

Press

Automechanika Ho Chi Minh City
Vietnam's leading regional trade fair for the automotive service industry
targeting trade visitors from Vietnam
Saigon Exhibition and Convention Center
Ho Chi Minh City, 15 – 17 March 2017

Hong Kong,
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Automechanika opens its door to the fast-developing Vietnam automotive service industry

A unique springboard gathers industry players from near and far for new opportunities

World-class fringe programme offers an insights into emerging markets

The renowned Automechanika fair is accomplishing another milestone by furthering its reach into the ASEAN region. The 16th member of this leading industrial trade fair for the global automotive section, Automechanika Ho Chi Minh City, opens its door today to the promising Vietnamese market from 15 – 17 March 2017 at the Saigon Exhibition and Convention Centre (SECC) in Vietnam. Over 8,000 professional trade visitors and buyers are expected to attend the three-day event.

The commencement of the Ho Chi Minh City edition builds on the success and strong reputation of the Automechanika brand. Co-organised by Messe Frankfurt, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam, the fair has gained overwhelming responses from the global automotive industry. A total of 343 international companies from 19 countries and regions including Bulgaria, China, Germany, Greece, India, Indonesia, Italy, Japan, Korea, Malaysia, Pakistan, Poland, Singapore, Taiwan, Thailand, Turkey, the UAE, the US and Vietnam are displaying their local expertise across 9,200 sqm of exhibition area.

Six pavilions from China, Korea, Malaysia, Singapore, Taiwan and Thailand are joining this platform to show their affirmation to the future of the Vietnamese industry.

Numerous brands including Continental Automotive, CTR, FUNTORO, HWASHIN, KENDA, MANN+HUMMEL, Motul, OWS and Zhongce participate the fair with a clear objective to penetrate into the Vietnamese market. Together they will feature their innovations and technologies at the show floor.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

A unique springboard gathers industry players from near and far for new opportunities

Becoming one of the leading trade fairs for the automotive service industry in the region, Automechanika Ho Chi Minh City plays an important role in bridging international and regional industry players for prosperities in the ASEAN and Vietnamese marketplace.

While regional industry professionals are attracted to the event, the exhibition has also successfully drawn the attention of international players who share the same objective to expand business connections.

Mr Xirodimas, Area Export Manager of Atlas Tapes SA shared his motivation for participating: “Automechanika Ho Chi Minh City is our doorway to enter this emerging market. In recent years, we have learnt about the fast-developing Vietnam industry and the growing demands on automotive service. I am looking forward to broadening our commercial networks with local expertise and nurturing new business engagements in the show.”

Moreover, industry organisations from around the world are endorsing Automechanika Ho Chi Minh City. The Federal Association of the Manufacturers and Importers of Automobile Service Equipment (ASA), German Federation for Motor Trades and Repairs (ZDK), International Cooperation Committee of China Auto Maintenance Equipment Industry Association (CAMEIA), Taiwan External Trade Development Council (TAITRA), Taiwan Transportation Vehicle Manufacturer’s Association (TTVMA) and Vietnam Rubber Association (VRA) are all pledging their support for the event.

Mr Steven Chen, Project Manager from Chan Chao International Co Ltd highlighted the strong presence from Taiwan: “I am delighted to acquiring supports from TTVMA and TAITRA. 56 Taiwanese companies, including the winners of Taiwan Excellence Award – Kenda Rubber Industrial, William Tools, Micro-Star International and Hyphone Machine Industry – will unveil the latest products in Automechanika Ho Chi Minh City. These companies will extend their business connections with players from ASEAN countries especially in the Vietnamese market.”

He reinforced the foothold of Taiwan corporations in the global auto parts market: “Benefiting from a comprehensive supply chain, extensive center-satellite systems and seamless factory integration, the Taiwan manufacturers are offering a diverse range of cost-efficient products with high flexibility in production.”

World-class fringe programme offers an insights into emerging markets

Extending the educational opportunities for participants, the Automechanika Academy will be held on 16 March 2017. The programme features seven consecutive seminars that aim to deliver the current ASEAN market insights to show goers.

Led by world-class industry experts, a broad range of topics will be covered ranging from supply chain, investment and legal environment of the Vietnam marketplace, to sales & marketing and competitiveness and economic integrations. Some of the highlights include:

- **The master plan of Vietnam automobile industry development: highlights, mechanisms and policies to implement, actual status, challenges and opportunities** by Mr Tan Cong Vu, Vice General Director of Vietnam Daewoo Bus Co Ltd
- **ASEAN automotive market insight – outlook, trends and opportunities for Vietnam** by Mr Frank Weiland, General Director of Supply Chain Services International (SCSI)
- **Managing distribution channels in the new digital era with implementation of sales and marketing automation software tools and other technologies** by Mr Paul Nguyen, Founder of DealersEDGE Asia

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd explained the importance of the educational channel: “Automechanika is an unparalleled platform that gathers experts of every aspect from the automotive sector and therefore a golden chance for the community to share knowledge and market trends. In Automechanika Academy, participants will be able to advance their awareness and intelligence for entering Vietnamese market.”

For a full schedule of the Automechanika Academy, please refer to the appendix at the end of the press release.

Automechanika Ho Chi Minh City is one of 17 shows under the world's leading trade fair brand for the automotive service industry. For more information, please visit www.automechanika-hcmc.com, or e-mail auto@hongkong.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

Background information on Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam

Chan Chao is the leading Taiwan-based international exhibition organiser and has achieved outstanding feats in organising high-technology, machineries as well as consumer-oriented exhibitions. Over three decades, Chan Chao has extended flagship brands into Bangladesh, Cambodia, China, Myanmar and Vietnam with their professionalism. Yorkers is the subsidiary office of Chan Chao in Vietnam.

Automechanika Ho Chi Minh City
Ho Chi Minh City. 15 – 17 March 2017

Appendix

Automechanika Academy

Date: 16 March 2017

Venue: Meeting Room 2, 2/F, SECC, HCMC, Vietnam

Simultaneous Vietnamese-English interpretation service will be provided

Time	Seminar Topics	Speakers	Language
9:30	The master plan of Vietnam automobile industry development: highlights, mechanisms and policies to implement, actual status, challenges and opportunities	Mr Tan Cong Vu Vice General Director of Vietnam Daewoo Bus Co Ltd	Vietnamese
10:15	Developing a winning sales team in Vietnam	Mr Paul Nguyen Founder of DealersEDGE Asia	Vietnamese
11:00	ASEAN automotive market insight – Outlook, trends and opportunities for Vietnam	Mr Frank Weiland General Director of Supply Chain Services International (SCSI)	English
11:45	The new ISO 9001:2015 – Challenges and chances of the transition!	Mr Carlos Klein Leader Operational Excellence BU of SOPEC Saigon Stuttgart Operational Project Excellence Consulting Mr Tran Thang Loi Operational Excellence Consultant of SOPEC Saigon Stuttgart Operational Project Excellence Consulting	Vietnamese
14:00	Managing distribution channels in the new digital era with implementation of sales and marketing automation software tools and other technologies	Mr Paul Nguyen Founder of DealersEDGE Asia	Vietnamese
14:45	Challenges and opportunities for the automotive industry in Vietnam from legal perspective	Ms Milena Strathmann German Attorney at Law of Schulz Noack Bärwinkel	English
15:30	Vietnam's current status on foreign direct investment and outlook on the EU-Vietnam Free Trade Agreement (FTA)	Mr Oliver Massmann International Attorney at Law and Certified Financial Accountant and Auditor of Duane Morris LLP	Vietnamese