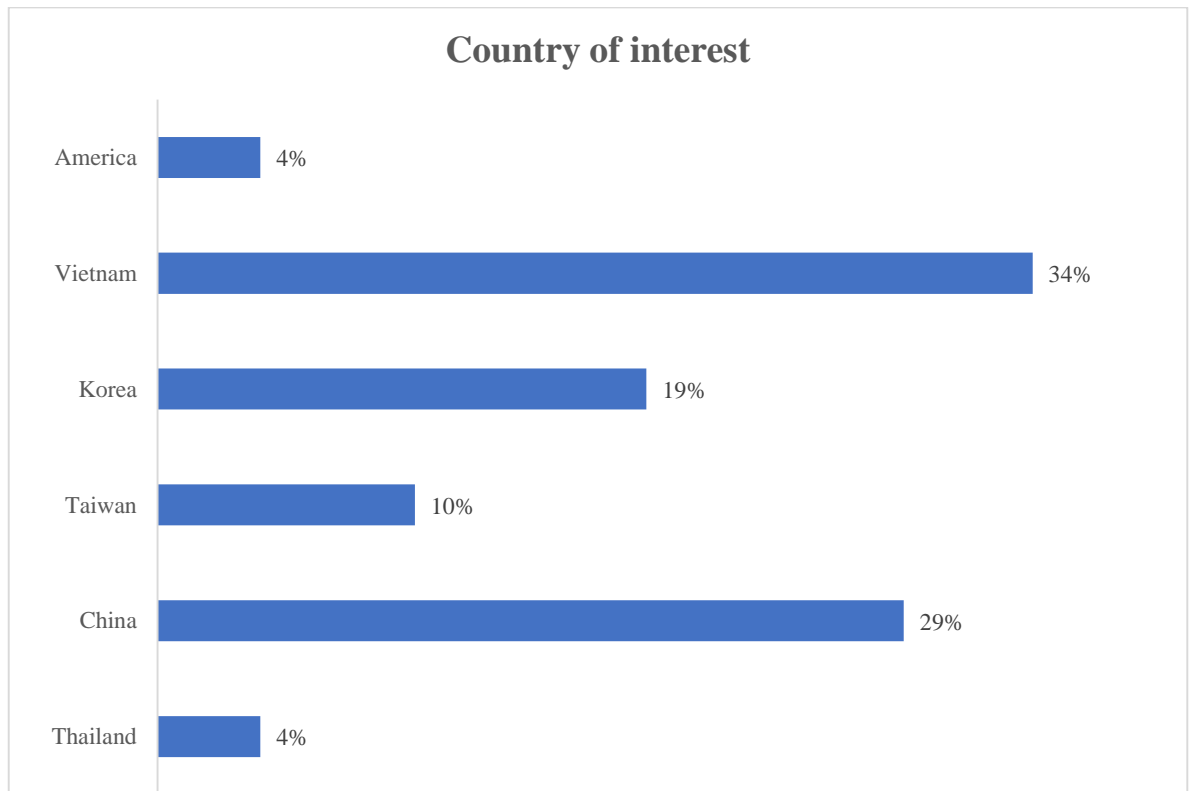




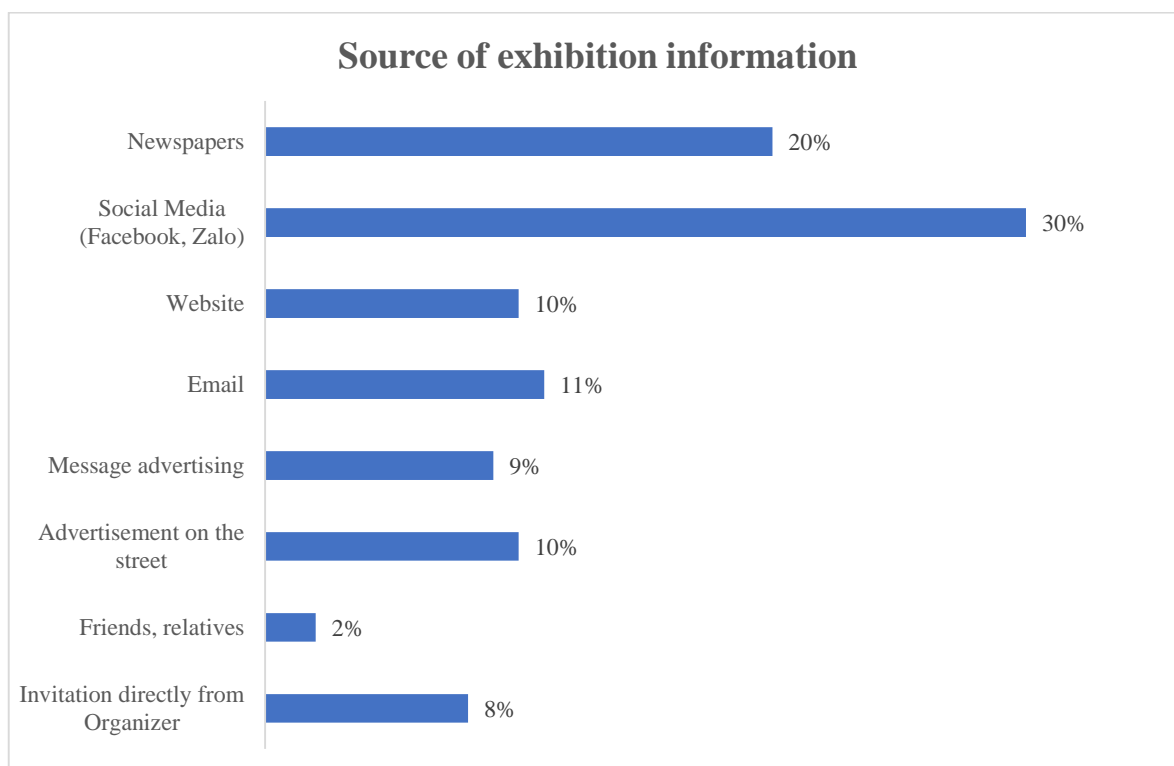
### 3. Product of interest:



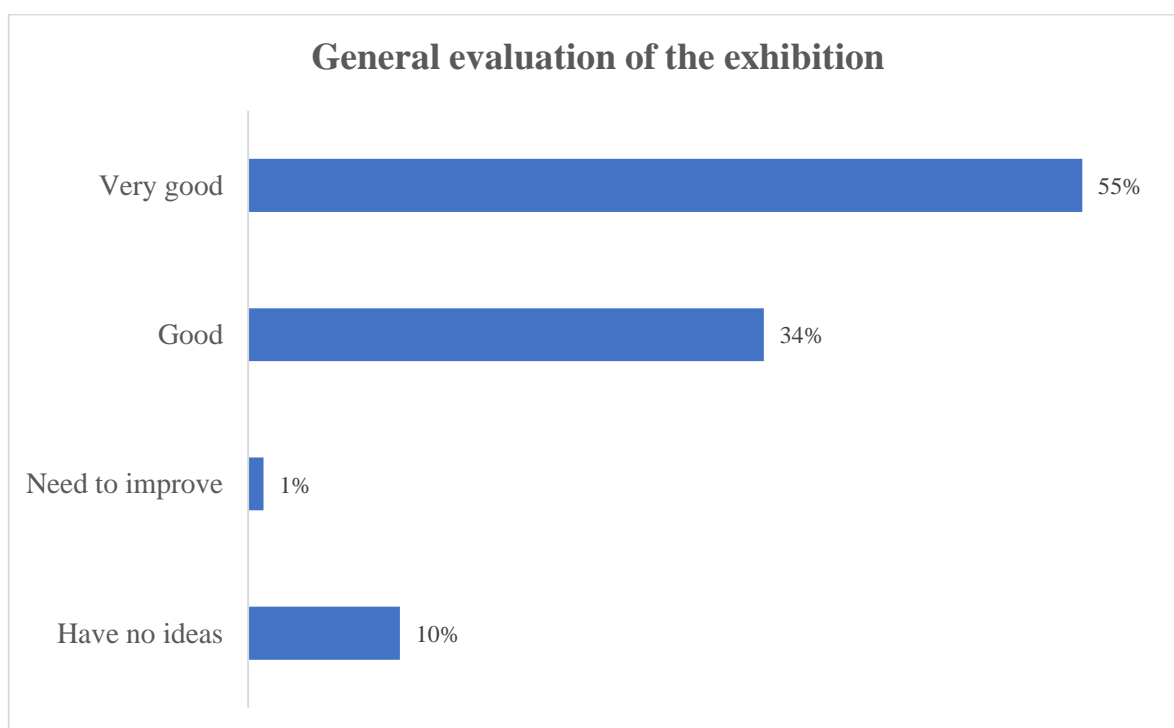
### 4. Country of interest:



## 5. Source of exhibition information:



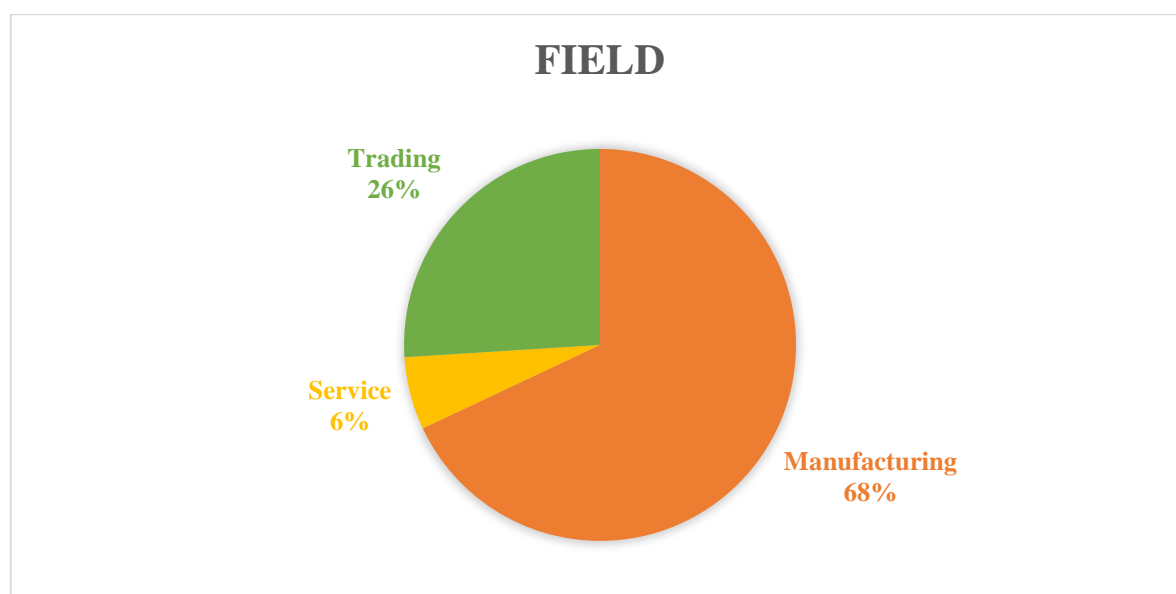
## 6. General evaluation of the exhibition:



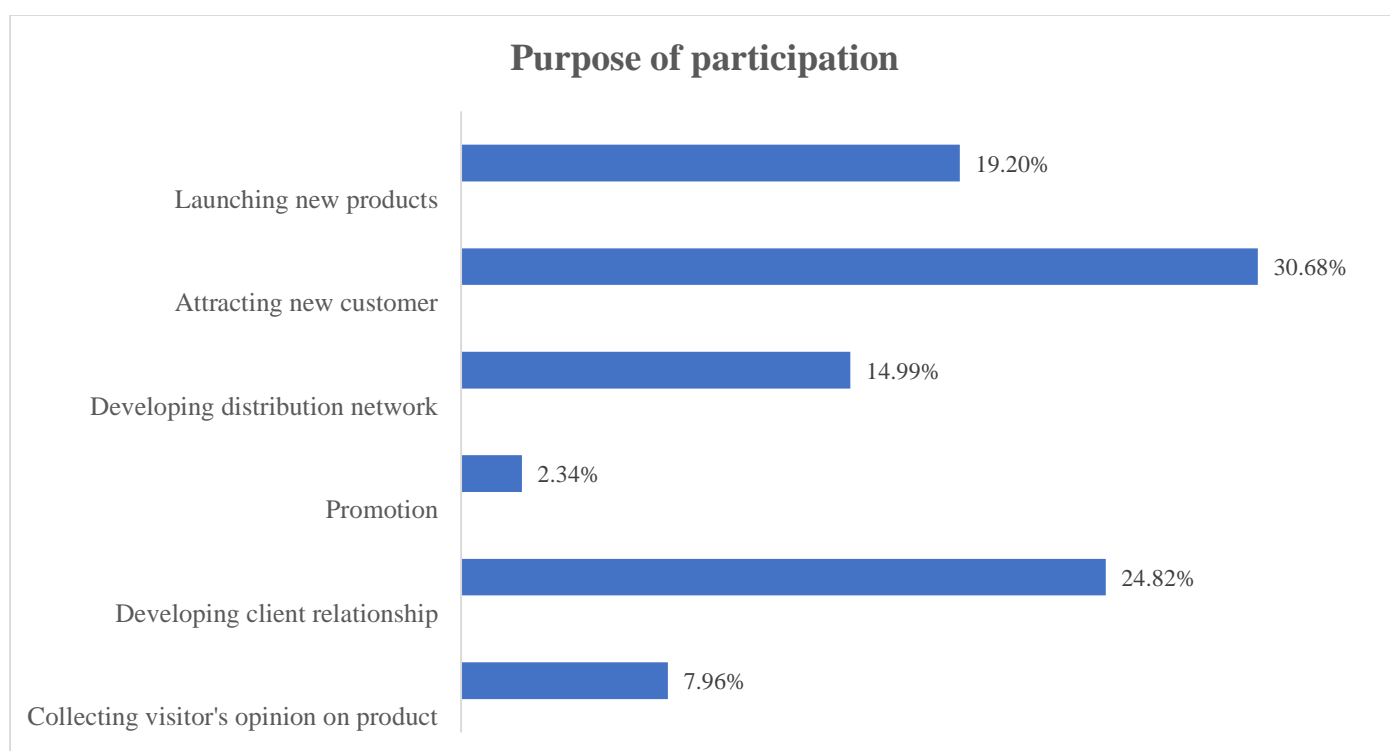


## EXHIBITORS

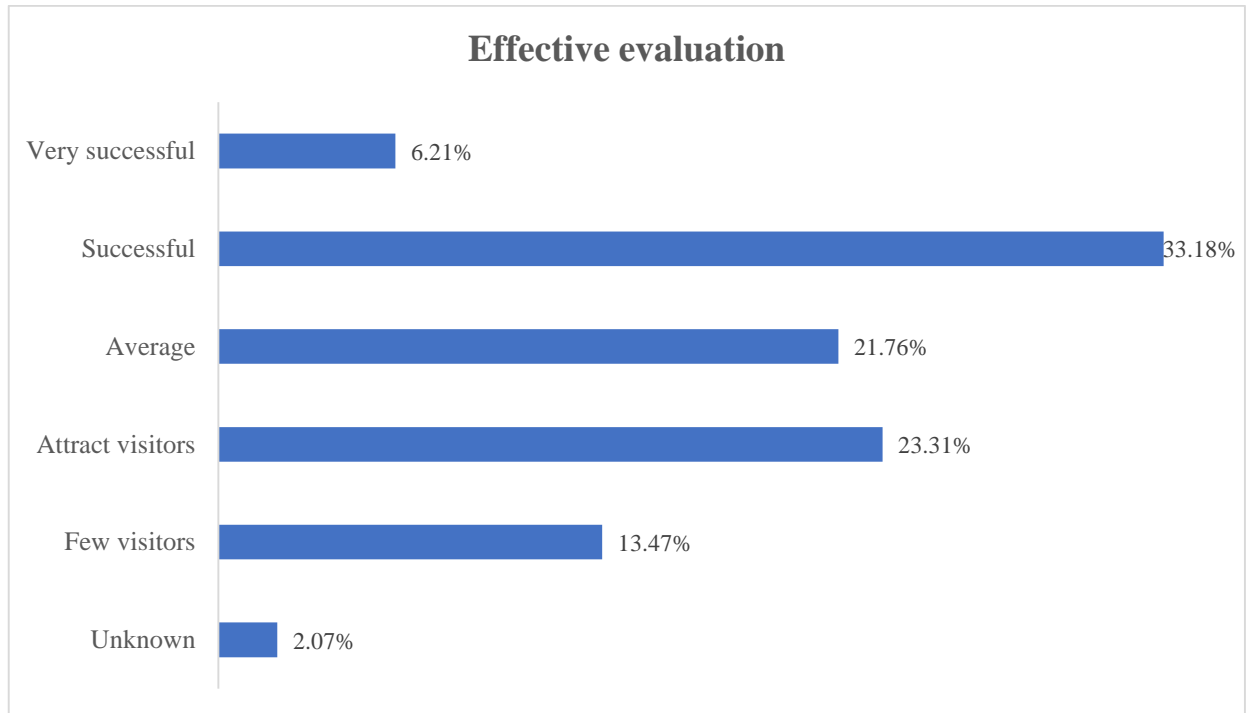
### 1. Field:



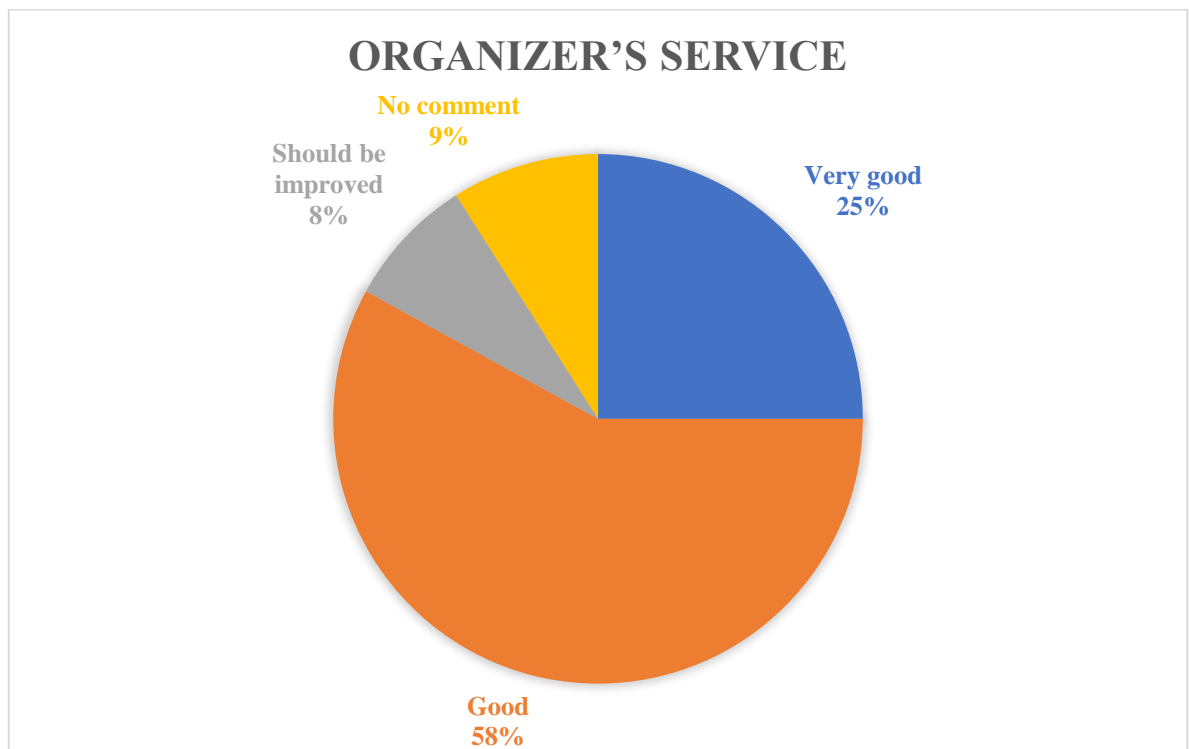
### 2. Purpose of participation:



### 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 2024







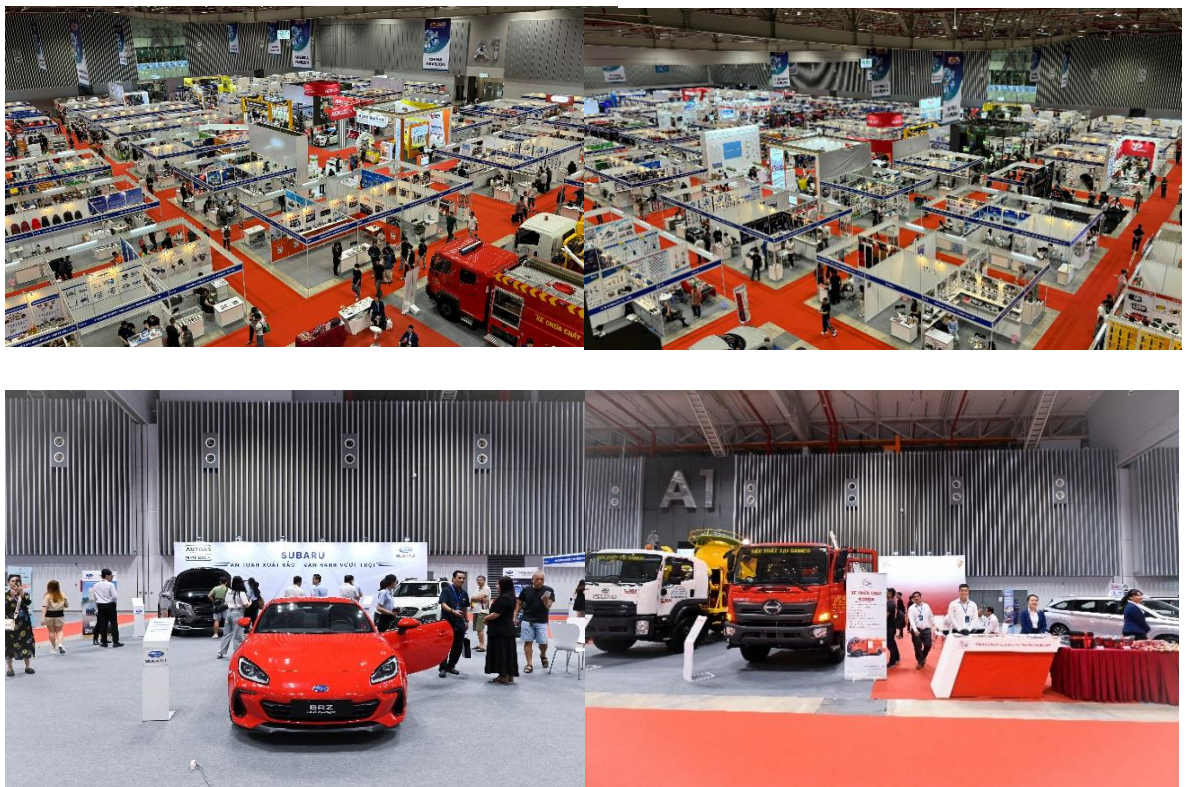
## OPENING CEREMONY & VIP TOUR







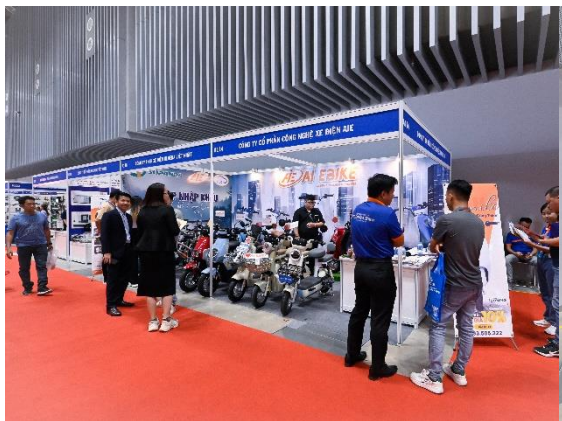
### SOME BOOTHS AT AUTOTECH & ACCESSORIES 2024













**THE 21<sup>ST</sup> INTERNATIONAL EXHIBITION ON AUTOMOBILE,  
MOTORCYCLE, ELECTRIC VEHICLE & SUPPORTING INDUSTRIES**



**THANK YOU & SEE YOU AGAIN**

**22 - 25/05/2025**

Saigon Exhibition and Convention Center - 799 Nguyen Van Linh, Dist. 7, Ho Chi Minh City, Vietnam



**CONTACT TO REGISTER**

**(+84) 91 236 9198**

Email: [info@atfaexpo.vn](mailto:info@atfaexpo.vn)

Để biết thêm chi tiết xin liên hệ/ For further information, please contact:



CÔNG TY CP HỘI CHỢ & XÚC TIẾN THƯƠNG MẠI Á CHÂU  
Asia Trade Fair & Business Promotion (Holdings) - ATFA  
Add: P.602, 88 Phạm Ngọc Thạch, Đống Đa, Hà Nội  
\* Website: [atfaexpo.vn](http://atfaexpo.vn) \* Email: [info@atfaexpo.vn](mailto:info@atfaexpo.vn)  
\* Tel: (84-24) 3573 6728/29 \* Hotline: 091 668 9198

[www.autotechshow.com.vn](http://www.autotechshow.com.vn) / [www.facebook.com/AutotechAndAccessories](https://www.facebook.com/AutotechAndAccessories)