

news +++ Automechanika Ho Chi Minh City

Saigon Exhibition and Convention Center, Ho Chi Minh City, 20 – 22 June 2024



## The largest edition of Automechanika Ho Chi Minh City opens this Thursday to showcase innovative automotive mobility solutions

**Ho Chi Minh City, 18 June 2024. The highly anticipated sixth edition of Automechanika Ho Chi Minh City gears up to host 482 exhibitors hailing from 23 countries and regions, convening for three days between 20 and 22 June 2024. As a significant step forward, the show will span across halls A and B of the Saigon Exhibition & Convention Center (SECC), an expansion of 44 percent to a record-breaking space of over 22,600 sqm. In echoing the fair's major themes – business, workshops, and entertainment – the new Automotive Mobility Solutions Zone and related conference will present the latest trends in AI, electric and digital technologies, automation, and sustainability, as well as encourage information exchange.**

In discussing the upgrade of the fair, Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, said: "The show's expansion reflects a growing confidence and heightened ambition within Vietnam's thriving automotive market. This view is further bolstered by the local government's supportive policies, such as the reduction in vehicle registration fees, in addition to strong interest from the international market shifting their investment and procurement channels to the ASEAN region. Thus, Automechanika Ho Chi Minh City, being the largest regional trade fair in the automotive aftermarket, will further consolidate its role as a comprehensive platform for business, education, and entertainment, fostering regional collaboration and encouraging innovation."

This year, the fair will welcome 482 exhibitors from 23 countries and regions, including Brazil, Canada, China, Germany, Georgia, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, Peru, Poland, Singapore, South Korea, Spain, Taiwan, Thailand, Turkiye, UAE, UK, US and Vietnam. Notably, Brazil, Georgia, and Peru are amongst the nations from abroad participating for the first time.

Meanwhile, pavilions from countries and regions including China, India, Indonesia, Korea, Malaysia, Singapore, Taiwan, Thailand, and the UK are ready to bring a strong lineup of exhibitors who are keen to look for the opportunities in Vietnam.

### **Seizing more business opportunities in the new product zone**

In response to the evolving market demands, the debuting **Automotive Mobility Solutions Zone** aims to promote electrification, digitalisation, AI adoption, automotive manufacturing and automation, logistics and supply chain enhancement, sustainability, and ESG in the automotive industry. Here, **VinAI**, one of the world's top 20 research-based companies, is set to spotlight their smart parking and security solutions, while **VNH**

**Vietnam** will demonstrate their forward-thinking advancements in smart charging systems and electric vehicle technologies.

In addition, the **Chungbuk Technopark**, a prominent innovation hub in South Korea, shall host a pavilion that showcases a diverse array of established and emerging brands from the country. Some of the key participants in the area include:

- **3A** spotlighting their electric vehicle;
- **Cenote** introducing battery chargers;
- **Gi Motors** featuring their electric refrigerated truck;
- **INFAC EPM** highlighting a number of electric battery parts; and,
- **SUNGWOO MOTORS** displaying the country's leading ambulance that holds 70 percent of market shares

Fostering additional business opportunities, other zones such as **Automotive Repair, Maintenance & Care / Accessories & Customising, Electrics & Electronics**, and **Parts & Components**, will present the latest in oils and lubricants, repair equipment and toolkits, car detailing and car washing, accessories, parts and components, and tyres.

Across the show floor, leading brands include ABB, ADD, Autel, Bosch, Carlas, CTR, Hengst, LAUNCH, LPR, Lucas, Luo's, OBD, Siemens, Thinkcar, TOPDON, VOLTRONIC, and Xenol.

The impressive exhibitor roster has drawn high global interest based on the pre-registration figures. Visitors are set to travel from approximately 40 countries and regions around the world, hailing from diverse markets such as Australia, Brazil, Cambodia, China, India, Indonesia, Japan, France, Singapore, South Korea, Poland, Thailand, Türkiye, UAE, UK, and US. This includes buyer delegations from Myanmar, Malaysia, South Korea and Thailand.

### **New events for training and networking**

Automechanika Ho Chi Minh City's fringe events are always the ideal place to exchange knowledge and connect with other business owners, industry professionals, and technicians. In this regard, the new **Automotive Mobility Solutions Conference** will offer an engaging programme across the first two days of the show (20 and 21 June 2024). In addition to the main conference, other sessions include the Electrification and Digitalisation Business Networking Event; Automotive Logistics, Warehousing and Supply Chain Conference; and, Automotive Manufacturing, Transformation and Automation Workshop, to put efficient and sustainable transportation under the spotlight.

Speakers are from 3D Smart Solutions, Best Logistics Technology, CCX Partners, Datacolour, FPT Automotive, Hanoi University of Science and Technology, Opex Consulting Group, Schaeffler Technologies, True AI System, Vietnam Automation Association (VAA), Vietnam Association for Supporting Industries (VASI), Vietnam Outsourcing, and Vietsol.

Elsewhere, the returning **Collision Repair Training Workshop** will have experts from OTO-HUI and Magic Cube Auto-Aftermarket (a highly influential automotive training consultancy from China) sharing their insights on electric vehicle systems, repair, and safety precautions while **DIY Workshops** introduce different approaches to car care, detailing, and self-maintenance.

### **Entertaining experiences for car enthusiasts**

One of the most unique aspects of Automechanika Ho Chi Minh City is **autoFEST@HCMC** with the Auto NITZ Music Party lighting up the exhibition hall on day two of the show (21 June 2024). Other highlights include the Auto Service Day, Drift and Stunt Show, EMMA Vietnam – Car Audio and Modifications Competition, and gaming, all of which car lovers can enjoy the excitement and express their passion for car customisation.

For more information, please visit [www.automechanika-hcmc.com](http://www.automechanika-hcmc.com) or contact Messe Frankfurt (HK) Ltd, +852 2802 7728 / [autoasia@hongkong.messefrankfurt.com](mailto:autoasia@hongkong.messefrankfurt.com).

The trade fair is co-organised by Messe Frankfurt (HK) Ltd, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam.

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 Kuala Lumpur: 1 to 3 August 2024  
[www.automechanika-kl.com](http://www.automechanika-kl.com)
- Automechanika Shanghai: 2 to 5 December 2024  
[www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)

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### **Press information and photographic material:**

[www.automechanika-hcmc.com/press](http://www.automechanika-hcmc.com/press)

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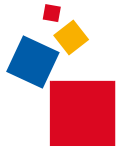
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**Your contact:**

Suzy Heston

Phone: +852 2238 9907

Suzanna.Heston@hongkong.messefrankfurt.com

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

[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

[www.automechanika-hcmc.com](http://www.automechanika-hcmc.com)

**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. With a workforce of some 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* 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](http://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](http://www.messefrankfurt.com)

\*Preliminary figures for 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](http://www.chanchao.com.tw/en)