



automechanika 2021

HO CHI MINH CITY

Steps into a New Automotive Industry Era

In recent years, Vietnam's automotive industry has grown at an average annual rate of 20 to 30 percent. The improvement to corporate governance, foreign trade and investment, and relationships with international markets through bilateral agreements nurture a positive local operating environment. Companies are now seeking to expand their businesses and production bases into Vietnam. From 30 June to 2 July 2021 at the Saigon Exhibition and Convention Center (SECC), Automechanika Ho Chi Minh City will work with prominent associations to unite local and overseas players, exploring diverse opportunities in Vietnam's auto market.

Automechanika Ho Chi Minh City 2021 is placing collaboration at the forefront of the fair's evolving approach to sustainable local automotive industry development. Synergy shaped by informed, networked and empowered stakeholders, which have an active role in the wider auto community, will become an integral part of the collaborative platform. Bringing this momentum forward, the fair aims to utilise these global networks to foster multilateral conversations across the value chain, generate

greater know-how and deliver multifaceted experiences to promote the growing automotive market in Vietnam.

Countrywide Support from Local Industry Associations

From Hanoi in the North, to Ho Chi Minh City in the South, the show continues to gain recognition from long-term local supporters like the Vietnam Automotive Technicians Network (OTO-HUI), the Vietnam Association of Mechanical Industry (VAMI) and the Vietnam Automobile Transportation Association (VATA). For the first time in the show's history, the Vietnam Association for Supporting Industries (VASI) will also join as a local supporter.

Taking advantage of the expertise from local industry associations, the show has curated a series of fringe programme events that highlight the robust opportunities in the local market. For example:

- Premium members from VASI will join the Smart Factory and Industry 4.0 Conference offering insights into the long-term development of automotive manufacturing and its supporting industries. Key automakers and manufacturers will be able to exchange ideas with attendees.
- Using their extensive local network, OTO-HUI will invite auto service centres, workshops, manufacturers, as well as car enthusiasts to the Auto Service & Maintenance Festival. Pre-registered visitors can enjoy one-stop, onsite diagnostics and maintenance services for free.

All-rounded Coverage from Exhibitors Gather at the Show

Spanning across the show floor, more than 400 exhibitors from the Automotive manufacturing & automation, Passenger and Commercial vehicle, and Motorcycle segments will present their latest innovations, technologies, products and services to the Vietnamese market.

