

automechanika
HO CHI MINH CITY

20 – 22.6.2024

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

An exhibition for the
automotive aftermarket

**Business
Workshops
Entertainment**

www.automechanika-hcmc.com



Enquiries



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YesVietnam

Vietnam

Automotive market overview

In recent years, the automotive industry in Vietnam has changed significantly through electrification, digitalisation, technological advancements, and the adoption of AI. Industrial practices have also transformed in light of these advancements and greater focus on environmental sustainability. As a result, new business strategies are emerging as customer expectations and day-to-day lifestyle choices shift.



For example, the automotive aftermarket is expected to grow as the demand for cars in Vietnam is forecast to proliferate rapidly with the upwards mark of 900,000 cars being added to roads each year by 2025, increasing to an annual increment of approximately 1.8 million vehicles from 2025 to 2030¹.

Vinfast, the leading EV manufacturer in Vietnam, will continue to collaborate with Renesas Electronics to develop automotive technologies and system components. The car manufacturer will have access to AI-driven chip verification and debugging tools. Vinfast's expertise in powertrain, chassis, body, and infotainment, as well as emerging technologies like ADAS, autonomous driving, EVs, and in-car networking, will undoubtedly contribute to the advancement of Vietnam's automotive industry.

Vietnam is attracting foreign businesses, developing capabilities in automotive assembly, manufacturing and aftermarket services

Favourable policies and an increased demand for replacement parts are driving Vietnam's growing aftermarket. The Government aims to further increase localisation rates in the auto industry to 60% by 2025 to become a regional hub for vehicle production and exports². They also plan to invest in the EV ecosystem, which will be a major growth driver with several domestic and foreign carmakers launching EV fleets in the market. For the country to advance its reputation on the global stage, the country must further develop its capabilities in automotive assembly, manufacturing and aftermarket by attracting investment in the sector to enhance the competitiveness of local companies.

Industrial 4.0 and talent nurturing

Vietnam has become a hub for nurturing tech talent, attracting significant foreign investment in advanced technology. This emphasis has been instrumental in supporting the Government's vision to increase the digital economy's GDP contribution to 30% by 2030, along with a target of 7.5% annual labor productivity growth³. Samsung Innovation Campus 2023 – 2024 officially started in October 2023 by Samsung Vietnam with the goal of developing high-tech skills in the Vietnamese youth who will drive the success of the 4.0 Industrial Revolution in Vietnam.

Young, dynamic, promising & more



About us

The 6th edition of Automechanika Ho Chi Minh City has been specifically designed as a two-way gateway connecting the Vietnamese auto market to the world. As always, the exhibition supports international trade and exchange by linking suppliers and buyers across the entire automotive value chain, including parts and components, final assembly and aftermarket services.

The event will feature a variety of specialised zones to reflect the country's distinct market environment. Notably, the Automotive Manufacturing, Transformation and Automation Zone will investigate significant trends in manufacturing, including AIoT, 3D printing, new materials and more. As a part of this, it will evaluate the readiness of Vietnamese suppliers on digital integration and industrial automation, providing valuable context for companies seeking to engage with the region.

Vietnam's GDP **5.3%** growth year-over-year in the third quarter of 2023⁴

Industrial production **5.1%** growth in September 2023⁴

Target of **30%** of the proportion of the manufacturing industry as part of GDP by 2030⁵

Projected CAGR of **25%** between 2020 and 2025⁶

Sources:

1. "What's Driving Increasing Car Imports in Vietnam?" VIETNAM BRIEFING, 18 April 2023, <https://qr.messefrankfurt.com/7657b> (Retrieved: October 2023)
2. "Driving Forward: The Growth and Future of Vietnam's Automobile Industry in 2023", LinkedIn, 9 March 2023, <https://qr.messefrankfurt.com/Q3c04> (Retrieved: October 2023)
3. "Vietnam - A Hub of Nurturing Tech Talent", HANOI TIMES, 7 September 2023, <https://qr.messefrankfurt.com/P51d0> (Retrieved: October 2023)
4. "Vietnam GDP growth improves in third quarter of 2023", S&P Global, 5 October 2023, <https://qr.messefrankfurt.com/A6488> (Retrieved: October 2023)
5. "Target set to raise proportion of manufacturing technology in GDP to 30% by 2030", VietNamNet Global, 30 January 2023, <https://qr.messefrankfurt.com/n8e32> (Retrieved: October 2023)
6. "Driving Forward: The Growth and Future of Vietnam's Automobile Industry in 2023", LinkedIn, 9 March 2023, <https://qr.messefrankfurt.com/c7582> (Retrieved: October 2023)

What to expect?

Automotive Mobility Solutions Zone

With a goal of pursuing supply chain optimisation, production efficiency, customer satisfaction, and sustainability, the zone will present the latest technologies and solutions in smart mobility, transportation, OE and the aftermarket.



- 1**
- Electric vehicles
 - Battery systems
 - Charging technologies
 - Parking and security systems

- 2**
- Supply chain
 - Warehousing and storage
 - Logistics

- 3**
- Automotive manufacturing, Transformation and Automation
 - Internet of Things (IoT)
 - Start-up
 - Sustainability
 - Environmental, Social and Governance (ESG)

Automotive Manufacturing, Transformation & Automation

Under the influence of digitalisation, technologies like AIoT, 3D printing, new materials, and digital solutions for engineering and manufacturing will be showcased at the zone. It will also examine the readiness of Vietnamese suppliers for digital integration.

Looking for the market's latest products?

Parts & Components
Electrics & Electronics

Automotive Repair, Maintenance & Care / Accessories & Customising Zone



The area will present solutions for diagnostics and repair, equipment and tools, accessories and customising, car care, car washing and detailing, oils, lubricants and fuels, tyres and wheels, and body and paint.

Events and activities

Collision Repair Training Workshop

The workshop will highlight the latest technological updates in high voltage systems, EV repair and ADAS. It will also focus on safety requirements in repair and explore business models to improve efficiency in garage management. Live demonstrations on tools and machinery will run alongside theoretical discussions.



More events details

Electrification and Digitalisation Business Networking Event

Automotive Logistics, Warehousing and Supply Chain Conference

Automotive Manufacturing, Transformation and Automation Workshop

The sessions will explore green energy vehicle technologies, intelligent charging, vehicle connectivity for in-vehicle infotainment systems and over-the-air updates, enhancement of the efficiency of workshops and retail outlets through digitalisation, and inspection technology for quality control. Production procedure will be showcased along with some conferences. Carmakers, manufacturers, fleet owners and operators can learn about the transformations brought forward by the tech world including digitalisation for warehousing and supply chain management.



autoFEST @HCMC



Entertainment, interactive events and networking will bring together a medley of activities for industry players and car lovers. This year, a collection of motorsports and classic cars will be showcased for the first time. The Drift and Stunt Show will return as a unique, high-octane experience for everyone to enjoy. The Auto NITZ Music Party is also preparing for a comeback with a stronger line-up of singers, DJs and dance performances.



Fuelling fun auto experiences



More about
autoFEST@HCMC

Featured elements



- 1 — Auto Service Day
- 2 — Auto NITZ Music Party
- 3 — Motorsports
- 4 — DIY Workshops
- 5 — EMMA Vietnam – Car Audio and Modifications Competition
- 6 — Drift and Stunt Show
- 7 — Gaming
- 8 — OEM and Auto City Marketplace



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 – HCMC 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 Manufacturers Association
- VAMI – Vietnam Association of Mechanical Industry
- VASI – Vietnam Association for Supporting Industries
- VATA – Vietnam Automobile Transportation Association
- VRA – The Vietnam Rubber Association
- VSAE – Vietnamese Society of Automotive Engineers



Key visitors from 37 countries and regions

AISIN	AMSOIL	BMW	BORGWARNER	BOSCH
brembo	DUNLOP	FORD	FPT	Google
Grab	Hella	HONDA	HSBC	HUAWEI
IGOL	KIA	MAHLE	MAZDA	Mercedes-Benz
MICHELIN	MITSUBISHI MOTORS	Nidec	PORSCHE	RICOH
SCANIA	SIEMENS	Snap-on	Suzuki	TAN PHAT
TecAlliance	THACO	TikTok	TOYOTA	TOYOTA BOSHOKU ASIA
Valeo	VIEROL	VINFAST	Volkswagen	Volvo
YAMAHA	ZF			

■ Carmakers
■ Tier one players and other corporations

Visitors by business nature

Dealer, agent, distributor, wholesaler	19%
Manufacturer	17%
Carmaker	16%
Retailer	15%
Service provider (auto refitter / tuner / garage / workshop / service centre / petrol companies / gas station)	9%
E-tailer / e-commerce	8%
Trade association / government agency	5%
Media / publisher	4%
Private & official fleet	3%
Research & development institution	3%
Vocational / university institution	1%

Visitors by product group and interest

Parts & Components	30%
Manufacturing of Parts & Components	21%
Automation	15%
Electronics & Connectivity	15%
E-business / Startup	12%
Accessories & Customising	12%
Production Equipment & System	8%
Diagnostics & Repair	8%
Design / Research & Development	8%
Dealer & Workshop Management	8%
Car Wash & Care	8%
Telecommunication	7%
Automatic Identification (auto ID)	6%
Tyres & Wheels	6%
Inspection & Quality Control	6%
Warehouse Management System	6%
Body & Paint	5%
Intralogistics	5%
Material	5%
Alternative Drive Systems & Fuels	4%
Services	4%
Equipment of Freight Transport	4%
Mobility as Service & Autonomous Driving	3%
Others	3%

*The total is over 100 percent due to multiple choice

*Data from 2023 edition

Fair facts



Dates

20 – 22.6.2024

Opening hours

09:00 – 17:00

Venue

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

Exhibition space

Hall A and B

Participation fee

Standard booth	USD 350 / sqm (min 9 sqm)
Premium booth	USD 415 / sqm (min 9 sqm)
Raw space	USD 320 / sqm (min 27 sqm)

Exhibit, visit or sponsor?



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AMHCMC |

Act now to join!

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