

Press

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

Hong Kong
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Thriving trade between Vietnam and Germany replicated at Automechanika Ho Chi Minh City 2018

With Germany sitting at the top of the pile in terms of Vietnamese automotive imports, and thanks to support from the country's Federal Ministry of Economics and Technology, a dedicated German country pavilion will debut at the upcoming edition of Automechanika Ho Chi Minh City. As Vietnam's leading regional trade fair for the automotive service industry, the fair will take place from 25 – 27 April 2018, when over 8,500 trade buyers will converge with around 360 worldwide exhibitors and key industry players, from all corners of the automotive service sector.

According to the latest information from the General Department of Vietnam Customs, Germany is currently Vietnam's largest import market and its second largest European export market (after the Netherlands). With the total export turnover between the two countries recently reaching US\$4.6 billion, the largest industries within this are related to machinery, equipment and spare parts. Most importantly, Germany is one of the major markets supplying complete automobiles and components to the region. In the first six months of 2017 alone, the total volume of completed cars and related components stood at US\$126.5 million.¹

In addition, 2016 saw the European Commission publish the details behind a free trade agreement between the EU and Vietnam, which is expected to come into play by the end of 2017. Under this agreement, cars, motorcycles and related parts exported from the EU will eventually become duty-free, in the hope of Vietnam becoming the new hotspot for Asia's automotive manufacturing sector.²

¹ "Germany is the largest import market of Vietnam in Europe", August 2017, Customs News.

<http://bit.ly/2xRv0uY>. Retrieved 25 September 2017

² "Vietnam Free Trade Agreement", January 2017, Dr. Oliver Massmann.

<http://bit.ly/2y12xEX>. Retrieved 25 September 2017

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Keeping in line with the region's strong connections to Germany, the dedicated pavilion at Automechanika Ho Chi Minh City is expected to house numerous prominent German companies and manufacturers who are looking to capitalise on this opportunity. Joining the German pavilion will be various other international exhibitors, over 360 companies will exhibit in an expected 9,200 sqm of space. These come from China, Hong Kong, India, Indonesia, Italy, Korea, Malaysia, Singapore, Taiwan, Thailand, the UAE, the UK, the US, Vietnam and many more.

The second edition of Automechanika Ho Chi Minh City focuses on the eight core product groups: Parts & Components, Electronics & Systems, Accessories & Customising, Repair & Maintenance, Dealer & Workshop Management, Car Wash, Care & Reconditioning, Alternative Drive Systems & Digital Solutions, and REIFEN a new product group for 2018 dedicated to tyres. The upcoming fair is also extending its product portfolio to better reflect the local market, with the 'Tyre Competence' and 'Motorcycle Competence' labels allowing visitors to explore the unique needs of the Vietnamese automotive industry, by highlighting exhibitors from the well-established tyre and motorcycle sectors.

The registration for the German pavilion will soon be available here: <https://automechanika.messefrankfurt.com/global/en/aussteller/Deutsche-Gemeinschaftsstaende.html> .

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

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25 – 27 April 2018, Ho Chi Minh City

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.