

Press release

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## Commercial and passenger vehicles spotlight at the Automechanika Ho Chi Minh City 2019 fringe programme

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**With the 2019 edition of Automechanika Ho Chi Minh City fast approaching, momentum towards the highly anticipated fringe programme's new and exciting events continues to build. The programme provides essential opportunities for both visitors and exhibitors to enhance their industry knowledge and technical skills, grow business networks and explore the most up-to-date market trends.**

As Automechanika Ho Chi Minh City enters into its third edition, visitors will not only be able to explore the latest products and services across the fairground, but will also have the opportunity to attend the show's popular fringe programme. As a result of overwhelmingly positive feedback from last year's events, the programme will delve even deeper into the industry's latest developments through a number of conferences, workshops, matchmaking events and more.

For instance, the highly-awaited **Fleet Management Conference** will shine a light on the rising trends in the commercial vehicle sector throughout the region, and pinpoint some of the challenges and prospects that businesses are currently facing. Industry leaders from Liqui Moly and the Vietnam Automobile Transportation Association (VATA) will discuss solutions for improving cost efficiency and safety, as well as fleet maintenance for tyres, lubricants and fluids. Fleet and procurement managers, suppliers, vehicle manufacturers and public transport, leasing and rental companies are all encouraged to join this talk.

The fair will also be hosting a **Collision Repair Training and Maintenance Workshop** to help attendees enhance their technical capabilities. Experts from I-CAR and the Vietnam Automotive Technicians Network (OTO-HUI) will build upon last year's programme and hold a set of advanced training sessions to help attendees further refine their skills. This unique session is set to explore trends in the commercial and passenger vehicle sectors, and will offer updates from the collision repair market as well as the use of measuring, ADAS, on board diagnostic and autotronics for auto repair services. Those who attend will also receive a certificate of attendance.

Elsewhere at the fairground, Automechanika Ho Chi Minh City will be holding its first ever **Drift Show** for cars and motorcycles in 2019. Not

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only will visitors get to enjoy a fun and entertaining event, but they will also witness the most forward-thinking trends in customisation. Sponsored by Hasaki Lubricants, Karuna Canopies and Liqui Moly, the event is set to take place on 1 March in the afternoon, as well as during the whole day on 2 March.

### **Forge new business connections through the show's extended networking events**

This year, the fair will introduce the **One-to-One Matchmaking Programme** to help exhibitors maximise their exhibiting results. Organisers will match pre-registered exhibiting companies and professional buyers according to their specific requirements. This means only the right type of exhibitor will be paired with the right kind of buyer, to help nurture a more meaningful business exchange. To create an even more seamless experience, a dedicated team from the organising committee will help to facilitate the appointment. Organisers have already received enquiries from over 55 buyers and exhibitors from countries including Iran, Korea, New Zealand, Singapore and Vietnam.

Mr Hyoil Kim, CEO of the Korean-based company Sangsin Brake, said: "We are participating at Automechanika Ho Chi Minh City for the sole purpose of connecting with local buyers. My company has watched Vietnam's automotive industry continue to develop over recent years, and so we believe it is the right time to explore the potential opportunities in the market. The matchmaking programme provides a direct line of communication with businesses that match our objectives. "

Meanwhile, a local buyer representing Tung Viet has also signed up for the matchmaking service. Mr Ngo Tung Huy, Director said, "I applied for the matchmaking event as it is the most efficient way to have productive conversations with other businesses who supply the tyres and lubricants that I need. Exhibitors at the show have a strong representation in the automotive aftermarket. The application process has been very straightforward, and I am excited to see what the exhibitors have to offer."

Away from the exhibition area, organisers are also launching **The After Show Party**. Hosted by the famous local DJ, Trang Moon, the event offers a fun networking event with a variety of entertainment. Held at the fairground, the exclusive party aims to provide a more relaxed setting for exhibitors, premium buyers and car enthusiasts to have even more connecting opportunities. It will take place directly after the Drift Show on 1 March from 5:00 pm – 9:00 pm.

Other events that are also running concurrently and aim to examine many of the themes and upcoming trends across the show floor include:

- **Automechanika Academy**
- **Vietnam's Automotive Market – strategies for market entry and office setup**
- **Hands-on Tips for Car Repair and Maintenance**

Automechanika Ho Chi Minh City 2019 will take place from 28 February – 2 March, gathering approximately 380 local and international exhibitors at the Saigon Exhibition and Convention Centre. To access more information about the fringe programme and pre-registration, please visit [www.automechanika-hcmc.com/eventbooking](http://www.automechanika-hcmc.com/eventbooking).

For buyers and exhibitors who would like to find out more details about the One-to-One matchmaking programme, please contact Ms Maggie Ngan at [Maggie.Ngan@hongkong.messefrankfurt.com](mailto:Maggie.Ngan@hongkong.messefrankfurt.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, +852 2802 7728 / [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 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 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](http://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](http://www.chanchao.com.tw/en)