Automechanika
HO CHI MINH CITY

Vietnam’s leading regional trade fair for automotive service industry targeting trade visitors from Vietnam

Exhibition • Workshops • Entertainment

29.6 – 1.7.2022
Saigon Exhibition and Convention Center (SECC)
Ho Chi Minh City, Vietnam
www.automechanika-hcmc.com
Raising the profile of Vietnam’s resilient and internationally-reaching automotive supply chain

Scaling up innovation in the new automotive era

Vietnam’s vision for automotive industry development
In recent years, the Vietnamese Government has placed the automotive manufacturing sector at the core of its developmental roadmap. The country’s vision is to merge the local supply chain with a wider global network.

With this in mind, the Government plans to nurture a positive local operating environment and promote foreign trade with international markets. Strategies include bilateral agreements with ASEAN and foreign countries, improving corporate governance, lowering import tariffs and more.

As a result, the expected in-flow of high-quality auto parts, components and technologies will enhance domestic manufacturing capabilities, with a long-term goal of becoming a major auto manufacturing hub in Asia. The local auto industry will strengthen its strategy of mobilising robotics, automation and Industry 4.0 standards to achieve world-class production standards.

Bilateral agreements expand automotive trade networks
In addition to the ASEAN Free Trade Area (AFTA), the European Union-Vietnam Free Trade Agreement (EVFTA), signed in 2020, aims to foster a promising environment for foreign investment, technological advancement and product innovation.

The Regional Comprehensive Economic Partnership (RCEP) involving 15 Asia Pacific nations, including Vietnam, is set to bolster car sales and exports. The agreement will eliminate some crucial trade barriers within the region. It will further remove auto-related product tariffs on Vietnamese exports. The country also expects to benefit from high-quality imported products and services, as well as advanced technological know-how for SMEs that account for 98% of all enterprises locally.

As a result, this coalition will enable Vietnam to tap into regional and global automotive supply chains.

2021 outlook
Forecasts predict that Vietnam will experience a GDP growth of 6.5% in 2021. This robust increment, in addition to rising living standards, will contribute to an increase of domestic car ownership. Vietnam’s Industrial Policy and Strategy Institute estimates that from 2025 up to 800,000 vehicles will be sold annually. Therefore, the demand for locally-manufactured cars will further rise in the long run.
Hybrid activities link up players and resources across the value chain

Explore OE right through to the aftermarket

Onsite-to-online gateways that help the wider auto community connect, exchange and interact

- Rev up engagement and prospects through real-time communication and chat tools
- Physically and digitally showcase products, services and technologies before, during and after the show
- Exhibitors can share information about their company with potential clients before meetings
- Live streaming events boost industry participation and awareness of the recent market needs
- Online and offline business matching and personalized recommendations with local and international buyers

About us

Automobilia Ho Chi Minh City is placing multilateral collaboration at the forefront of the fair’s evolving approach to sustainable local automotive industry development. Synergy shaped by informed, networked and empowered stakeholders, which have an active role in the wider auto community, will become an integral part of the collaborative platform across the value chain, generate greater know-how and deliver multifaceted experiences to promote the growing automotive market in Vietnam.

390
Local and international exhibitors

600,000+
Local and international industry database
Unlock • Drive-in • Play it

Visitor profile

Visitors from 47 countries and regions*

Top 10
- Australia
- China
- Japan
- Korea
- Malaysia
- Singapore
- Taiwan
- Thailand
- the US
- Vietnam

8,929
82%

Local and international visitors*

Domestic visitors*

Participants stretching from North to South of the country, including Bình Dương, Cần Thơ, Đà Nẵng, Hà Nội, Hải Phòng, Hồ Chí Minh City, Long An and more.

Key visitors

- 3M
- ABB
- AISIN
- BASF
- BBB Industries
- BMW
- BOSCH
- Bridgestone
- Continental
- DENSO
- EXEDY
- FIAMM
- Fras-le
- HELLA
- HITACHI
- HONDA
- HYUNDAI
- ITW
- MAHA
- MAN+HUMMEL
- Mercedes-Benz
- METELLI
- MITSUBISHI MOTORS
- NISSAN
- PHILIPS
- POSCO
- PVEP (PetroVietnam)
- Qualiserv (Group)
- ROWE
- SAILUN
- SAMCO
- Samsung Electronics
- SIEMENS
- SKF
- SpeedMate
- TÂN PHÀT ETEK
- THACO
- TOYOTA
- Valeo
- Valvoline
- Vingroup JSC
- VINFAST
- VNPT
- Volkswagen
- WABCO
- ZF

* Data as of 2020 edition

Business events

- Smart Factory & Industry 4.0 Conference (new)
  - Representatives from leading brands will discuss recent trends, innovations, opportunities and challenges in Vietnam’s automotive manufacturing industry.
  - Key topics include the smart factory, Industry 4.0 and many more.

- Automotika Connected Exchange
  - Industry experts, government agencies and key domestic trade associations will share their insights, guiding professionals plan business strategies in line with Vietnam’s changing industry.

- Business Matching Programme (Match Up)
  - A year-round networking service to maximize business opportunities for the local and overseas auto community via one-to-one online and offline meetings.

- Auto Service & Maintenance: Festival and Workshop (new)
  - The Auto Service & Maintenance series brings together a festival and a workshop that both highlight the importance of vehicle repair and maintenance.
  - At the festival, anyone who drives the broadband can pre-register for high-quality diagnostic, maintenance and car detailing services at a first-come-first-serve basis.
  - The workshop is tailored for technical engineers, mechanics, garages and workshop owners to enhance their technical expertise and skill sets in the diagnostics and repair, as well as the service and maintenance sectors.

- Drift & Stunt shows
  - With shows across the three-day fair, attendees can marvel at thrilling drift and stunt acts.

- Auto Hitz Party
  - The after show party will feature live music performances from famous local DJs and dance groups, turning the outdoor marketplace into a dance floor at night.

- Auto City Marketplace (new)
  - An extension of the show that highlights an additional exhibition space for automotive workshops, retailers, e-sellers, and onto users looking to easily access the Vietnamese auto market.
Automechanika – 15 events in 14 countries

Automechanika – the world’s leading B2B trade fair brand for the automotive service industry. Its worldwide network spreads across Africa, America, Asia, Europe and the Middle East.

Fair facts

Venue
Saigon Exhibition and Convention Center (SECC)
799 Nguyen Van Linh, Dist. 7, Ho Chi Minh City, Vietnam

Opening hours
29 June – 1 July 2022 | 09:00 – 17:00

Admission
Trade visitors aged 16 or above only. Free of charge.

Participation fee
| Standard package | min 9 sqm | USD 335 / sqm |
| Premium booth | min 9 sqm | USD 385 / sqm |
| Raw space | min 18 sqm | USD 305 / sqm |

Motorcycle zone
| Standard package | min 9 sqm | USD 230 / sqm |
| Raw space | min 18 sqm | USD 200 / sqm |

Pre-show events
| Company / brand logo display | USD 300 |
| Speaking opportunity in seminar / workshop | USD 500 |
| Tent booth exhibit | USD 800 |
| Distribution of marketing materials | USD 800 |
| Full package (includes all of the above) | USD 1,500 |

Various sponsorship and advertising packages are available to exhibitors. Please contact the organisers for details.

Local and international supporters
ASA – Federal Association of the Manufacturers and Importers of Automobile Service Equipment (Germany)
CAEIA – International Cooperation Committee of China Auto Maintenance Equipment Industry Association
HAMEE – Ho Chi Minh City Association of Mechanical – Electrical Enterprise
MOIT – Ministry of Industry and Trade (Vietnam)
MOST – Ministry of Science and Technology (Vietnam)
OTO-HUI – Vietnam Automotive Technicians Network
RUPA – Rubber – Plastic Manufacturers Association (Vietnam)
TAITRA – Taiwan External Trade Development Council
TTVMA – Taiwan Transportation Vehicle Manufacturer’s Association
VAMI – Vietnam Association of Mechanical Industry
VASI – Vietnam Association for Supporting Industries
VATA – Vietnam Automobile Transportation Association
VRA – Vietnam Rubber Association
VSAE – Vietnam Society of Automotive Engineers

Organisers
Messe Frankfurt (HK) Ltd
Tel: +852 2802 7728
autoasia@hongkong.messefrankfurt.com

Chan Chao International Co Ltd
Tel: +886 2 2659 6000
sales@chanchao.com.tw

Yorkers Exhibition Service Vietnam
Tel: +84 28 3827 9156
linkage@chanchao.com.tw / sales@chanchao.com.tw

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