

Press release

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## Automechanika Ho Chi Minh City 2018: second edition steers the local auto industry towards international recognition

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Once again, Automechanika Ho Chi Minh City has proven itself as a highly efficient platform for bridging the world's automotive industry players together with the evolving auto service sector in Vietnam. After the ever-growing Automechanika brand firmly sunk its post in the country for the first time last year, the show's second edition closed its doors in April to the tune of 8,504 visitors (+6%) and 360 international exhibitors (+5.5%), who converged across 9,200 sqm of exhibition space.

"This year's Automechanika Ho Chi Minh City has been even more successful than we could have anticipated," said Ms Fiona Chiew, Deputy General Manager of show organiser Messe Frankfurt (Shanghai) Co Ltd. "We've created a melting pot of innovation for the local market here in Vietnam, whilst also pulling in a good blend of high quality international exhibitors. This combination means the show has been a real catalyst in putting Vietnam's automotive industry on the map, and rightly so."



The show highlighted how much potential there currently is in the automotive sector, both in Vietnam and across the entire ASEAN region. A strong number of trade visitors attended from Vietnam and its surrounding regions (89%), each of which had the unique opportunity to explore some of the very latest developments from leading global players across the entire auto supply chain.

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

At the same time, a growing level of internationalism was present through two new overseas pavilions on the show floor. A total of eight dedicated areas shone a spotlight on exhibitors from China, Germany (new), Korea, Malaysia, Singapore, Taiwan, Thailand and the UAE (new). All in all, 89% of exhibitors at this year's fair came from 17 different countries and regions. These included brands in the form of Autel, Elringklinger, Euroricambi, Gold Phoenix, Hitachi Chemical, KYB, Liqui Moly, PT Astra, Sangsin Brake, SK Lubricants, Sobek Tire, Tieliu, Van Su Loi, Wurth, Xinyi, and many more. On top of this, a number of premium international buyer delegations attended the show, while the top 10 visiting countries this year, apart from Vietnam, were Korea, China, Malaysia, Taiwan, Japan, Singapore, Germany, Myanmar, Thailand and India.

Exhibitors and visitors alike had strong praise for the display of **Tyre Competence** and **Motorcycle Competence** in particular, which allowed participants to explore the sheer influence these two sectors have on the region's automotive industry of today. Another aspect of the show which was a clear hit with participants was the concurrent fringe programme – particularly the returning Automechanika Academy with seven trend specific seminars, and the two courses under the brand new Repair & Maintenance Workshop.

### **Comments from exhibitors**

*Mr Nguyen Minh Thanh, Manager, Sales and Purchasing Department, Kaifa (Vietnam)*

"We chose to participate in this great show because we are a shock absorber manufacturer for cars and motorcycles, which are always in high demand across Vietnam. This is because the four-wheel market is now starting to compete with the country's ever-strong motorcycle industry. We have actually recorded a 10% year-on-year growth in sales as a direct result of the strengthening four-wheel demands here. Automechanika Ho Chi Minh City highlights that perfectly, and really helps the local market's players match the latest trends."

*Ms Jessica Zondler, Corporate Marketing, Elringklinger (Germany)*

"The German pavilion is new to the Automechanika Ho Chi Minh City show this year, and we are very excited to be a part of it. The developing players here in Vietnam are very interested in exploring the advancements from the international market, and likewise, it's great that we also have a platform to grow our business in the ASEAN region by exhibiting at the show. We expect that as Vietnam's auto market continues to branch out and increase its global presence, then even more big name brands will be attracted to the show in future editions."

*Mr Volker Schmidt, General Director, Wurth (Germany)*

"We are a German brand with an office here in Vietnam, specialising in automotive chemicals. Our objectives at the show are to increase our brand awareness in the region, and the high level of visitor flow has meant our objectives have definitely been met. We will 100% be exhibiting again next year."

*Mr Chester Chen, Sales Director, ADATA (Taiwan)*

“We are a manufacturer of motors for electric vehicles. Traditionally, our penetration in the Vietnamese market has been low, but we expect that advanced technologies will have more of an influence on the market in the coming years, especially in the field of electronic motorcycles. We have already met with some international buyers too, including an Indian buyer who we will definitely follow up with after the show. We chose to exhibit at Automechanika Ho Chi Minh City because the Automechanika brand is well known across the whole world, and the show organisers do a great job in making our exhibit a beneficial experience.”

### **Comments from visitors**

*Mr Phan Le Minh Duc, Service Manager, Honda Authorised Dealer, Kim Thanh (Vietnam)*

“This exhibition is interesting for us because there are a lot of suppliers from all around the world. We are here representing Honda, and are sourcing some new products in the fields of repair and maintenance. The international pavilions have been very helpful. I have seen many good electronics products in the Taiwan pavilion, for example, as well as some very high quality replacement parts from the Korean area. The German pavilion also has a lot of impressive exhibits, who we will proactively follow up with for potential business after the show.”

*Mr Monchai Sae-Kow, Sales and Marketing Manager, AA-T (Thailand)*

“I am a buyer from a water pump and engine oil manufacturer in Thailand, and we are at the show this week to source new distributors and suppliers here in Vietnam. We think the market in this country is the next big thing for the international automotive industry. There has been a 30% year-on-year increment in Vietnamese car ownership, which means there is a huge opportunity to tap into the local players here. We have already planned to participate at the next edition because there is huge potential for the show to be expanded even more in the coming years.”

*Mr Nam Phuoc Quach, Senior Data Specialist, EA & SEA, TecAlliance (Germany)*

“As a representative of a leading German automotive aftermarket data service company, my main purpose of visiting is to better understand the quality of the market here and its latest trends, as well as look at the potential of attending as an exhibitor at the Ho Chi Minh City show in the future. It’s clear to see that the development of local automotive companies is moving quickly, which is great to see. This show is unique as it allows the local market to meet up with many international companies – it’s an ideal combination of both aspects.”

*Mr Bui Van Luong, Sales Manager, Ocean Construction, Engineering & Service (Vietnam)*

“I am from a local parts and components trading company, which has traditionally sourced products directly from China. However, the great thing about Automechanika Ho Chi Minh City is that it allows us to explore many other potential suppliers and high quality products from across the ASEAN region, as well as the rest of the world. We can see that the internationalism of the show is growing, which is impressive and

gives us high hopes for our future participation here.”

### **Comments from speakers**

*Mr Hookyung Lee, Co-founder, Evits Company (Korea)*

“We are presenting at this year’s Automechanika Academy, running a conference on electric vehicle safety and associated training programmes. As a solutions provider for electric vehicles, we are targeting the local market’s network of auto technicians. The country’s trends show that people are more and more interested in enhancing the capabilities of electric and hybrid cars, which is in line with the global shift towards these areas of development. The concurrent fringe programme events at Automechanika Ho Chi Minh City provide a great chance to learn from some of the industry’s experts, and find out how they can evolve alongside the connectivity trends.”

*Mr Jim Deluca, CEO, Vinfast (Vietnam)*

“Vinfast is the first Vietnamese automotive brand looking to create the first ‘Made in Vietnam’ vehicle, and we are promoting this concept through the Automechanika Academy during the Ho Chi Minh City show. During the last seven months of project development, we have signed contracts with designers in Italy, BMW, Magna Steyer, and AVL. Each time we tell our story, more and more partners want to join us. Forums like this allow us to tell our story to the ideal audience, and allow participants to learn how much the industry is growing here in Vietnam.”

Automechanika Ho Chi Minh City is co-organised by Messe Frankfurt New Era Business Media Ltd, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam. The next edition of the show will take place from 28 February – 2 March 2019. For further information about the show or to download photographs, please visit [www.automechanika-hcmc.com](http://www.automechanika-hcmc.com) or alternatively contact [autoasia@hongkong.messefrankfurt.com](mailto:autoasia@hongkong.messefrankfurt.com).

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### **Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). \* preliminary numbers 2017  
For more information, please visit our websites at:  
[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Automechanika Ho Chi Minh City  
Ho Chi Minh City, 25 – 27 April 2018

### **Background information on Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam**

Chan Chao is the leading Taiwan-based international exhibition organiser, has achieved

outstanding feat in organising high-technology, machineries as well as consumer-oriented exhibitions. Over three decades, Chan Chao has extended flagship brands into Bangladesh, Cambodia, China, Myanmar and Vietnam with their professionalism. Yorkers is the subsidiary office of Chan Chao in Vietnam.

For more information, please visit: [www.chanchao.com.tw/en](http://www.chanchao.com.tw/en)