# automechanika

20 - 22.6.2024

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





An exhibition for the automotive aftermarket

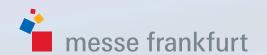
# Business Workshops Entertainment

www.automechanika-hcmc.com













## **Vietnam**

### Automotive market overview

In recent years, the automotive industry in Vietnam has changed significantly through electrification, digitalisation, technological advancements, and the adoption of Al. 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 2030<sup>1</sup>.

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 Al-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 exports<sup>2</sup>. 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 growth<sup>3</sup>. 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 6<sup>th</sup> 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 AloT, 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 2023<sup>4</sup>

Target of 30% of the proportion of the manufacturing industry as part of GDP by 2030<sup>5</sup>

Projected CAGR of 25% between 2020 and 20256

#### "What's Driving Increasing Car Imports in Vietnam?" VIETNAM BRIEFING,

- "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)
- "Vietnam A Hub of Nurturing Tech Talent", HANOI TIMES, 7 September 2023, https://qr.messefrankfurt.com/P51d0 (Retrieved: October 2023)
- "Vietnam GDP growth improves in third quarter of 2023", S8P Global, 5 October 2023, https://qr.messefrankfurt.com/A6488
   (Batriough October 2023)
- 5. "Target set to raise proportion of manufacturing technology in GDP to 30% by 2030", VietNamNet Global, 30 January 2023,
- "Driving Forward: The Growth and Future of Vietnam's Automobile Industry in 2023", Linkedin, 9 March 2023, https://gr.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.



- Electric vehicles
  - Battery systems
  - Charging technologies
  - Parking and security systems
- Supply chain
  - Warehousing and storage
  - Logistics

- 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 AloT, 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





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

œHCMC



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.



Eucling funature auto

experiences



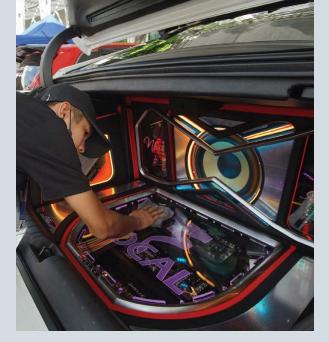


More about autoFEST@HCMC

Featured elements



- 1 Auto Service Day
- 2 Auto NITZ Music Party
- 3 Motorsports
- 4 DIY Workshops
- EMMA Vietnam Car Audio and Modifications Competition
- 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

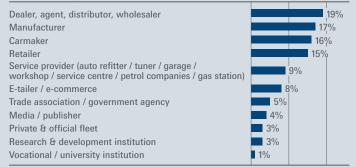
VSAE - Vietnamese Society of Automotive Engineers



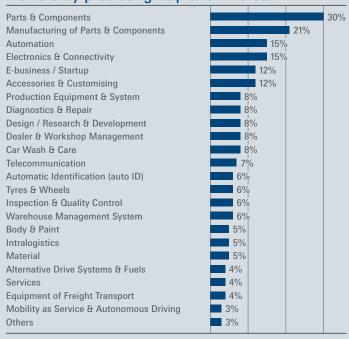
#### Key visitors from 37 countries and regions

AISIN	AMSOIL	BMW	BORGWARNER	ВОЅСН	
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	ТОУОТА	TOYOTA BOSHOKU ASIA	
Valeo	VIEROL	VINFAST	Volkswagen	Volvo	
YAMAHA	ZF		Carmakers Tier one players and other corporations		
	brembo  Grab  IGOL  MICHELIN  SCANIA  TecAlliance  Valeo	brembo DUNLOP  Grab Hella  IGOL KIA  MICHELIN MITSUBISHI MOTORS  SCANIA SIEMENS  TecAlliance THACO  Valeo VIEROL	brembo DUNLOP FORD  Grab Hella HONDA  IGOL KIA MAHLE  MICHELIN MITSUBISHI MOTORS  SCANIA SIEMENS Snap-on  TecAlliance THACO TikTok  Valeo VIEROL VINFAST	brembo DUNLOP FORD FPT  Grab Hella HONDA HSBC  IGOL KIA MAHLE MAZDA  MICHELIN MITSUBISHI MOTORS Nidec PORSCHE  SCANIA SIEMENS Snap-on Suzuki  TecAlliance THACO TikTok TOYOTA  Valeo VIEROL VINFAST Volkswagen  YAMAHA ZF	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 BOSHOKU ASIA  Valeo VIEROL VINFAST Volkswagen Volvo  YAMAHA ZF

#### Visitors by business nature



#### Visitors by product group and interest



<sup>\*</sup>The total is over 100 percent due to multiple choice

<sup>\*</sup>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?



Stay tuned with us

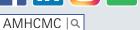












## Act now to join!

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