

Press release

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Automechanika Ho Chi Minh City 2019 expands on the use of commercial vehicles in Vietnam

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Automechanika Ho Chi Minh City will add 'Truck Competence' to its growing list of exhibitor portfolios at the upcoming 2019 show, allowing visitors to quickly identify exhibitors who specialise in this area of the market. Heavily endorsed by participants, the move represents the need and expansion of the ever-growing commercial vehicle sector in Vietnam. The category will sit alongside the already established Tyre and Motorcycle Competences at the show.

Automechanika Ho Chi Minh City 2019 will be returning for its third consecutive year from 28 February – 2 March. As the fair's popularity continues to grow for the region, it expects to host 380 international exhibitors across the automotive service industry, in the Saigon Exhibition and Convention Centre. The fair will stretch over 10,200 sqm of exhibiting space, where attendees will explore an array of the latest products and services that the industry has to offer.

Vietnam is one of the most dynamic countries in Southeast Asia, not only for its automotive industry but for the domestic economy in general. The country's economy is experiencing continued growth and GDP is forecasted to rise another 6.6% in 2019¹. At any rate, this is not a standalone factor in the rapid progression of the local automotive industry. Another contributing element is the favourable policies recently implemented by the government, which have created more and more opportunities for international companies to enter the Vietnamese market. Companies have capitalised on local industry incentives, whereby they can supply and manufacture vehicles in Vietnam.

For these reasons, a number of opportunities have risen for the wider automotive sphere to tap into the region's prosperity. For instance, reports from Vietnam's commercial vehicle sector suggest this area of the industry is developing at a steady rate. The country has also attracted foreign investment from a number of overseas companies, one of which is the Russian commercial vehicle manufacturer Gaz². The company has targeted Vietnam due to its developing manufacturing and suppliers market, and aims to start localising production in a new joint venture with a local firm.

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¹ "Vietnam Economic Outlook", Focus Economics.
bit.ly/2ywVMrX Retrieved 24 October 2018

² "Vietnam a key market for Gaz autos", Vietnam Economic Times.
bit.ly/2Apv3i8 Retrieved 24 October 2018

In light of this, organisers of Automechanika Ho Chi Minh City anticipate that over 60% of the show's exhibitors in 2019 will showcase their commercial vehicle related products, many of whom will be categorised under the new Truck Competence.

One such exhibitor at the upcoming fair is AFI Brake, a Malaysian company which specialises in brake pads for both passenger and commercial vehicles. As the 2019 edition of the show approaches, Mr Chong Tze Liang, Managing Director says: "The demand for commercial vehicles and advanced logistic operations is increasing in Vietnam, as is the demand for cross-country travel. Automechanika Ho Chi Minh City allows manufacturers to invest in appropriate products for commercial vehicles, such as ours, which both meet international standards of safety and reliability."

Meanwhile, Mr Lars Verswyvel, Managing Director of the show's local strategic partner, IST Vietnam, Karuna Canopies's supplier, says: "We are looking to increase our local sales and develop products specifically targeting the local commercial vehicle market. The fair provides the best opportunity for us to be in the same room as people who understand current market needs. Highlighting the commercial vehicle sector with Truck Competence will not only help local buyers quickly identify our products, but will encourage more meaningful business exchanges at the fair."

The show's fringe programme events have also been tailored to complement Truck Competence, and will shed light on the commercial vehicle market in Vietnam. This includes the Fleet Management Conference, which is geared toward fleet managers, operators, logistics owners, public transportation, vehicle manufacturers, and leasing and rental companies. The event will cover the use of big data for the commercial vehicle industry, to save the costs as well as increase workflow efficiencies by monitoring vehicles and tyres in real time.

For more information about Automechanika Ho Chi Minh City 2019 and this year's exhibitor product categories, visit www.automechanika-hcmc.com

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. It is one of 17 Automechanika fairs held in Africa, Asia, Europe and North, Central and South America. For more information, contact Messe Frankfurt New Era Business Media Ltd, +85228027728 / 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 30 locations, the company generates annual sales of around €715* 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

Automechanika Ho Chi Minh City
Ho Chi Minh City, 28 February – 2 March
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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

*preliminary figures 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