

Press

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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

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Automechanika Ho Chi Minh City debuts in March 2017

Special showcase, Motorcycle Expo, to meet the local market's needs

The first edition of Automechanika Ho Chi Minh City will debut on 15 March 2017. The three-day show aims to become Vietnam's leading regional trade fair for the automotive service industry. Organised by Messe Frankfurt, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam, Automechanika Ho Chi Minh City is expected to house 350 exhibitors and welcome 8,000 visitors at Saigon Exhibition and Convention Center.

Chan Chao and its subsidiary in Vietnam, Yorkers, is an experienced trade fair organiser in diverse fields including automotive, electronics and machineries industries. The companies tapped into the Vietnamese exhibition market over a decade ago and are well-known for their professionalism. Automechanika Ho Chi Minh City is the 16th show under Messe Frankfurt's worldwide Automechanika brand exhibition. With an extensive network on all continents, the debut is catching the eyes of all industry players around the globe. The strong alliance leads to the success of Automechanika Ho Chi Minh City.

Vietnam's automotive market has great potential and is full of opportunities. There are currently 2 million automobiles in the country. The trade volume of auto parts and accessories recorded a 43 percent increase between 2010 and 2014. This figure is prosperous, compared to six percent throughout the world in the identical period.

Commenting on the new show, Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: "Automobile production in Vietnam is expected to reach 227,000 units in 2020. Stated in the Vietnam Automobile Industry Development Master Plan, the

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
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government will regulate policies and mechanisms to boost the domestic automobile industry. The measures were taken due to various Free Trade Agreements, especially the ASEAN Trade In Goods Agreement, to reduce import taxes on cars and products in the range of zero to five percent. In addition to the fact that the country is the second most popular country of Foreign Direct Investment in the Asia-Pacific region, we predict there will be more manufacturers entering Vietnam. Automechanika Ho Chi Minh City can definitely accelerate the development.”

Mr Akai Lin, Project Manager of Chan Chao International Co Ltd, is also optimistic about the Vietnamese automotive market. “By the end of 2016, Vietnam is estimated to have 92.6 million inhabitants. The trade volume reached USD2.36 billion in 2014, which represented a CAGR growth of 9.7 percent. The population and trade reflect a huge market for the automotive industry,” said Mr Lin.

Special showcase, Motorcycle Expo, to meet the local market’s needs

Motorcycle Expo will be a special showcase at Automechanika Ho Chi Minh City, to cater to the needs of the local market. There are currently 37 million motorcycles in the country. According to the Vietnam Association of Motorcycle Manufacturers, in the first six months of 2016, the sales of motorcycles reached 1.4 million units, an eight percent increase compared to the same period last year. This reveals that the motorcycle industry is booming in Vietnam. The expo is expected to attract major manufacturers, dealers and distributors to showcase the latest products and accessories to the entire motorcycle industry.

Automechanika Ho Chi Minh City provides the industry players with a platform to expand their sales network and make personal contacts. Exhibiting categories will include Parts & Components, Electronics & Systems, Accessories & Customising, Repair & Maintenance, Management & Digital Solutions, as well as Car Wash, Care & Reconditioning.

For further information about the show, please visit www.automechanika-hcmc.com or contact Messe Frankfurt New Era Business Media Ltd, +852 2802 7728 / autoasia@hongkong.messefrankfurt.com.

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

Background information on Messe Frankfurt

Messe Frankfurt is one of the world’s leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around

the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to 10 exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 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, has achieved outstanding feat 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.