

Press release

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Vietnam fully reopens international borders; Automechanika Ho Chi Minh City 2022 ramps up business exchange and engagement

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With Vietnam's plan to reopen the borders coming into fruition, Automechanika Ho Chi Minh City will be one of the country's first large-scale automotive trade fairs this year. As anticipation grows for the show's return to the Saigon Exhibition and Convention Center (SECC) from 29 June to 1 July 2022, the organisers will plan an array of onsite fringe events and continue releasing valuable online content. The objective is to immerse the community and maintain market momentum for the local and international automotive industry.

Following a lift of travel restrictions to vaccinated travellers in February, the Government continues to make Vietnam more accessible by resuming international flights to and from global destinations from 15 March 2022 onwards¹. While the Vietnamese Government advocates for local manufacturing and electric vehicle development, the opening up will allow greater access to resources in Vietnam and, therefore, stimulate international trade and business. Strong opportunities that stem from the country's automotive industry include the aftermarket, which could see a compound annual growth rate (CAGR) of 8.4 percent between 2020 and 2025².

On top of this, companies like Vinfast also highlight an internal desire from players hoping to become key contenders on the international market. In fact, the company recently unveiled five EV models for the European and US markets. Taking a big leap forward, the ambitious group will become an entirely electric vehicle company by the end of 2022³.

"We are excited to return to Vietnam's automotive aftermarket with Automechanika Ho Chi Minh City. This year, the fair introduces more far-reaching business services that connect local and global auto players before, during and after the physical show. On top of the face-to-face interactions we offer at the fairground, participants can boost their business networks through our pre-show online networking activities.

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¹ COVID-19 in Vietnam: Travel Updates and Restrictions, February 2022, Vietnam Briefing, <https://qr.messefrankfurt.com/c7XT> (Retrieved March 2022)

² Vietnam Automotive Aftermarket: OEM, Multi-brand Outlet Services and the Spare Parts Market Outlook to 2025, December 2021, Ken Research, <https://qr.messefrankfurt.com/Xf2c> (Retrieved March 2022)

³ VinFast unveils EV lineup at CES ahead of U.S. push, January 2022, Nikkei Asia, <https://qr.messefrankfurt.com/Cy6d> (Retrieved March 2022)

These diverse channels expect to enhance exhibiting results and experiences at the physical show. We look forward to welcoming back our industry friends this June,” commented Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd.

To date, a lineup of exhibitors from 15 countries and regions like China, Germany, Japan, Korea, Malaysia, Singapore, Taiwan and Vietnam have confirmed participation at the 2022 edition of the fair. With the aim to facilitate broader ties between local and overseas markets ahead of the fair, Automechanika Ho Chi Minh City continues to actively connect players using online activities that add further value to the physical show.

To illustrate, the show’s **Play it! Channel VN** on YouTube aims to inspire social engagement and help auto players expand their business circles. In the first three months since launching, the channel’s creative video content has already accumulated over 1,000 subscribers exceeding 100,000 views from a local and global audience.

For business-driven content, the **Auto Fancier** series looks into the latest trends across specific areas of the auto industry. Renowned industry insiders and professionals continue to come together for in-depth discussions on topics such as collision repair and diagnostics as well as maintenance. Also, in the collaborative series, **Newbie on the road**, manufacturers demonstrate the correct use of auto parts to minimise wear and tear, offer guidance about seeking maintenance advice and share tips to enhance the driving experience.

Meanwhile, **Chit-Chat Vietnam** and **Vietnamese Life** delve into language and culture. The goal is to support overseas automotive players understanding domestic values, building trust and establishing closer relationships with local business partners.

To subscribe and enjoy the next video, please visit:

https://www.youtube.com/channel/UCgtYB90mujQP6r4WoA0xF_Q

In addition, the **Match Up** team has arranged more than 1,900 appointments for exhibitors since its launch less than a year ago. The year-round business matching programme has invited buyers from across 50 countries and regions worldwide and has won much positive feedback amongst participants:

- 90 percent of buyers recognise that the online meetings are better than expected;
- 90 percent of buyers agree that the arrangements were excellent;
- All buyers are willing to participate in more online meetings through Match Up; and,
- All buyers would recommend Match Up to colleagues, industry friends and others.

Automechanika Ho Chi Minh City
Ho Chi Minh City, 29 June – 1 July 2022

At the same time, detailed preparations are underway for the fair’s onsite conferences, seminars, training sessions, workshops and entertainment. More details will be revealed in the show’s next announcement.

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 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