



automechanika
HO CHI MINH CITY

19 – 21.6.2025

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

**An automotive exhibition
that bridges the
Vietnamese market with
global opportunities**

Business
Workshops
Entertainment

Future in motion: powering the green revolution in Vietnam's automotive market

The Vietnamese automotive industry is poised for substantial growth, driven by rising consumer demand, electrification, digitalisation, and technological advancements. Strong government support further enhances this environment, creating opportunities for both local and foreign companies in manufacturing, supply chain, and services. Vietnam's commitment to EVs, along with its rapid urbanisation and infrastructure development, positions the country as a leading automotive market in ASEAN. The integration of digital technologies and innovations in manufacturing processes amplifies these prospects, making the sector ripe for investment and engagement.

Growth projections

Vietnam's Ministry of Industry and Trade aims for over 1 million cars sold by 2030¹, with an annual growth rate of up to 16 percent, doubling 2022's record. Vietnam is also looking to strengthen its supporting industries, with the goal of meeting approximately 60 percent of the demand for components and parts for domestic assembly by 2030, and increasing this to at least 80 percent by 2045². This projected growth reflects a robust demand for passenger and commercial vehicles as the middle class expands.

Transitioning to EVs and the decarbonisation of Vietnam's transport sector, the government strives for half of urban vehicles to be powered electrically or by green energy by 2030³. This goal indicates a strong commitment to electrification and sustainable transportation. The total number of vehicles is projected to grow by 12 percent annually, reaching at least 5 million by 2045⁴.

Vietnam has already established itself as a key player in the automotive market through its flagship brand, VinFast. Additionally, Geely Auto Group and Tasco JSC have started a joint-venture in the country, investing around USD 168 million in building local supply chains, R&D centres, and a university for automotive technical training to help achieve their stage one target of 75,000 cars produced annually⁵. These initiatives also stimulate the development of smart transportation infrastructure, promoting the application of connectivity and automation technology throughout Vietnam.



Vietnam's conducive environment

Surge in electric and low-carbon vehicles

According to recent industry surveys, 36 percent of Vietnamese end users prefer pure EVs, while 31 percent choose hybrid vehicles. This boom is attributed to the younger generation's (25 to 44 age group) enthusiasm for EV adoption, as they earn more and seek advanced features. The number of EVs in Vietnam is estimated to reach 1 million by 2028 and 3.5 million by 2040, partly due to lower import tax and registration fees for this vehicle category⁶.

Growing middle class and increased car ownership

The rise of the middle class is driving demand for passenger vehicles. The average car ownership per capita in 2023 reached 63 cars for every 1,000 people, indicating a thriving market for automotive sales⁷.

Parts and components supply

Despite a high dependency on imported components, the country is also exporting a significant amount of auto parts. This offers prospects for local suppliers to develop and enhance their capabilities to meet domestic and international demand. For instance, Toyota Motor Vietnam has exported nearly USD 29 million in auto parts and components⁸. On the other hand, Vietnam imports up to USD 3.5 billion worth of components and spare parts for vehicle assembly and repair every year, primarily consisting of high technology products that offer added value⁹.

Aftermarket services

As car ownership increases, there will be a growing demand for aftermarket services, including maintenance, repair, and customisation. This sector offers opportunities for businesses focusing on automotive care and accessories. The Vietnam automotive aftermarket is estimated to add over USD 1.5 billion of revenue between 2024 and 2031¹⁰.



Investment in automotive infrastructure

The government is investing in infrastructure to support the automotive industry, including roads, ports, and logistics, which enhances the overall business environment for automotive companies.

Focus on sustainability and green technologies

There is a growing emphasis on sustainable practices within the automotive sector, including the development of green technologies and eco-friendly manufacturing processes. This aligns with global trends towards sustainability and creates avenues for innovation.

Integration of advanced technologies

The automotive industry is rapidly integrating AI and autonomous systems, fostering tech partnerships. The progression of new energy vehicles and logistics innovations is essential for a sustainable automotive ecosystem.

Manufacturing and assembly

Vietnam's strategic geographical location and favourable trade agreements encourage foreign companies to establish manufacturing and assembly plants, particularly for EVs and automotive components.

Participation in FTAs

The country's participation in various FTAs, such as the EU-Vietnam Free Trade Agreement, provides opportunities to capitalise on reduced tariffs and easier access to the Vietnamese market for foreign automotive companies.



Scan to see
the sources

Empower your business: engage, experience, and elevate your skills

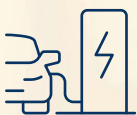
Market figures



Vietnam has a projected GDP of **6.5%**, the highest among Southeast Asian economies¹¹



Annual growth of up to **30%** for the automotive industry¹²



Forecast of **1 million** EVs on the road by 2028¹³



Scan to see the sources



The 7th edition of Automechanika Ho Chi Minh City

Positioning itself as a two-way gateway between the Vietnamese automotive market and the global landscape, the exhibition fosters international trade by connecting participants across the entire automotive value chain—from OEMs to the aftermarket, and from production processes to finished products. Fair participants come from product groups such as parts and components, electrics and electronics, accessories and customising, repair and maintenance equipment and tools, car care and detailing, technological solutions, final assembly, aftermarket services, and more.

The upcoming edition will also display the latest advancements in automotive mobility solutions for AI, ESG and sustainability, logistics and supply chain, manufacturing and automation, as well as new energy vehicle initiatives for all vehicle types, including passenger cars, commercial vehicles, and motorcycles, while also emphasising emerging automotive lifestyle trends.

“ This show is very important for the automotive industry in Vietnam because it provides Vietnamese companies with the opportunities to find and cooperate with foreign partners. ”

Mr Nguyen Minh Vu, Service Manager, OBD Vietnam Exhibitor



Solutions for the entire supply chain

Fair showcases:

- Parts & Components
- Electrics & Electronics
- Accessories & Customising
- Diagnostics & Repair
- Oils, Lubricants & Fuels
- Digital Solutions & Services
- Car Wash, Care & Detailing
- Connectivity & Autonomous Driving
- Tyres & Wheels
- Body & Paint
- Motorcycle Showcase
- Motorcycle Competence
- Automotive Manufacturing & Automation
- Logistics, Warehousing & Supply Chain

Specialised zones:

- Automotive Mobility Solutions
- Passenger & Commercial Vehicles
- Automotive Repair & Maintenance / Body & Paint / Care & Detailing / Oils, Lubricants & Fuels / Accessories & Customising
- Motorsport & Classic Cars
- Outdoor, Camping, Campervan & Caravan



Automotive Mobility Solutions

With electrification, digitalisation, AI adoption and various transformations taking place in the automotive industry, this zone will showcase a range of technologies and green solutions to improve mobility, experience, and efficiency. Debuting in 2024, both the conference and zone featured a range of electric and automotive driving technologies, as well as connectivity and smart mobility solutions.

Key themes

- Energy, electrification, and digitalisation
- Connectivity, AI, and autonomous driving
- Automotive logistics, warehousing, and supply chain management
- Automotive manufacturing and automation



Topics for 2025

Leading brands, professors, government officials and experts from automotive fields will discuss future mobility technologies, green and sustainable automotive solutions, and smart infrastructure.

Energy and new energy vehicles

Energy, EV trends, and developments

Battery technologies / charging facilities

Battery design, efficiency and technologies, battery recycling and lifecycle management, smart charging solutions, and integration with renewable energy sources

Autonomous driving technologies

Autonomous vehicle systems, integration of AI, and machine learning in autonomous driving

Cybersecurity / parking / security systems

Smart parking solutions and security measures for advanced vehicles

Logistics and supply chain optimisation

Supply chain management, warehousing solutions, and fleet management to ensure efficient operations and timely delivery

Advanced manufacturing materials and technologies

Automation, AIoT integration, and innovative production systems to enhance efficiency and quality

Quality control and R&D

Inspection processes, quality assurance methodologies, and research and development of new automotive materials for improved performance

ESG and sustainability

Eco-friendly practices and ethical supply chains to enhance resource efficiency, and promote long-term viability and responsibility



Automotive Mobility Solutions Conference 2024

The conference sessions attracted approximately 560 attendees across two days of the event in 2024, including country heads, managing directors, CEOs, and R&D specialists from corporations such as Alibaba, CJ Gemadept Logistics, Honda, Hyundai, Porsche Vietnam, and more.



38 speakers and supporters in 2024



Major zones and events

Automotive Repair & Maintenance / Body & Paint / Care & Detailing / Oils, Lubricants & Fuels / Accessories & Customising

This zone will feature a wide range of repair and maintenance equipment and tools for various drive technologies, including internal combustion engines (ICE) and new energy vehicles (NEVs). Attendees can explore infotainment systems, diagnostic software solutions, and innovative smart and green repair techniques, spotlighting the latest advancements in automotive care and customisation.

“ We aim to expand our business in the Southeast Asian market. During the event, we had the opportunity to meet potential buyers from China and the Philippines. Recognising the large population in Vietnam, we see numerous growth opportunities, as the increasing number of people purchasing cars can greatly benefit our business. ”

Mr Kozo Muramoto, Manager, Environmental Chemicals Division
Overseas Promotional Office Yokohama Oils & Fats Industry Co Ltd
Exhibitor



Highlights from 2024

Over 150 attendees, including technicians, mechanics, workshop owners, service centre representatives, and dedicated workshop operators

Strategic partners and trainers



Collision Repair Training Workshop

This event will cover both ICE vehicle types and NEVs, featuring theoretical discussions and practical demonstrations on the latest technologies and equipment for repair training programmes.

Topics for 2025

- Advanced materials and repair techniques for ICE vehicle types and EVs
- Integrating ADAS into collision repair processes





autoFEST@HCMC

Automotive culture and lifestyle will be highlighted through a range of entertaining and exciting activities at autoFEST@HCMC.

Beyond networking hours, fuelled by passion

autoFEST@HCMC Music Party

As with every year, this focal point of the festival will see a strong lineup of performances by singers, dancers and DJs.

Auto Service Day

Promoting the importance of vehicle maintenance and safety through car care services and diagnostics.

DIY Workshops

Hands-on sessions where participants can learn essential automotive skills, from basic repairs to custom modifications, fostering a deeper understanding of their vehicles.

EMMA Vietnam – Car Audio and Modifications Competition

A thrilling competition with over 50 cars featuring the best in automotive sound systems. Participants will demonstrate their audio setups, which will be judged on clarity, power, and overall sound quality, highlighting the importance of audio in automotive culture.

Drift and Stunt Show

Skilled car stunt teams will display high-speed drifting and acrobatics.

Esports and Gaming

Individual players and teams will have battles in diverse genres, drawing a global audience and building a strong community among Gen Z gamers.



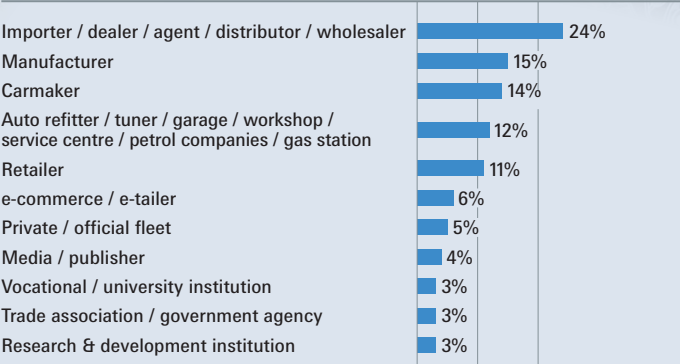


Overview of 2024

15,383 visitors
from 43 countries and regions

482 exhibitors
from 23 countries and regions

Visitors by business nature

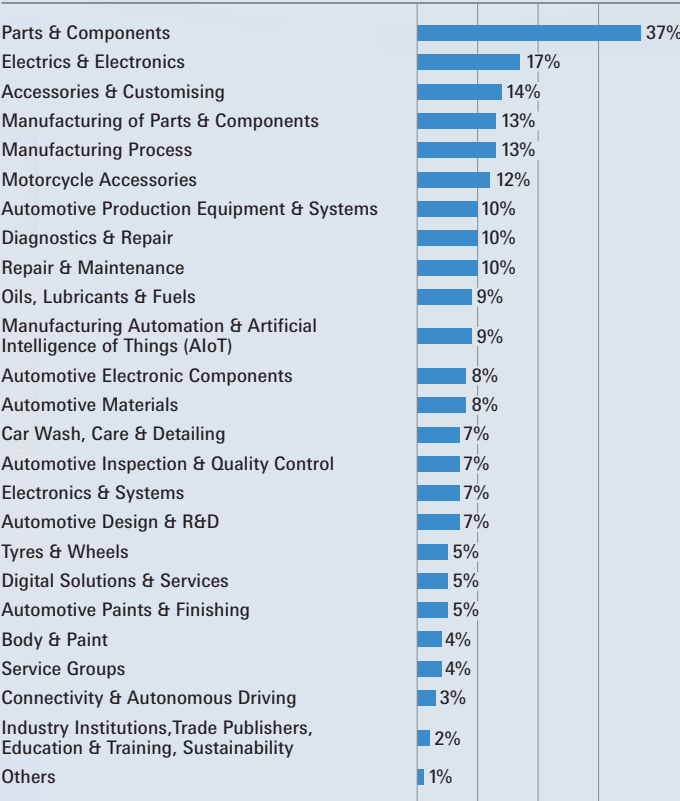


Notable visitors^

Alibaba	BOSCH	Daiwa Automobiles	DHL	Ferrari Supreme
Ford	Honda	Hyundai	Kia	Lotte
Mazda	Mercedes-Benz	Milwaukee	Mitsubishi Motors	Porsche
RICOH	Samsung	SANYO	SATA	Shell
Skoda Auto	SKYWORTH	TCL	TecAlliance	TikTok
TOYOTA	Unilever	Valeo	Vinfast	Volvo Penta
Yamaha motor	ZEDER	ZF		

CarmakersTier one players and other corporations

Visitors by product group and interest



*The total is over 100 percent due to multiple choice

Key exhibitors^

More exhibitors

^A partial list from 2024 edition

Fair facts

Dates	19 – 21.6.2025
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 365 / sqm (min 9 sqm)
	Premium booth USD 435 / sqm (min 9 sqm)
	Raw space USD 330 / sqm (min 36 sqm)

International and 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
HAUA	– Hochiminh City Automation Association
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
VWRA	– Vietnam Waste Recycling Association



Exhibit, visit or sponsor?

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