



automechanika
HO CHI MINH CITY

18 – 20.6.2026

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

An automotive
exhibition that bridges
the Vietnamese
market with global
opportunities for
business, workshops,
and entertainment



messe frankfurt



YesVietnam

Market snapshot

Driving growth through the interplay of lifestyle and automotive mobility solutions



GDP growth projected at **6%** in 2026¹



Foreign direct investment (FDI) pledges rose by **32.6%** in first half of 2025²



Car production increased by **76.9%** in the first four months of 2025³



Passenger vehicle market expected to be worth USD **7** billion by 2029⁴



Commercial vehicle market forecast to reach **62,000** units by 2029⁵



Motorcycle industry stays the **4th** largest in the world⁶



Electric vehicle market to grow at a CAGR of **18.9%** until 2030⁷



Aftermarket predicted to grow at a CAGR of **8.9%** until 2035⁸



EVs or hybrid vehicle sales could reach **1.8** million units per year by 2030⁹



A digitalised society and the fastest growing digital economy in ASEAN

Apps for ride-hailing, e-payments, and food and delivery services are now deeply ingrained into daily life. With this, Vietnam’s digital economy will reach USD 45 billion in 2025, becoming the fastest growing market in ASEAN¹⁰. The foundations are all set for automotive digitalisation and transformation.

Automotive mobility solutions
MEETS
global opportunities and local lifestyles

20
26

VIETNAM



Vietnam’s e-mobility and localisation roadmap

Vietnam relies heavily on imports for localised production, with only 20 percent of components made domestically. The automotive market is forecast to grow up to 16 percent, with sales expected to exceed one million units by the end of the decade¹¹.

The government is promoting e-mobility to create a greener transport sector and reduce air pollution, targeting net-zero carbon emissions by 2050. By 2030, the government aims for 50 percent of urban vehicles, including all urban buses and taxis, to be powered by electricity or green energy, ultimately reaching 100 percent for all road vehicles by 2050¹². This transition could create up to 6.5 million jobs by 2050, particularly in electric vehicle manufacturing, battery production, and charging infrastructure development¹³.



Scan to see the sources

What to expect at the 8th edition of Automechanika Ho Chi Minh City

A comprehensive platform for business, innovation exchange, knowledge sharing, and cultural engagement across the supply chain from OEM and production to logistics and the aftermarket, both in Vietnam and globally



Who should attend?

Car manufacturers, importers, distributors, garage workshop owners and e-commerce operators

Market segments

- Passenger vehicles
- Commercial vehicles and fleets
- Motorcycles
- New energy vehicles

2026

Automotive Mobility Solutions

- AI, robotics and automation
- Automotive manufacturing technologies and new materials
- Autonomous driving technologies
- Battery systems, energy storage, and charging solutions
- Cybersecurity, security, and parking solutions
- Digitalisation (AIoT, IoT, IIoT) and start-ups
- Electrification and new energy vehicles (NEVs)
- ESG, sustainability, and circular economy
- Investment and industrial zones
- Logistics, warehousing, and supply chain solutions
- Low altitude economy
- Renewable energy and smart grid solutions

Automotive Service Marketplace

- Auto detailing and customisation shops
- Body and paint shops
- Chain stores
- Retail and e-tail
- Service centres and businesses
- Workshops

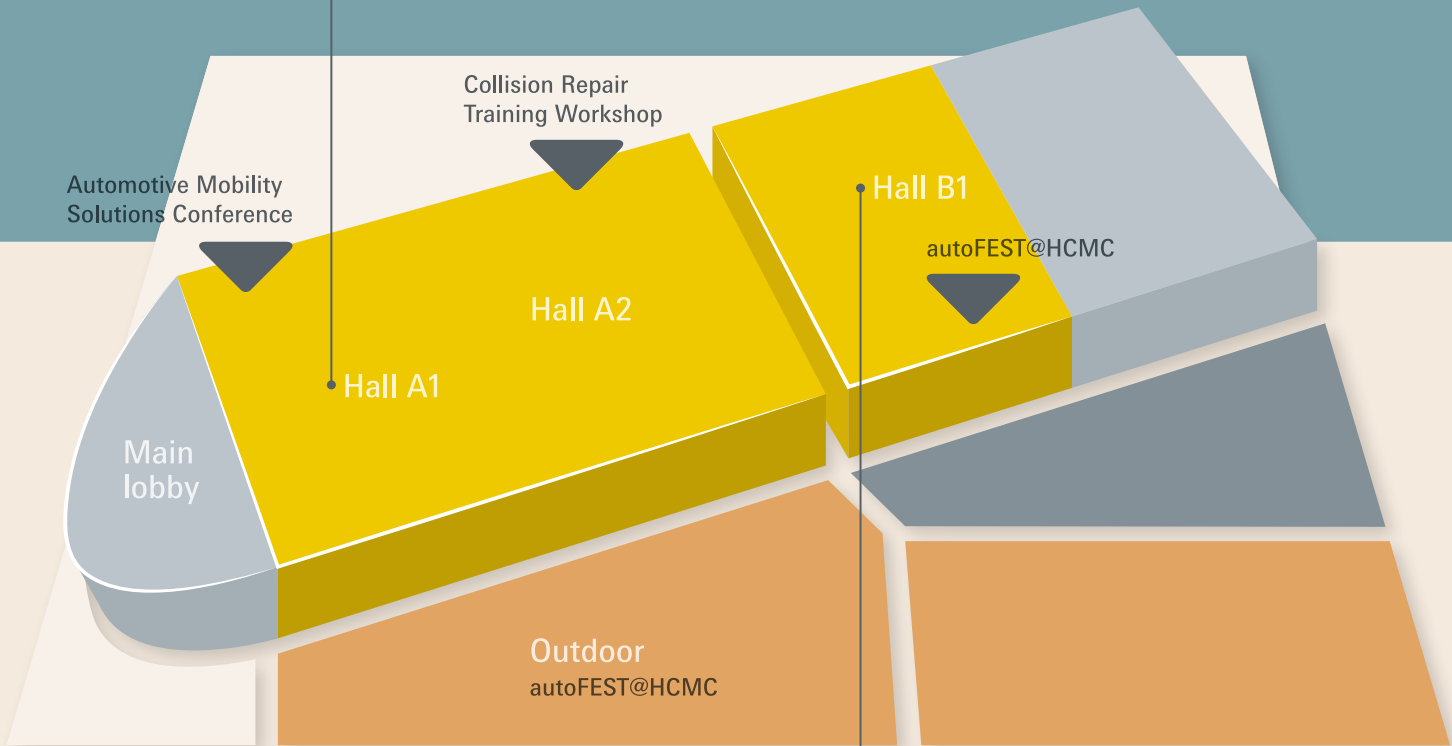
Hall plan

A1

- Automotive Mobility Solutions
- Commercial Vehicles & Fleets
- Connectivity & Autonomous Driving
- Digital Solutions & Services
- Electrics & Electronics
- Parts & Components

A2

- Accessories & Customising
- Body & Paint
- Car Wash, Care & Detailing
- Diagnostics & Repair
- Electrics & Electronics
- Motorcycle Competence
- Oils, Lubricants & Fuels
- Parts & Components
- Tyres & Wheels



B1

- Automotive Service Marketplace
- Carmakers
- Motorsport, JDM & Classic Cars
- Outdoor, Camping, Campervan & Caravan
- Replacement Parts

Outdoor

- Auto Service Day
- Drift & Stunt Show
- Test Drive

Topics for 2026

- Over 700 attendees and 24 speakers joined the 2025 conference



COLLISION
REPAIR
TRAINING WORKSHOP

Topics for 2026

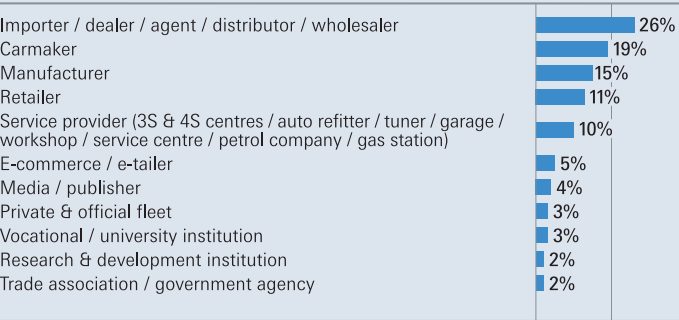
- # Events
- Techniques for green repairs u practices
 - Latest diagnostic equipment a complex vehicle issues
- # and activities

Mr Truong Thi Thu Ha
Senior Business Development Manager, ThunderSoft

A white Peugeot SUV is parked at a car wash. A worker in a black uniform is using a high-pressure water hose to clean the car. The car's license plate reads '81P-58C.711'. The background shows a yellow building and some greenery.

Overview of 2025

Visitors by business nature



Visitors by product group and interest



*The total is over 100 percent due to multiple choice

17,075 visitors from 48 countries and regions including Australia, Cambodia, China, France, Germany, India, Indonesia, Italy, Japan, Korea, Malaysia, Saudi Arabia, Singapore, Thailand, the US, Vietnam, and more.

401 exhibitors from 16 countries and regions

97% visitors were satisfied with the 2025 edition

92% visitors showed interest in returning to the 2026 edition



More exhibitors

Notable visitors*

BYD	Alibaba	Euroest Car
Ford	Amazon	Ferrari Supreme
Hyundai	Autel	Gamma
Porsche	AutoVerse	Grab
SUNGWOO	AXALTA	Hella
Motors	Bank of Communications	HSBC
THACO	BNP Paribas	Lazada
TOYOTA	BorgWarner	Nitterra
Volkswagen	Bridgestone	OBD
	Bühler Group	TASCO
	CJ manufacturing	Towa Denki
	Continental	Toyo Logistics
	ETEK Electric	United Automobile Services

Carmakers
Tier-one players and other corporations

Key exhibitors*



*A partial list

Fair facts

Opening dates	18 – 20 June 2026
Opening hours	18 – 19 June 2026 09:00 – 17:00 20 June 2026 09:00 – 15:00
Venue	Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, Vietnam
Exhibition space	Hall A1, A2 and B1
Participation fee	Booth types Premium: space & construction USD 440 / sqm (min 9 sqm) Standard: space & construction USD 370 / sqm (min 9 sqm) Raw space: space USD 335 / sqm (min 36 sqm) Special zones (designated location and approval required) Automotive Mobility Solutions: space & construction USD 295 / sqm (min 6 sqm) Automotive Service USD 260 / sqm (min 9 sqm) Marketplace: space & construction <i>* For package details, please refer to the official application form.</i>

International and local supporters



Interested in exhibiting, sponsoring or visiting?

Enquiries



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Contact us

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

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

For Vietnamese companies:
Yorkers Exhibition Service Vietnam
Tel +84 28 3827 9156
salesA@chanchao.com.tw



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