

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 (SECC)
25 – 27 April 2018

Hong Kong
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Ken Chung
Tel +852 2230 9225
Fax +852 2598 7919
ken.chung@hongkong.
messefrankfurt.com
www.messefrankfurt.com.hk
www.automechanika-hcmc.com
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Automechanika Ho Chi Minh City introduces new Tyre Competence product category to reflect Vietnam's healthy tyre prospects

The United Arab Emirates to become part of the show's international pavilion offerings

The upcoming edition of Automechanika Ho Chi Minh City will debut its new **Tyre Competence**, a dedicated exhibitor categorisation which will sit alongside the shows already established Motorcycle Competence. This addition will specially highlight exhibitors with products and services relating to tyres, wheels and rims during the show, allowing visiting buyers to quickly identify the most relevant exhibiting brands for an improved sourcing experience.

Taking place from 25 – 27 April, Automechanika Ho Chi Minh City 2018 is expected to gather 360 international exhibitors and 8,500 visitors across 9,200 sqm of exhibition space at the Saigon Exhibition and Convention Center (SECC) in Vietnam. Through the new Tyre Competence categorisation, the event will showcase players from the tyre industry, reflecting the market's high levels of growth in recent years both globally and domestically. In fact, the tyre market in Vietnam alone is expected to surpass USD 3 billion by the end of 2021¹ and will continue in a positive direction in the coming years.

One participating exhibitor is PT Astra Otoparts, the largest automotive parts and components group in Indonesia. Mr Adreas Hartoyo Yaputra, the company's Marketing Supervisor, is looking forward to being part of the show's newest addition. He said: "In 2017, Vietnam was the home of over 45 million motorcycles, which contributes to tyres having a prominent position in the region. To have this reflected at Automechanika Ho Chi Minh City will help us discover new opportunities, as the market is very attractive for us right now."

"During the show, we will be showcasing our new tubeless motorcycle tyre with progressive groove technology, which designs tailored tyre grooves and threads for front and rear tyres according to their functions.

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

¹ "Vietnam Tire Market Forecast & Opportunities, 2021", TechSci Research.
www.techsciresearch.com/report/vietnam-tire-market-forecast-opportunities-2021/729.html.
Retrieved 24 January 2018.

This provides an improved driving experience when manoeuvring and travelling long distances. We expect that by participating in Tyre Competence, we will be able to explore even bigger opportunities within the Vietnamese market.” Mr Yaputra added.

Tyre Competence will also feature Ying Paio Enterprise, a Taiwanese manufacturer who produces tyre repair materials for all vehicles, such as patches, sealants, repair kits, valves, balance weights and adaptors. Ms Sue Chen, the company's General Manager, said: “The automotive industry in Vietnam and across Southeast Asia is significantly boosted by growing demands in the tyre sector. Having this reflected on the show floor at Automechanika Ho Chi Minh City means we as an exhibitor have an even better opportunity to present our products to the right audience.”

Some of the exhibitors who will also carry the Tyre Competence pictogram at the fairground come from Indonesia, Taiwan, the US and Vietnam, and include 31 Incorporated, Mitra Rubber Industries, Omexey Rubber and Techwell Industrial.

Elsewhere during the show, each of the comprehensive exhibiting categories have been tailored to suit every corner of the auto industry:

- Parts & Components
- Electronics & Systems
- Accessories and Customising
- Repair & Maintenance
- Dealer & Workshop Management
- Car Wash, Care & Reconditioning
- Alternative Drive Systems & Digital Solutions

The United Arab Emirates to become part of the show's international pavilion offerings

While Tyre Competence is one of the most anticipated new aspects of the upcoming show, a brand new international pavilion will also be introduced for the first time in 2018. The United Arab Emirates (UAE) pavilion will be one of eight on display during the fair, joining the existing dedicated areas for China, Germany, Korea, Malaysia, Singapore, Taiwan and Thailand.

The announcement falls in line with the UAE being the second largest automotive market in the Gulf Corporation Council (GCC) after Saudi Arabia. In total, passenger cars account for approximately 80 percent of the country's entire automotive market, with commercial vehicles accounting for the remaining 20 percent². What's more, the region's relationship with Vietnam and Southeast Asia also remains positive, thanks to increases in foreign investment and improved import / export figures between the two countries³.

Automechanika Ho Chi Minh City
25 – 27 April 2018, Ho Chi Minh City

² “United Arab Emirates Automotive Guide”, International Trade Administration.
www.export.gov/article?id=United-Arab-Emirates-Automotive. Retrieved 24 January 2018.

³ Mr Saed Al Awadi, CEO of Dubai Exports. www.menaherald.com/en/business/events-services/dubai-exports-brings-businesses-uae-and-vietnam-closer-explore-new-trade. Retrieved 24 January 2018.

Within the pavilion, the Repair and Maintenance sector will be one of the key highlights. A number of its exhibitors are set to display their latest range of lubricants, oils, greases, and many other car care products.

Automechanika Ho Chi Minh City is one of 17 Automechanika fairs held in Africa, Asia, Europe and North, Central and South America. For further information about the show or to download high quality photographs, 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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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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).

* preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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.

For more information, please visit: www.chanchao.com.tw/en