

Press release

15 April 2021

Automechanika Ho Chi Minh City 2021 defers to yield more promising exhibition results

Margaret Lee
Tel +852 2230 9262
Fax +852 2598 7919
margaret.lee@hongkongmessefrankfurt.com
www.messefrankfurt.com.hk
www.automechanika-hcmc.com

AMHCMC21_Defer_ENG

Prolonged global travel restrictions continue to hamper the entry of non-residential visitors into Vietnam. As an international meeting point for players in the local automotive community, the limitations of face-to-face business exchange have led to actions deferring Automechanika Ho Chi Minh City 2021. Originally scheduled for 30 June – 2 July, the show is now set to take place from 29 June – 1 July 2022. Stakeholders agree that an effective industry gathering would only be possible once travel restrictions ease, and they look forward to a series of pre-show events that maintain momentum in the market.

Ongoing travel restrictions to contain the spread of COVID-19 have limited the accessibility of overseas players joining Automechanika Ho Chi Minh City in Vietnam. From this perspective, both local and international exhibitors have backed the call to defer the show. Nevertheless, organisers are optimistic that global vaccination programmes will create a passage into the country and release market opportunities in the year ahead.

Despite these restrictions, overseas players continue to eye up the rising domestic auto market. Compared to the same time last year, a 60 percent surge of new vehicle sales in January 2021 reinforces this steady rebound¹. Activities at the show aim to explore the potential for further growth and development between local and overseas participants.

On the other hand, the Automechanika Ho Chi Minh City team recognises the need to engage the local automotive community and is working with stakeholders to assess the format and topics of pre-show events that satisfy demand during the interim.

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, commented: “As a responsible business platform that serves the regional automotive community, we believe the show’s wider global participation is fundamental to its success and effectiveness. The deferred show date will allow more time for borders to open up to overseas exhibitors and

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

¹ Vietnam sales jump 60% in January, 10 February 2021, https://www.just-auto.com/news/vietnam-sales-jump-60-in-january_id200132.aspx (Retrieved 29 March 2021)

buyers. Meanwhile, our upcoming pre-show events aim to offer more experiences whereby industry players can unite for networking and knowledge-sharing activities. We are thankful for our stakeholders' continued support and look forward to seeing you at one of our related events soon."

Automechanika Ho Chi Minh City is co-organised by Messe Frankfurt (HK) Ltd, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam. For more updates on new show date arrangements, please visit www.automechanika-hcmc.com or contact Messe Frankfurt (HK) Ltd, +852 2802 7728 / autoasia@hongkong.messefrankfurt.com.

– End –

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. The wide range of services 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

* preliminary figures 2020

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