

Press release

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## Automechanika Ho Chi Minh City 2020 introduces a spectrum of fringe programme events

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**From 5 to 7 March 2020, Automechanika Ho Chi Minh City is set to bring in more business-focused, workshop-packed and experience-oriented opportunities to the Vietnam automotive market. Industry players and car lovers will be able to explore top-quality products and services across 10,200 sqm of exhibition space. Fairgoers can also gain insight into a Vietnamese automotive lifestyle and culture by engaging with captivating and unparalleled fringe programme events tailored for the local auto community.**

As Vietnam's automotive industry transitions to an automotive manufacturing hub, thriving opportunities lie ahead as resources and technologies, including skilled labour, equipment and IoT will play a pivotal role for a smooth transformation. To highlight their importance as well as respond to the market needs, a series of fringe events have been tailored to each and every sector. These include the likes of automotive manufacturing and automation, diagnostics and maintenance, accessories and customising, and parts and components across passenger, commercial vehicle and motorcycle segments.

### **Two new fringe events highlight current trends in Vietnam's automotive market**

Enhanced automotive production capabilities and skilled technical labour are just some of the prerequisites for Vietnam's industrial transition, which reflect the principle requirements in the smart factory and Industry 4.0 movement. Representatives from leading brands will be invited to the **Smart Factory and Industry 4.0 Conference** to have a focused discussion on these developmental topics during the first day of the show.

For example, in relation to automotive engineering for car assembly and manufacturing, Nikon Singapore Pte Ltd, a top tier player in the sector, will examine 3D laser scanning technology. They will outline the ways that advanced engineering technology can help original equipment manufacturers (OEMs) and factory owners improve product quality and reliability. Other sessions during the conference will assess efficient ways to build upon large-scale production using the latest machinery tools and technologies, which met international standards. To explain, TÜV Rheinland, a global leader in testing, inspection and certification, will speak about related topics on the production requirements.

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On top of this, the latest business models and technologies in precision, moulding and welding will be discussed during the conference. Visitors will also see a number of these solutions across the show floor.

The **Auto Service & Maintenance Festival** will appear for the first time to highlight the importance of repair and maintenance for vehicles. It comes as a result of surging car ownership in Vietnam that continues to increase the need for diagnostic and maintenance equipment, products and services, as well as specialist know-how.

In support of the festival, the Tan Phat Equipment Joint Stock Company will sponsor all the maintenance equipment for the event, which is also exhibiting at the fair. The returning company is well-known locally for their top quality products and vocational training courses, and are using the show to draw in more international industry attention.

Across the three show days, fairgoers who drive to the fairground can pre-register on the [website](#) for a high quality diagnostics, maintenance and car detailing service on a first-come-first-serve basis. The free services will be performed by qualified workshops that have been issued a certificate by the organisers.

The festival is not only geared towards manufacturers, technicians, mechanics, garage and workshop owners but also car owners. This will facilitate more face-to-face interactions with industry players along the supply chain. What's more, car owners will be able to enhance their understanding of diagnostics products and maintenance services.

#### **Other enhanced fringe events return to feature the thriving market**

The **Automechanika Academy** will offer an overview of the current Vietnamese automotive market. Industry experts, government agencies and key domestic trade associations will share their views on the policies, developments, opportunities and solutions amidst Vietnam's industrial transformation to become an Asian manufacturing hub. It will help professionals plan development strategies that are in unison with the progress of Vietnam's changing industry.

The Fleet Management Workshop has been incorporated into the academy. It has been specifically designed for fleet owners and managers in the logistics of the commercial vehicle sector. Industry leaders will discuss the latest solutions to improve cost efficiency and safety in business operations.

Elsewhere, the **Auto Service & Maintenance Workshop** series targets technical engineers, mechanics, and garage and workshop owners to enhance their technical expertise and skill sets in the collision repair market. Along with theoretical discussions, a variety of diagnostics tools and techniques such as measuring, alignment and auto detailing will be examined in practical live demonstrations. Attendees will also receive a certificate of attendance for taking part in the workshop.

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Running across the first two show days, the one-to-one **Business Matching Programme** will continue to serve exhibiting companies and

professional buyers. Based on their specific requirements, the programme helps achieve better matchmaking results and nurtures more meaningful business exchange. To join the programme, please pre-register at the [website](#).

### **Explore the show's vibrant automotive lifestyle**

The 2020 edition will continue to elevate its entertaining **Drift & Stunt shows** together with the newly introduced **Auto NITZ party**, allowing fairgoers and car lovers to engage into a local automotive lifestyle. Both events will allow the show to become more than just a trading and business networking platform, but an annual automotive festival from all walks of the industry.

With allotted time slots throughout the three-day show, fairgoers can feast their eyes on some of the most thrilling drift and stunt acts at the Drift & Stunt shows sponsored by Taiwan Excellence. In addition, the shows will enable onlookers to witness the latest accessories and customising products of vehicles and motorcycles in action.

Taiwan Excellence is an official award that stands for a recognition of development, design, quality, and marketing for Taiwanese products across industries. As a diamond sponsor of the Drift & Stunt shows, the internationally recognised symbol, acknowledged in over 100 countries and regions, strongly supports the automotive industry. A dedicated area will introduce and showcase their quality automotive aftermarket products from the passenger vehicle and motorcycle sectors. On 6 March, the Taiwan Auto Products Launch is also set to share latest products from renowned Taiwanese brands like ASUKA, SYM and VACRON.

On the second night of the show, the **Auto NITZ party** will offer a fun networking experience for participants. With the hottest DJ's and dance group performances, fairgoers can heighten their experience and understanding of the automotive culture in Vietnam.

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. For further information about the show or to download press materials, please visit [www.automechanika-hcmc.com](http://www.automechanika-hcmc.com) or 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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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

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includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 2019

**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)