

Press release

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Automechanika Ho Chi Minh City 2022: The exhibition presents V-Connect for synergy across physical and online spaces

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Since borders reopened in March, enthusiasm for Vietnam's automotive market keeps growing with the organisers of Automechanika Ho Chi Minh City 2022 receiving enquiries about inbound travel, visits to the fair and booth availability. To fulfil both exhibitor and visitor needs, the fair introduces a combination of physical and digital solutions. From 2 June to 1 July, the new digital platform, V-Connect, is running alongside the physical exhibition (29 June to 1 July) to offer an all-inclusive online-to-offline fringe events and networking opportunities to fairgoers.

The Vietnamese Government halving new car registration fees, in addition to a young and expanding middle class promote a thriving local automobile market. In this respect, these factors are promoting vehicle sales with locally-assembled and imported vehicles experiencing a year-on-year growth of 41 and 25 percent in the first two months of 2022, respectively¹.

Given the rising market coupled with favourable circumstances, Automechanika Ho Chi Minh City is seeing positive responses from both local and global automotive industry players. Already, exhibitors from over 15 countries and regions like China, Germany, Hong Kong, India, Italy, Japan, Korea, Malaysia, the Middle East, Poland, Singapore, Spain, Taiwan and Vietnam have confirmed their participation.

Highly-anticipated exhibitors will convene in several overseas country and region pavilions, as well as a new dedicated area spotlighting **Automotive Services and Maintenance**, and **Accessories and Customising**. These include CEPESA (Spain), DTE Systems (Germany), Dunlop Tech (Germany), EXEDY (Japan), and REPSOL (Spain), to name a few.

Elsewhere, the Vietnam Association for Supporting Industries (VASI) and the Vietnam Automobile Transportation Association (VATA), who are two of the most distinguished local industry associations, endorse the **Automotive Manufacturing and Automation zone**. It will gather key players in automotive manufacturing and other supporting industries to feature related equipment, techniques, tools and materials.

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¹ Vietnam's auto sales up 34 per cent in two months, March 2022, The Star, <https://qr.messefrankfurt.com/Xp2z> (Retrieved May 2022)

Beyond a digital platform: a co-networking space to extend business reach

From an all-encompassing perspective, the fair launches **V-Connect**. The platform is a truly collaborative digital solution running alongside the physical show to efficiently widen a participating company's brand influence in the market, allowing them to discover potential business partners and achieve a better exhibiting outcome. Stretching the three-day physical event to a month-long online networking experience, exhibitors and pre-registered visitors can seamlessly navigate and interact with one-another by accessing a centralised databank of profiles.

Throughout the registration period that is open now until 1 July, companies can leverage V-Connect's diverse functions and extensive marketing channels to broaden exposure in the international marketplace. Exhibitors can maximise brand awareness by uploading product catalogues, corporate videos and pamphlets in their personalised profiles to capture potential leads.

Registered users can, therefore, explore the readily available resources before connecting with exhibitors and schedule business meetings (onsite and online) according to their sourcing requirements by utilising the interactive chat box and video conference tools. Participants can also easily manage and keep track of their appointments on the platform.

To know more about V-Connect, please visit: www.automechanika-hcmc.com/V-connect.

To be a part of the V-Connect community, please register at: www.automechanika-hcmc.com/vor.

Delve into a full lineup of fringe events onsite and on-screen

With an aim to elevate participants' business cycle and inspire social engagement before, during and after the show, the fair will introduce an array of fringe events focusing the newest developments in the local automotive market. Fairgoers can take part in these activities across the fairground or enjoy the event highlights on V-Connect.

Backed by prominent local industry associations, a number of key fringe events will highlight key areas in **accessories and customising, automotive manufacturing and automation, car care and maintenance, diagnostics and repair**, as well as **electromobility and digitalisation**. These include:

Auto Service series – two featured aftermarket events

Supported by the Vietnam Automotive Technicians Network (OTO-HUI), the series will deliver onsite maintenance services and live demonstrations for diagnostic tools and techniques.

- **Auto Service Day:** To help car lovers understand the importance of car maintenance, enrolled visitors driving to the show can receive a full car inspection and maintenance service in the activity area for free.

- **Auto Service and Maintenance Workshop:** Targets to reinforce manufacturers, technical engineers, mechanics, and garage or workshop owners' technical expertise and skillsets in diagnostics and repair, car care and maintenance.

EMMA Vietnam – Car Audio and Modification Competition

With the popularity of accessories and customising on the rise in the country, the fair will showcase more than 50 modified cars and audio installations to infuse an element of entertainment around the fairground. This well-known event will bring together car enthusiasts where they can share tuning knowledge and experiences together.

Automechanika Connected Exchange

The conference will discuss developmental trends and prospects in the local and global automotive markets. Leaders, professionals from key auto brands and partnered industry associations such as VASI and the France-Vietnam Chamber of Commerce and Industry (CCIFV) will come together offering insights on the latest advancement in automotive manufacturing and automation, electromobility and digitalisation.

Automechanika Ho Chi Minh City social media pages #AMHCMC22

facebook.com/automechanikahochiminhcity

linkedin.com/showcase/automechanikahochiminhcity

instagram.com/automechanikahochiminhcity

[Play It! Channel VN](#) (YouTube channel)

Mindful of the COVID-19 outbreak, organisers are working with local authorities to ensure appropriate safety parameters are upheld. These measures are to safeguard the health and safety of all stakeholders so that the show remains a secure platform for business.

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 information, please visit www.automechanika-hcmc.com or contact Messe Frankfurt (HK) Ltd, +852 2802 7728 / autoasia@hongkong.messefrankfurt.com.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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

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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 for 2021

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