

Press

Automechanika Ho Chi Minh City
Vietnam's leading regional trade fair for the automotive service industry
targeting trade visitors from Vietnam
Saigon Exhibition and Convention Center (SECC)
25 – 27 April 2018

Hong Kong
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Automechanika Ho Chi Minh City demonstrates its capabilities with a highly anticipated 2018 fringe programme

Vietnam's automotive service industry continues to grow alongside the show's educational events

Three weeks from now, Automechanika Ho Chi Minh City (AMHCMC), the leading international business platform for the automotive service sector in Vietnam will open at the Saigon Exhibition and Convention Center (SECC) in Vietnam from 25 – 27 April. A year after the successful conclusion of its debut show, the 2018 edition will once again connect local and international industry players from the automotive sector, including approximately 360 exhibitors and 8,500 visitors from around the world.

Across the 9,200 sqm of exhibition space is a broad range of exhibits showcasing the latest trends and industry developments, as well as the equally unmissable fringe programme. Demonstrating its vital role in empowering local players to upgrade and overcome challenges, the programme's Automechanika Academy, Repair & Maintenance Workshop and Product Presentation will be held concurrently with the show.

Vietnam's automotive service industry continues to grow alongside the show's educational events

The show's **Automechanika Academy** combines a range of opportunities for participants to share, network and adapt to the most up-to-date industry trends. Playing an essential part of the show, the event was introduced during the first edition of AMHCMC and has received astounding feedback. This year, it will continue to provide participants extended opportunities with an even more comprehensive agenda.

Led by experts from prestigious organisations, institutions, consultants and leading market players, six free-to-join seminars will be held on 25 April. Topics will range from the latest policies and auto industry developments, to material innovation and technological evolutions.

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

Each of these seminars have been carefully structured to suit the unique needs of the region's automotive sector. Highlights for the 2018 edition of the Automechanika Academy include:

- Vietnam's auto industry related policies: latest trends and insights

Here, a local government representative will deliver an overview on how the country's government supports the local independent automotive aftermarket to grow and overcome various challenges with 'industry-friendly' policies. This topic also speaks for the country's growing commitment to assist the industry's green developments.

- A new chapter for Vietnam's automotive industry: the country's first locally-branded cars

VinFast Automotive Group is the first Vietnamese automotive manufacturing brand looking to create the first 'Made-In-Vietnam' vehicle. The company has a total of investment capital of USD 3.5 billion¹, and aims to launch a locally made car by September 2019. In this section, Mr Jim Deluca, company CEO, is expected to share the latest strategies and roadmap of manufacturing automobiles in the country, and promoting Vietnamese cars on an international scale.

- New generation lubricant technologies

German lubricant company Liqui Moly is the strategic partner of AMHCMC 2018. The company is well-known as one of the world's leading brands of high quality oils and lubricant products for the automotive sector. From the company's rich experiences in the field, Mr Vincent Prinzing, the company's Export Area Manager, will offer the session's participants a view of the latest innovations on lubricant products and how they adapt to the movement towards less fuel consumption and environmental friendliness.

Meanwhile, the **Repair & Maintenance Workshop** will be held on the second day of the fair on 26 April, providing attendees with a chance to acquire advanced knowledge on collision repair and an understanding on international standards.

The workshop has been organised in cooperation with I-CAR Australia, the well-known educational body for technical training programmes dedicated to the field of collision repairing. During the course of the full day programme, two sessions will be held by Mr Mark Czvitkovits, CEO of I-CAR Australia. The courses he will conduct during this year's show include:

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¹ "Vingroup appoints foreign CEO for VinFast", 27 September 2017. VIETNAMNET Bridge.
<http://english.vietnamnet.vn/fms/business/187253/vingroup-appoints-foreign-ceo-for-vinfast.html>,
retrieved 10 March 2018

- The fundamentals of collision repair

This course provides fundamental knowledge around collision repair, offering a blend of theories and hands-on knowledge. This provides technicians a better understanding of vehicle construction, materials, collision issues and repair methods.

- New vehicle trends & diagnostics overview

This session delivers an overview of several new models, including diagnostics, scanning tools, electrical troubleshooting and repair procedures. This is particularly resourceful for the Vietnamese auto service industry as the country has become a home for more new imported automobiles in recent years, along with a number of economical advancements.

Pre-registration is required for these two courses, with a fee of USD 20 each course per participant. After the sessions, participants will receive a 'Certificate of Attendance' for attending the presentation.

Likewise, numerous international exhibitors, including Gulf Oil, PT Astra Otoparts and PT Foerch, will convey presentations about their latest product releases and technologies on 27 April, aiming to showcase their expertise to the visitors. For more information about the fair's concurrent events, please visit www.automechanika-hcmc.com/events.

Automechanika Ho Chi Minh City is one of 17 Automechanika fairs held in Africa, Asia, Europe and North, Central and South America. For further information about the show or to download high quality photographs, please visit www.automechanika-hcmc.com or contact Messe Frankfurt New Era Business Media Ltd, +852 2802 7728 / autoasia@hongkong.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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). * preliminary numbers 2017

For more information, please visit our websites at:
www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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

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