

Press release

March 2019

Automechanika Ho Chi Minh City 2019 replied to the local commercial and passenger vehicle sectors

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Now in its third edition of the show, Automechanika Ho Chi Minh City continued to cement its position as one of the region's leading trade fairs for the automotive service industry. The exhibition took place from 28 February to 2 March and shone a light on Vietnam's dynamic service sector and many of the region's automotive trends. Participants praised the fair's extensive focus on the commercial vehicle sector, as well as the fun and informative fringe programme events that took place over the three-day show.

Key figures for Automechanika Ho Chi Minh City 2019:

- 359 exhibitors from 18 countries and regions
- 10,200 sqm of exhibition space (11% growth)
- 9 country and region pavilions (2018: 8 pavilions)
- 8,929 visitors (5% growth) from 47 countries and regions
- 7 concurrent fringe programme events



“The Automechanika brand's presence in Vietnam once again highlighted the growth potential in the country's automotive industry,” said Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, after adding: “This year's Automechanika Ho Chi Minh City continued to exceed our expectations in every way. The show continued to evolve to cater for the local markets' unique needs in an informative and entertaining manner by extending the product categories and introducing a wider range of concurrent events.”

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

This year, the show highlighted the rapidly growing commercial vehicle sector through the newly established **Truck Competence** product category. Higher than originally forecasted, over 60% of exhibitors were related to this product group. Visitors were extremely pleased with the new addition as it conveyed a true reflection of the prosperity for the country's commercial vehicle sector. The competence sat alongside the already established **Tyre Competence** and **Motorcycle Competence** product categories. Participants throughout the fair appreciated the convenience that enabled buyers to easily identify suppliers relating to the specific sectors and purchasing needs.

Commenting on the Truck Competence, a local visitor, Mr Nguyen Thanh Tung, General Director of STD & T Engineering Services Co Ltd, said: "This year's fair has been very professionally managed, and the show's scale seems to have increased too. I particularly appreciate the new Truck Competence product category as it allows me to identify suppliers related to the commercial vehicles very quickly and gives clear direction. It is a truly amazing sourcing experience."

Visitor's perspective on international participation

Local visitors enjoyed a strong assembly of international participation across the show floor. Over 88% of exhibitors came from 18 different countries and regions, with Poland joining the list for the first time.

The domestic visitor Mr Huynh Huu Phuc, Director, Dien Oto, said: "Each year there is more and more representation from overseas exhibitors such as China, Korea and Thailand. I have explored the overseas booths in great detail and have found discussions with many international companies particularly useful for my sourcing requirements."

Some of the key overseas industry players consisted of companies like ASUKA, Autel, BAIJIXIONG, Brembo, CJ AXLE, Elring Klinger, Euroricambi, Hasaki Lubricants, Hyundai Transsys, HETIAN, ITE, Jesse Lai, KELI, Liqui Moly, MAHA, POLAR, Sangsin Brake, SI Turbo, Suotepower, VIE, Win World, Winhere Brake and Würth.

At the same time, overseas buyers also appreciated a collection of Vietnamese exhibitors wanting to export their products internationally. Local businesses such as Karuna Canopies and Mast Saigon achieved great international exposure through their support and participation at the show.

Mr J.K. Son, Chief Executive Officer, SM Auto & Parts / Korea Auto Biz highlighted: "I see a lot of synergy from the rising local market. Visiting the show enables me to see many local and international companies in one place. The made-in-Vietnam products are very competitive on price and so investing here will help increase our competitiveness as well."

Overall, the fair attracted 8,929 visitors from 47 countries and regions. Apart from the domestic visitors in Vietnam, the top visiting countries and regions comprised of China, Taiwan, Germany, Korea and Singapore.

Automechanika Ho Chi Minh City
Ho Chi Minh City, 28 February – 2 March
2019

This year, the show became more than just a trade fair but rather a stage to stimulate automotive lifestyle and networking. A host of fringe programme events zoomed in on the automotive industry at a domestic level by focusing on the distinct trends and needs of the Vietnamese market.

The **Fleet Management Conference** was well received by all attendees who complemented the speakers' expertise when relaying the most current market updates about digitalisation and automotive manufacturing for advanced logistics operations in the commercial vehicle sector. These operations include the transport of cargo and goods as well as fare-paying passengers for vehicles with four or more wheels.

Ms Jennifer Wong, Marketing Manager of UPS, a speaker at the conference said: "The automotive industry in Vietnam is currently seeing robust growth, which is why we need to expand our commercial vehicle sector in the country as well. More and more automation in the industry has also had a positive impact on the sector as advanced technology is now used to maintain and carry out fleet operations. Automechanika Ho Chi Minh City is an important platform for updating local players with global information to help advance Vietnam's growing commercial vehicle sector."

The **Collision Repair Training and Maintenance Workshop** also provided hands-on educational sessions and theoretical discussions on the latest developments of car repair and maintenance. The event enhanced knowledge-sharing as well as skills-transfer. Local workshop providers taking part in the training session noted that they would easily be able to use the information and updated skillset at their workplace.

The show also went above and beyond participant expectations at all of the entertaining and engaging events. The debuted **Drift Performance** excited the crowd with its high-octane performances. Additionally, attendees were able to see the most forward-thinking trends of car, accessories and customisation in action. Lars Verswyvel, Managing Director of Karuna Canopies and sponsor of the Drift Performance announced: "We are thrilled to be one of the sponsors at the Automechanika Ho Chi Minh City Drift Performance. Not only does it allow us to support Vietnam's rising car customisation and tuning trends, but also increases our brand exposure towards an international audience."

It was then followed by the fun-filled **After Show Party**. Amongst the lively entertainment by famous local DJ Trang Moon, industry peers were able to network and connect in a more relaxed setting.

Ms Judy Wang, President of Yorkers Exhibition Service Vietnam, said: "In just a short amount of time we have already seen the position of the show change to keep up with the ever-evolving market. As such, the fair has transitioned into more than just a sourcing platform, but also a means of exploring the industry in a more experiential approach. As organisers, it is exciting to find new ways to educate, inform and

entertain attendees, and we look forward to doing the same for next year.”

Participant’s feedback at this year’s edition

Exhibitors

Mr Vincent Prinzing Export Area Manager, Liqui Moly (Germany)

“We have strategically partnered with Automechanika for many years now, and have come to Vietnam to sell our entire product range. This year, it is significant that the show has emphasised the commercial vehicle sector as it is an excellent opportunity for Vietnam to finally start looking at emission levels, reducing costs, oil change intervals and exploring environmental issues. For us, fleet management includes truck, taxi and motorcycle operations like Grab, which we see good potential for our products as well. Overall, the show is a great platform to meet new clients, as well as connect with our local Vietnamese customers.”

Mr Ho Khan Hung Chairman, Mast Saigon Auto Parts and Accessories (Vietnam)

“This year we are exhibiting car accessories from both China and Korea at Automechanika Ho Chi Minh City. The fair is a fantastic platform for us to introduce these high-quality products from the international market into the Vietnam local market. We participate in many Automechanika shows around the world; they are always very fruitful experiences as we find good quality distributors and suppliers. Automechanika Ho Chi Minh City was no exception as there were many buyers from across Vietnam, including Hanoi and other provinces. Overall, it was a good opportunity for us to increase our brand awareness into the entire country.”

Mr Alan Lim Business Development Manager, Toyopower (Singapore)

“Our company is well-established in the Vietnam market, the show is part of a bigger picture of our business plan. We are here at Automechanika Ho Chi Minh City to enhance our brand exposure, awareness and reputation. It is our third time partaking at the show, and it is great to see new elements like the concurrent fringe programme events. All in all, we feel like our mission has been achieved.”

Mr Rakesh Gosain Vice President (Marketing), Ask Automotive (P) Ltd (India)

“We are participating at Automechanika Ho Chi Minh City for the first time. Our primary goal is to get a feel of the current Vietnam market. We are particularly looking to increase presence in the two-wheeler market, which is one of the most dominant segments in the local industry. We see a lot of potential, and so we hope to get some good results through the fair.”

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Visitors

Mr Le Duy

Customer Service Executive, SAV United Investment Co Ltd (Vietnam)

“I have attended the show twice and am here to look for new suppliers and customers. I have already visited some impressive Vietnamese companies, which I plan to touch base with after the show. From an organisational perspective, Automechanika Ho Chi Minh City explores a lot of relevant information as it brings together leaders from all over the world. As a result, the fair highlights that the country is an ideal destination for local industry investment.”

Mr Jakub Wieckowski

Laboratory and Quality Control Manager, Intermeko Europe (Malta)

“We are an all-round automotive parts distributor for cars, trucks, motorcycles and more. Our company distributes mainly in Europe although we source many products from South East Asia. We are visiting at Automechanika Ho Chi Minh City to find new suppliers who can offer good quality products at a reasonable price. The fair is very well-organised with great offerings from many Asian exhibitors. So far, we have already collected information from about 10 exhibitors from China, Thailand and Vietnam that match our buying needs.”

Fringe programme speakers

Mr Mark Czvitkovtis

Chief Executive Officer, I-CAR Australia

“If not for fairs like Automechanika, the industry as a whole would not progress and advance. That is why Automechanika Ho Chi Minh City is such an important event for the local industry. If we don't come to countries like Vietnam to provide training and awareness, the general motoring population may not get the assurance that they need to feel safe. Therefore, it is important for workshops to also invest in skills and training, which the show offers. It is our second year presenting and it seems that more people have attended. Next year, I hope to do some more hands-on training with the participants.”

Fringe programme attendees

Mr Ngo Tung Hui

General Director, Tung Viet Trading Company Ltd (Vietnam)

“I have joined the fair twice as a buyer. When I found out that there was going to be a one-to-one business matching programme, I decided to participate immediately. I want to find oil and lubricant products, as well as get in touch with more international brands. I have already met with suppliers from China, India, the US and more. These suppliers have high quality products that suit my sourcing needs, and I have already placed an order from an Indian supplier on the spot. I want to thank Automechanika Ho Chi Minh City for bringing a world-class programme to the local industry. I am very happy that I joined the programme and will participate again.”

Mr U Niu Min Han

Manager, Spectrol Industrial & Motor Oil (Myanmar)

“I came for sourcing lubricant products, and it was a surprise to also find a Drift Performance. This was fascinating and a unique aspect of the trade fair. My experience in Automechanika Ho Chi Minh City went beyond my expectations, it is more than just a sourcing platform, but also combines with fun and entertainment. I wish to come back next year to see what's new.”

For access high resolution photographs of Automechanika Ho Chi Minh City 2019, please download from the 'For journalist' page at www.automechanika-hcmc.com.

The next edition of Automechanika Ho Chi Minh City will take place from 5 to 7 March 2020. More information about the new edition will be released soon. The fair is co-organised by Messe Frankfurt New Era Business Media Ltd, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam. It is one of 17 Automechanika fairs held in Africa, Asia, Europe and North, Central and South America. For more information, 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 30 locations, the company generates annual sales of around €715* 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

*preliminary figures 2018

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