

Press release

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Automechanika Ho Chi Minh City opens for 2019 presenting the latest trends, expertise and automotive entertainment

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Participants gear up for the 3rd edition of Automechanika Ho Chi Minh City 2019, a three-day show that will be held at the Saigon Exhibition and Convention Center (SECC) from 28 February to 2 March. The show is hosting 359 exhibitors from 18 countries and regions throughout 10,200 sqm of exhibition space. Visitors will find comprehensive coverage of the entire automotive supply chain across the show floor, as well as through a variety of informative fringe programme events.

Automechanika Ho Chi Minh City 2019 is returning to Vietnam and lends its support to help advance the development of Vietnam's promising automotive industry. Government initiatives favouring the industry, and Vietnam's continued economic growth have created a more dynamic operating environment for business. As a result, both domestic and overseas companies are now seeing new benefits and opportunities in the local market.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd said: "After another successful edition of the show, Automechanika Ho Chi Minh City 2019 picks up where it left off. With encouraging feedback from last year's edition, the fair will continue to address the local market's inherent needs by offering a strong collection of domestic and overseas exhibitors, who are presenting their latest products and services. This year, the show will spotlight the market segments such as the aftermarket and the commercial vehicle sector as a result of their growth potential in Vietnam's automotive industry."

As such, the fair provides important opportunities for local businesses to connect, network, exchange business ideas and broker deals with some of the industry's most influential names. It also helps companies shape their business strategies and investment decisions when penetrating Vietnam's automotive industry, and supports local firms entering overseas markets.

This year, visitors will see a lot of overseas participation around the fairground. For example, there is representation from nine overseas country and region pavilions offering their latest products, technology and expertise for the Vietnamese market. These consist of China, Germany, Korea, Malaysia, the Middle East, Singapore, Taiwan and Thailand, with Hong Kong also joining this year's line up. Many of them will bring quality and innovative products to the show.

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Case in point, the organiser of the Taiwan pavilion, Ms Catherine Huang, Manager of IEP Section, Strategic Marketing Department of the Taiwan External Trade Development Council (TAITRA), said: “Taking part in overseas fairs is very important for our domestic automotive industry as companies can showcase their newest advancements to a global market. Therefore, this year we have 35 companies in our pavilion, including the award-winning Hyphone Machine Industry Company Ltd, who specialise in pneumatic tools including impact wrenches, ratchets and grinders. They have also been recognised for their innovation and excellence in research and development, design, quality and marketing. Our pavilion will unveil some of the latest products that Taiwan has to offer, as well as search for collaboration and development opportunities in the Vietnamese market.”

In addition to the country pavilions, many leading overseas brands and companies participating at the fair will bring their latest products, catering to the local market’s needs, which include:

- Hyundai Transys – a Korean manufacturer who are showcasing their transmission and axle products for passenger and commercial vehicles.
- Liqui Moly – a German brand offering a full range of oil, lubricant and additives for passenger and commercial vehicles, as well as racing cars to increase vehicle performance.
- VIE – the Chinese company offering the latest electronic control system, integrated circuits and lightweight materials.

Other key players such as ASUKA, Autel, BAIJIXIONG, Brembo, CJ AXLE, Elring Klinger, Euroricambi, Hasaki Lubricants, HETIAN, ITE, Jesse Lai, KELI, MAHA, POLAR, Sangsin Brake, SI Turbo, Suotepower, Win World, Winhere Brake and Würth will also be exhibiting at the fair.

Additionally, a number of local companies will gain international exposure through their participation at the fair. These include the likes of Karuna Canopies, the car accessories manufacturer for pickup trucks, and, Mast Saigon who are one of the biggest auto parts distributors in Vietnam.

The fair spotlights the commercial vehicle sector

To reflect the current trends in Vietnam’s automotive industry, Automechanika Ho Chi Minh City 2019 has expanded its list of competences at the fair.

The show has introduced the new **Truck Competence** product category to amplify the ever-growing commercial vehicle sector in Vietnam. The addition comes as a result of the rapidly developing economy, which has led to more geographical mobility that has created a greater demand for travel and logistics operations across the region. The new competence also reflects the feedback from last year’s participants who understand the pace at which the local market is moving and the potential of the commercial vehicle sector in Vietnam.

Over 55% of exhibitors will display the Truck Competence pictogram at their booths, which will help buyers quickly identify the specific product, services and technology that they need.

Visitors will also find a wide range of products including parts, components, electronics, lightings, lubricants and removers, as well as wheels and tyres for commercial vehicles from both local and overseas exhibitors.

Other competences highlighted at this year's show include the **Tyre Competence** and **Motorcycle Competence** product categories, which were well received at the last edition.

Tailored fringe programme addresses current regional trends

To fully utilise the fair's resources, participants can take part in a host of fringe programme events. During the show, a number of conferences, seminars, workshops and exciting networking opportunities will run concurrently and explore some of the most pressing topics in Vietnam's market. What's more, these events underpin many of the themes and trends running through the show floor. Some of the spotlighted events include:

- **Fleet Management Conference** – taking place on 28 February, industry leaders will delve even deeper into fleet management. Topics will highlight the current technological and electrification trends, automotive manufacturing for advanced logistics operations and more.
- **Collision Repair Training and Maintenance Workshop** – experts will lead a variety of hands-on training sessions for local service providers to enhance their skills and maintain their competitive edge. The sessions will cover the repair and maintenance of automotive electronics and ADAS as well as skills such as measuring. Sessions will be held on 1 March.
- The **One-to-One Matchmaking Programme** – over the course of the fair, specially invited buyers and exhibitors will be matched according to their specific needs.
- **Drift Performance** – on 1 and 2 March, audiences can marvel at the exhilarating performance, which has been sponsored by Anglomoil, Hasaki Lubricants, Karuna Canopies and Liqui Moly at the fair.
- **The After Show Party** – the event offers a fun networking opportunity and is hosted by the popular local DJ, Ms Trang Moon, which will take place directly after the **Drift Performance** on 1 March.

Ms Judy Wang, President of Yorkers Exhibition Service Vietnam, said: "The fringe programme is a great tool to help local companies maintain their competitive advantages and improve their standards of service in the growing automotive industry. They offer a wide range of important knowledge transfer and skills development opportunities, as well as fun networking events such as the Drift Show and After Party, which focus

on the unique trends and needs in the Vietnamese market.”

To find out more information about the shows sectors, highlights, fringe programme events and more, please visit

www.automechanika-hcmc.com/eventbooking.

Automechanika Ho Chi Minh City 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