

automechanika
HO CHI MINH CITY

23 – 25 June 2023

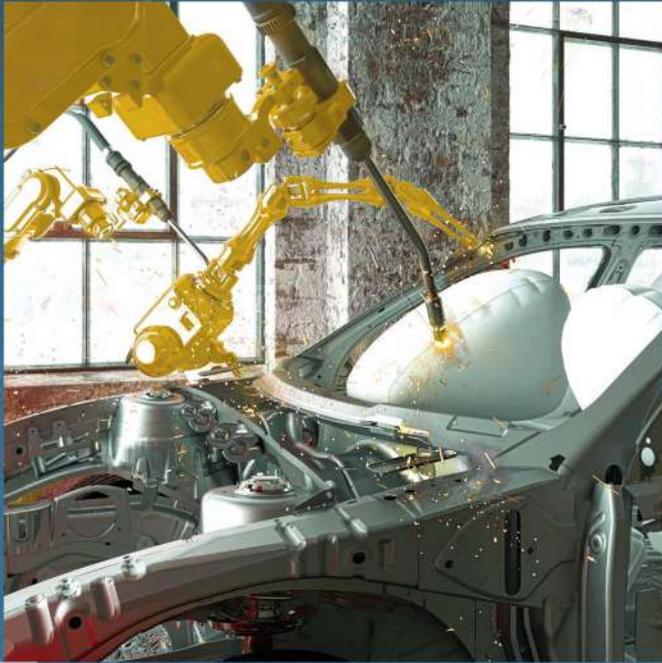
Saigon Exhibition and Convention Center
(SECC) Ho Chi Minh City, Vietnam

An automotive exhibition
for OE and aftermarket:

Business
Workshops
Entertainment

www.automechanika-hcmc.com

5th
Edition



Evolving Vietnam's automotive industry

Where is momentum heading in the market?



"Players are speeding up the electrification and digitalisation in the supply chain"

Let's be game changers together

Vietnam's automotive industry is being driven by electrification and digitalisation. As a result, various stakeholders in the public and private sectors can explore unprecedented opportunities in a number of emerging sectors of the industry.

Growth drivers

1. Government perspective

Vietnam is a unique position compared to other traditional automotive markets like Europe, Japan and the US as the rise of electric vehicles has created a level footing for new entrants in the market.

A report from the United Nations Development Programme in Vietnam urges policies to increase the country's presence in the global supply chain. With the electric vehicle sector pinpointed for its growth potential, efforts include attracting investment from multinationals and encouraging the participation of domestic SMEs in the growing ecosystem. The roadmap also aims to replace imports by engaging with more export activities¹.

2. The integration of electric vehicles

The "National Automobile Development Strategy by 2025" from the Vietnamese Government aims to stimulate manufacturing and increase the volume of electric vehicles.

3. Automotive manufacturing and automation

Manufacturers in Vietnam are looking to expand their capabilities as a way of combating the cost of importing parts. The additional investment from companies has boosted the local production of vehicles, which is adding to Vietnam's automotive market size².



8.02% growth of GDP saw Asia's fastest expansion³



Manufacturing increased by 8.1%⁴



FDI up by 13.5% (USD22.4 billion)⁵

References:

1. Policy recommendations for the development of the automobile electric vehicle industry in Vietnam, June 2022, Vietnamin Consulting, <https://qr.messtafirst.com/612> (Received: 10 January 2023)
2. Full speed ahead for Vietnam's automotive industry, April 2022, Marvell Research Vietnam, <https://qr.messtafirst.com/180a> (Received: 10 January 2023)
3. Vietnam pulls off Asia's fastest growth as economy powers on, December 2022, Bloomberg, <https://qr.messtafirst.com/69850> (Received: 10 January 2023)

5th edition

Solutions for passenger cars, commercial vehicles, motorcycles and automotive manufacturing:

- Automation & Transformation
- Electrification
- Digitalisation



Product coverage:

- Auto Parts, Accessories & Customising
- Alternative Drive Systems & Fuels
- Electronics & Connectivity
- Tyres & Wheels
- Diagnostics & Repair
- Car Wash & Care
- Internet of Things (IoT)
- Logistics



Specialised zones and areas:

- Automotive Manufacturing & Automation
- Auto Parts & Components
- Auto Services & Maintenance
- Accessories & Customising
- Commercial Vehicles
- Electric Vehicles (EV) & IoT

Transformation, safety and talent

Highlights of Automechanika Ho Chi Minh City

The show's development

This year marks a special milestone as Automechanika Ho Chi Minh City celebrates its fifth edition. The event originates from Messe Frankfurt's globally-recognised brand, Automechanika, under the Mobility & Logistics segment. Ambitious as ever, the exhibition will amplify collaborative prospects in the supply chain, across OE, production and automotive manufacturing, in addition to digital solutions and technological applications in the aftermarket.

Carefully-planned product segments, events and activities

The show integrates elements of business, workshops and entertainment so that participants can easily capture market opportunities.

Training and transformation

Events aim to highlight business transformation and offer updates about the latest digital solutions, technological applications and operations.

In this regard, nurturing talent is really important for Vietnam's automotive industry. Therefore, the show offers hands-on training in relation to electric vehicle maintenance and digital development, including high voltage and ADAS systems, as well as workshop management.



13 Automechanika shows across Africa, America, Asia, Europe and the Middle East

More about Automechanika Ho Chi Minh City:



AutoFEST@HCMC

The concept features a medley of entertaining, interactive and networking events

1. Auto Service Day

To help car owners understand the importance of car maintenance, enrolled visitors driving to the show can receive a full car inspection and maintenance service for free.

2. EMMA Vietnam – Car Audio and Modification Competition

Presenting over 70 of the most cutting-edge car modifications.

3. DEM & Auto City Marketplace

Attracting car lovers to the show where attendees can find new car models and shop for car-related accessories and products for car detailing.

4. Auto NITZ Party

DJs and dance groups will offer up a show-stopping performance providing a relaxed ambiance for networking.



Let's party together!



Industry conferences

Automechanika Connected Exchange Conference

The conference will discuss developmental trends and prospects in local and global automotive markets.

Automotive Manufacturing, Transformation and Automation Conference

Sessions will explore recent trends and opportunities in Vietnam's automotive manufacturing and automation industry, the use of robotics, smart factories and many more.

Auto Service and Maintenance Workshop

The event aims to support the technical expertise and skillsets of manufacturers, technical engineers, mechanics, and garage or workshop owners' in diagnostics and repair, car care and maintenance.



Play It! Channel VN

Playful and educational content

Videos offer online guides for the local and international automotive communities to understand the domestic market. Topics include car repair and maintenance, enhancing the driving experience, and consumer behavioural trends.



Digitalisation and Electrification Conference

Driving the automotive industry towards new mobility concepts and a sustainable future.

Match Up

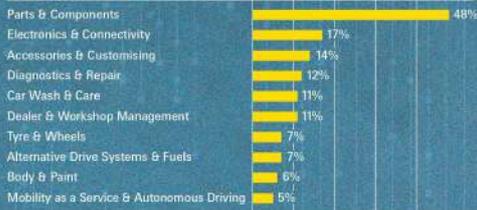
An all-year-round programme that bridges global players with local businesses, helping to foster potential sales leads without time and geographical constraints.

Sponsor and engage

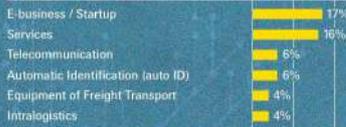
Join us now

Visitors by product categories

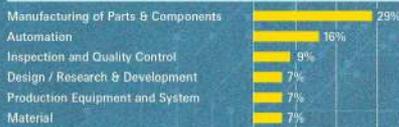
Passenger / Commercial / Motorcycle



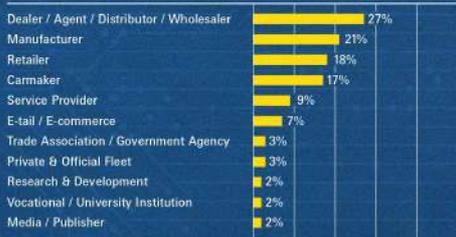
IoT / Logistics



Automotive Manufacturing and Automation



Visitors by business nature



The total is over 100 percent due to multiple choice

Key brands from previous editions

3D SMART SOLUTIONS	3M	ABB	BANDO	BASF	BMW	BOSCH	BRIDGESTONE
FIAMM	Henkel	HONDA	Honeywell	HYUNDAI	IGOL	ISUZU	LI & FUNG
Mercedes-Benz	MICHELIN	MITSUBISHI MOTORS	OSRAM	SCHAEFFLER	Shell	SIEMENS	Snap-on
TecAlliance	technsoft automotive	THACO	TOYOTA	VINFAST	YAMAHA	Yusen Logistics	ZF

■ Carmakers ■ Tier one players

Venue

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

Opening hours

23 – 25 June 2023 | 09:00 – 17:00

Admission

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

Participation fee

Standard package	min 9 sqm	USD335 / sqm
Premium booth	min 9 sqm	USD395 / sqm
Raw space	min 24 sqm	USD305 / sqm

International & local supporters

- ASA – Federal Association of the Manufacturers and Importers of Automobile Service Equipment (Germany)
- CAMEIA – International Cooperation Committee of China Auto Maintenance Equipment Industry Association
- CCIFV – The France-Vietnam Chamber of Commerce and Industry (CCI France Vietnam)
- 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

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Stay tuned with us



Over 400 exhibitors

10,112 visitors from 42 countries and regions including Australia, Cambodia, China, Germany, India, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Taiwan, Thailand, the Middle East, the US and Vietnam.