

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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Automechanika Ho Chi Minh City announces strategic partnership with LIQUI MOLY ahead of 2018 edition

The organisers of next year's Automechanika show in Ho Chi Minh City have announced a new strategic partnership with German automotive chemicals giant LIQUI MOLY. The company has joined the partnership programme of Automechanika Ho Chi Minh City, which assists global industry players in breaking into the growing Vietnamese automotive market. Through this platform, LIQUI MOLY will have the opportunity to work alongside the show organisers to develop its brand awareness and marketing opportunities in Vietnam, as well as boost its cooperation with local workshops and car manufacturers.

Held at the Saigon Exhibition and Convention Center (SECC), the second edition of Automechanika Ho Chi Minh City will take place from 25 – 27 April 2018. As Vietnam's leading trade fair for the automotive service industry, the debut edition has been heralded as a huge success for the country's auto market, and saw 341 local and overseas exhibitors meet with over 8,000 buyers and trade visitors. Now, using the show's new partnership with one of the industry's most well-respected brands as a benchmark, the fair will serve as an even stronger professional and international trading platform to connect the local automotive service industry with the world's leading players.

LIQUI MOLY provides a range of high quality oils, additives, greases, pastes, sprays, glues and sealants for the automotive sector. The company will occupy a sizable exhibition space at the 2018 edition of the fair, and will present a selection of innovative German-made repair & maintenance and car care products. This will include the likes of cleaning additives for motorbikes to prevent wear and tear, as well as a series of motor oils developed specifically for Asian brands.

What's more, local players in the aftermarket service sector will have an even better opportunity to explore the most leading solutions for domestic car owners.

"This new partnership is a perfect match for Automechanika Ho Chi Minh City and LIQUI MOLY," says Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd. "It demonstrates the show's

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ability to bridge the international automotive industry with the local Vietnamese market, and is an example of how more global companies and true industry leaders are looking to tap into this energetic and truly exciting market.”

Mr Vincent Prinzing, Export Area Manager at LIQUI MOLY GmbH, noted: “This is a very vibrant region for the global automotive industry, as there is a large fleet of motorcycles and growing car fleet. Because of this, we are witnessing huge potential for local repair workshops to introduce more high quality products and services to the fast-growing car ownership population.”

“We have entered into a long-term relationship with the Automechanika brand, and the Ho Chi Minh City fair is the perfect match for us thanks to its quality of buyers, its growing internationalism, and its impressive local representation,” Mr Prinzing added.

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 2,500* 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 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.