

Press

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Automechanika Ho Chi Minh City
Vietnam's leading regional trade fair for the automotive service industry
targeting trade visitors from Vietnam
Saigon Exhibition and Convention Center (SECC)
25 – 27 April 2018

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Automechanika Ho Chi Minh City looks to build on successful inaugural edition with even bigger show planned for 2018

More comprehensive show structure compliments flourishing Vietnamese market, with dedicated Motorcycle and Tyre Competence

The second edition of Automechanika Ho Chi Minh City will open its doors once again from 25 – 27 April 2018, with an even more ambitious show planned following a successful first year. The three day fair has now become Vietnam's leading regional trade fair for the automotive service industry, which is complimenting the country's position as a frontier for growth within the sector. Organised by Messe Frankfurt, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam, Automechanika Ho Chi Minh City 2018 is expected to house 360 exhibitors and welcome 8,500 visitors at the Saigon Exhibition and Convention Center in Ho Chi Minh City, Vietnam.

Vietnam has experienced a noteworthy boost in economic development in recent years, mostly thanks to a growing population, increased personal income and a stronger demand for more advanced technologies. This boost has also naturally worked its way into the region's auto industry, with more people now looking for higher quality living standards and having more disposable income compared to previous years.

What's more, recent figures suggest that the country's auto sales surpassed 300,000 for the first time last year, resulting in an impressive 24% year-on-year increase¹. Forecasts expect this figure to grow further in 2017 and beyond, highlighting the sheer boom for the industry in the region.

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¹ "Sales Report (December 2016) 11 Jan 2017, VAMA.
<http://vama.org.vn/Data/upload/files/Document/Cover%20Letter%20Sales%20report%20-%20December%202016.pdf> Retrieved 21 June 2017.

As such, Vietnam has now become a new home for the Automechanika brand, and after an encouraging response from visitors and exhibitors at its 2017 debut, it's become clear that there is a huge amount of potential for the fair's future success within the ASEAN region and beyond.

More comprehensive show structure compliments flourishing Vietnamese market, with dedicated Motorcycle and Tyre Competence

To help build on last year's positivity and to help match the Vietnamese market trends, the 2018 edition of the show features a brand new **Tyre Competence** which labels exhibiting companies from the tyre sector accordingly. This allows fairgoers to quickly identify these exhibitors for improved sourcing efficiency.

Vietnam is one of the highest ranked natural rubber manufacturing nations in the world. Along with the constant rise in motor use, the country's tyre sector is now also a key focus for its automotive industry, with research suggesting that the tyre business in Vietnam will reach USD 2.7 billion by 2020². Such figures speak volumes for the growing demands on tyres and related products in the coming years. As such, the Tyre Competence features a comprehensive range of exhibitors, ranging from wheels and rims, tyre repair, used tyres, tyre management and systems, to sales equipment and tyre storage solutions.

Meanwhile, Automechanika Ho Chi Minh City's **Motorcycle Competence** returns once again after its introduction at last year's debut. As one of the most popular aspects of the show, and with motorcycles being by far the most popular means of transportation in the country, Motorcycle Competence aims to suit the unique needs of the local industry, whilst serving the global auto sector at the same time. According to the Ministry of Transport of Vietnam, over 45 million motorbikes are currently registered across the country³, and this number is still on a rise. The Vietnam Association of Motorcycle Manufacturers (VAMM) also claims that 3.12 million units of motorcycles were sold in 2016 – a 9.5% increase on the previous year⁴.

Elsewhere during the course of the show, each of the comprehensive exhibiting categories have been tailored to suit every corner of the auto

² "Vietnam Tyre Market to Reach US\$ 2.7 Billion by 2020", May 2015, TechSci Research. <https://www.techsciresearch.com/news/503-vietnam-tyre-market-to-reach-us-2-7-billion-by-2020.html> Retrieved 6 July 2017

³ "Vietnam remains kingdom of motorbikes as sales rev up in 2016", 13 Jan 2017, VNExpress. <http://e.vnexpress.net/news/business/vietnam-remains-kingdom-of-motorbikes-as-sales-rev-up-in-2016-3527969.html> Retrieved 14 Jun 2017.

⁴ "VAMM jointly announces its sales in Vietnam", 10 Jan 2017, VAMM. <http://vamm.org.vn/news-events/su-kien/vamm-jointly-announces-its-sales-in-vietnam-n630.html> Retrieved 30 May 2017.

industry:

- Parts & Components
- Electronics & Systems
- Accessories & Customising
- Repair & Maintenance
- Dealer & Workshop Management
- Car Wash, Care & Reconditioning
- Alternative Drive Systems & Digital Solutions

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, has explained how an expanded exhibit portfolio will benefit the fair: “The exciting aspect of Automechanika Ho Chi Minh City is that it’s combining global market trends with the local Vietnamese auto sector. For instance, the Motorcycle and Tyre Competence are set to be a huge hit for the fair, purely because Vietnam has a strong foothold in these areas.”

Automechanika Ho Chi Minh City is one of 17 Automechanika fairs held in Africa, Asia, Europe and North, Central and South America. For further information about the show, please visit www.automechanika-hcmc.com or contact Messe Frankfurt New Era Business Media Ltd, +852 2802 7728 / 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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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.

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