

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,
February 2017

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Automechanika Ho Chi Minh City receives overwhelming response from the global automotive industry

Extensive support from Asian trade organisations and government agencies

Automechanika, one of the largest industry-leading automotive exhibitions in the world, is landing in Ho Chi Minh City, Vietnam from 15 – 17 March 2017. Co-organised by Messe Frankfurt, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam, the Ho Chi Minh City edition is expected to house 350 international exhibitors and welcome 8,000 global visitors, under the roof of a 9,200 sqm exhibition space in Saigon Exhibition and Convention Center (SECC).

The organisers of the fair announced mind-blowing show updates. Since its initial launch in September 2016, the show has been receiving overwhelming responses, over 90% of exhibition space has been reserved, and the rest is selling fast.

Multiple numbers reflect the automotive business in Vietnam is growing fast. The country, being named as one of the next automotive frontiers, has experienced a sales boom in recent years. Numbers of vehicles sold in the country have recorded significant growth in consecutive years. Over 133,000 units¹ of vehicles were sold in 2014, while close to 245,000 units² were traded in the following year. 2016 was another record-breaking year, Vietnamese consumers bought over 304,000 units³ of car, there was a 32% advancement on the sale of Vietnam-made automobiles and a 5% year-on-year increment on number of import units.

¹ http://www.pwc.com/gx/en/growth-markets-centre/publications/assets/Riding_Southeast_Asia_automotive_highway.pdf

² <http://www.eastasiaforum.org/2016/06/10/whats-driving-growth-in-vietnams-auto-industry>

³ <http://e.vnexpress.net/news/business/vietnam-s-car-sales-hit-record-in-2016-amid-tax-cuts-3527120.html>

In response to the promising market in Vietnam, the global automotive industry has shown positive reactions to Automechanika Ho Chi Minh City. Confirmed exhibitors are from 18 countries and regions. In addition to Vietnam, companies are from Bulgaria, China, Germany, Greece, India, Indonesia, Italy, Korea, Malaysia, Pakistan, Poland, Singapore, Taiwan, Thailand, Turkey, the UAE and the US.

Mr Steven Chen, Manager of Chan Chao International Co Ltd highlighted the impressive responses from the Taiwan market: "The Taiwan External Trade Development Council (TAITRA) and seven industry associations are leading 60 Taiwanese-owned companies to exhibit in a 1,200 sqm space, reflects the value of the Vietnam automotive market. Taiwan companies are outstanding in auto parts manufacturing with high market receptiveness in Vietnam. Automechanika Ho Chi Minh City is an unparalleled platform for Taiwan manufacturers to further the reach of their business networks with Vietnam buyers."

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd expressed her gratitude for the exhibitors' support: "Response from the market is encouraging, and it is not surprising to me as we have been seeing substantial growth of the Vietnam automotive industry in the past years."

She added: "The influx of feedback tells us the industry is highly confident in the Vietnam market. I am pleased the fair has received robust support from exhibitors from around the world."

Extensive support from Asian trade organisations and government agencies

The global automotive industry has shown its optimism to the Vietnam market, over 83% of exhibition space has been reserved by overseas exhibitors and pavilions. This speaks for the commitment to the industry development within the region; numbers of local government trade organisations and institutions from Asian countries are supporting the countries' pavilions in Automechanika Ho Chi Minh City.

To highlight, the Association of Small & Medium Enterprises (ASME) of Singapore; Korea industry fair organiser, Kofair; and Thailand Auto Parts Association (TAPA) are leading about 75 exhibitors to exhibit at the countries' pavilions in the show.

Mr Nattawat Bunworaset, President of TAPA, reinforced the country's commitment to the automotive industry: "Vietnam is an emerging market with an accelerating demand for automobiles. There are two million cars in the country. With the increased living standard and purchasing power, demand for automobiles is expected to experience successive growth in the coming years."

"Many of our members are eager to expand their business into the Vietnam market. Participating in trade fairs, like Automechanika Ho Chi Minh City, lets our members broaden networks into this energetic market

and generate more business potentials,” he added.

As an essential trading partner of Vietnam, organisations from China also assure supportive roles to the fair. The China Auto Maintenance Equipment Industry Association (CAMEIA) recommends Automechanika Ho Chi Minh City to their members in the industry as well as promotes the show to the high-qualified buyer groups in China.

The CAMEIA is a well-known association in the China automotive industry that connects with a sizable number of players from various areas in the automotive industry, including body shops, auto parts and accessories, repair workshops and auto beauty.

Automechanika Ho Chi Minh City is one of 16 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 one of the world's leading trade fair organisers, generating around €640* million in sales and employing 2,364* 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 2016, a total of 138* trade fairs were held under the Messe Frankfurt umbrella, 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.

*Preliminary figures for 2016

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.