

Press release

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Automechanika Ho Chi Minh City 2023 explores Vietnam's automotive supply chain evolution

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Vietnam is in a unique position to fast-track its electric vehicle (EV) development, given its transformation in automotive manufacturing, electrification and digitalisation. In a bid to speed up the advancement nationwide, government initiatives stand to benefit the public and private sectors. The launch of the fifth edition of Automechanika Ho Chi Minh City gathered local players leading the EV supply chain formation. The show will take place from 23 to 25 June 2023 at the Saigon Exhibition and Convention Center (SECC).

In 2022, Vietnam retained its title as Southeast Asia's fastest-rising economy, with GDP increasing by eight percent, well above earlier forecasts. The 8.1 percent expansion of the manufacturing sector was the main driver in this growth, and further analytics suggest the automotive industry will be a key segment of advancement in the years ahead¹.

In fact, many international companies are turning to Vietnam as an upswing of comprehensive Free Trade Agreements and the cost-competitiveness of operating through the country. Statistics from 2022 indicate a 13.5 percent year-on-year increase in disbursed FDI, to which the manufacturing sector saw some of the biggest gains.

Therefore, as a cornerstone of the country's economy and modernisation, the Government has turned its attention to the Vietnam Electric Vehicle Industry Development Plan with the aspiration to become a leading manufacturer of EVs and related components².

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, highlighted: "The growth and development of Vietnam's automotive industry show no signs of slowing down with both sales and manufacturing capabilities on the rise. The recent urbanisation of the country means its automotive industry has leapfrogged internal combustion engines straight into a heavy focus on EV development. As a result, the country has the potential to become one of the fastest ASEAN member states to take on the rising demand for EV consumption

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¹Vietnam Pulls Off Asia's Fastest Growth as Economy Powers On, Bloomberg, December 2022, <https://qr.messefrankfurt.com/29ddc> (accessed: 12 January 2023)

² Vietnam's Flourishing Electric Vehicles Market – What Investors Need to Know, Cekindo, July 2022 <https://qr.messefrankfurt.com/v2f10> (accessed: 12 January 2023)

and production.”

Although, more action is still needed for the country to mobilise its resources. In this view, the Government is already prioritising investment plans and tax incentives to support the competitiveness of domestic companies in the value chain and the uptake of electric two and four-wheelers amongst the growing consumer base. Vinfast is a prime case study of a Vietnamese company strategically collaborating with international brands to boost production, improve product development and quality, enhance end-user experiences, and advance its position in the global EV market.

To support local efforts, Chiew added: “As always, we will promote opportunities in the market to our local and global networks. Our launch in Hanoi with strategic partners, supporting organisations, associations and the media aimed to grow the show’s awareness in Northern Vietnam. I believe it was an important opportunity to create stronger ties in the domestic market to offer up a broader overview of automotive manufacturing and EV development.”

The launch included the likes of the Vietnam Automotive Technicians Network (OTO-HUI), Vietnam Association of Mechanical Industry (VAMI), Vietnam Association for Supporting Industries (VASI), Vietnam Automobile Transportation Association (VATA), and NC Network.

Reflecting industry trends in product coverage

The synergy of local and overseas exhibitors with showcases in the **Automotive Manufacturing & Automation, Auto Service & Maintenance / Accessories & Customising**, and **EV & IoT zones** will become an integral part of the collaborative platform. Furthermore, the show will see more local participation from the advanced technology manufacturing and production sector as an advantage of deeper collaboration with the local supporting organisations VASI and NC Network.

In addition, a collection of domestic and international speakers at the **Automechanika Connected Exchange, Smart Factory and Industry 4.0**, and **Electrification and Digitalisation Conferences** will explore ways to enhance the vehicle lifecycle in line with electrification and digitalisation to transform Vietnam into a complete automotive manufacturing hub. This includes developing core parts, technologies and digital solutions in manufacturing stages through to end-user experiences and aftermarket services.

However, to fully embrace EVs, Vietnam must also nurture talent across the board to meet the demands and boost productivity in manufacturing, as well as after-sales services in the local market. This will be an overarching theme during the **Auto Service and Maintenance Workshop**. Professional instructors will guide manufacturers, technical engineers, mechanics, and workshop owners on repairing and diagnosing high-voltage systems and ADAS recalibration. At the same time, the **Auto Service Day** will help car owners recognise the importance of car maintenance through onsite auto services like diagnostics and detailing.

Elsewhere, **AutoFest@HCMC** will present a medley of activities to fuse automotive culture with the day-to-day marketplace. The line-up of events, which includes the Auto City Marketplace, EMMA Vietnam, Drift & Stunt and Auto NITZ Party, aims to offer more outlets for suppliers to interact with potential clients, workshops, car owners and enthusiasts.

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.

The brand's flagship show, Automechanika Frankfurt, will return to the stage from 10 to 14 September 2024. Meanwhile, other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Shanghai: 29 November – 2 December 2023
www.automechanika-shanghai.com
- Automechanika Kuala Lumpur: 16 – 18 March 2023
www.automechanika-kl.com

Press information and photographic material:

For photos of the launch, please go to www.automechanika-hcmc.com/press

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. 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 for 2022

Automechanika Ho Chi Minh City
Ho Chi Minh City, 23 – 25 June 2023

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