

news +++ Automechanika Ho Chi Minh City
Saigon Exhibition and Convention Centre, Vietnam, 19 – 21 June 2025



Automechanika Ho Chi Minh City 2025 closes doors as a rewarding business and engaging lifestyle experience for global and local automotive participants

Ho Chi Minh City, 27 June 2025. Automechanika Ho Chi Minh City was deemed a successful event and rewarding platform for business activities, workshop engagement, and entertaining attractions by participants. This international affair featured 401 exhibitors from 16 countries and regions, and 17,075 visitors from 48 countries and regions. It served as a two-way gateway for connecting with local OEMs, manufacturers, distributors, traders, wholesalers, retailers, and end-users facilitating business deals, market exploration, brand building and investment opportunities. To support this collaboration, specialised zones helped attendees grasp the chance to explore technologies and innovations that address trends such as energy transition, digitalisation, connectivity, sustainable practices, and more throughout the value chain.

Key figures from Automechanika Ho Chi Minh City 2025:

- Exhibitors: 401 from 16 countries and regions
- Visitors: 17,075 from 48 countries and regions (11 percent increase with Local visitors: 72%; International visitors: 28%)
- 13 local and international visitor delegations
- Scale: 22,600 sqm (halls A and B, as well as the outdoor area)
- 11 fringe events and activities (8 by organisers, 3 by industry associations and organisations)



Exhibition, workshops, and entertainment at Automechanika Ho Chi Minh City 2025

Mr Akai Lin, Overseas Director of Yorkers Exhibition Service Vietnam, commented: “The past few days spotlighted the direction in which the market is heading and showcased Vietnam’s vibrant and prosperous automotive industry, which is both embracing and catching up to global trends. This makes it all the more important that we can provide a platform to host international leaders who can offer solutions to keep Vietnam aligned with development and support a robust automotive ecosystem. Automechanika Ho Chi Minh City has evolved into a comprehensive meeting point for global and local pioneers to network, learn, and enjoy distinct experiences through business activities, workshops, and entertainment.”

Participants commended how the fair supported collaboration between local and global industry players. There was no shortage of opportunities for this, with buyers ranging from countries and regions including Cambodia, China, France, Germany, India, Indonesia, Japan, Malaysia, Myanmar, South Korea, Singapore, USA, and more. Over 60 one-on-one business matching sessions were lined up in the event.

A focus on the future of new energy vehicles

Much of the spotlight at the fair centred on the energy transition, EVs, and related technologies, reflecting trends in the Vietnamese market. D1, a distributor of the country’s leading EV manufacturer, VinFast, is a key driver in this evolution. The company showcased VinFast’s fleet and offered test drives, which many fairgoers found to be an engaging highlight of their attendance at the exhibition. This underscored the fair’s significance for advancing the domestic industry through new technologies and solutions.

Mr Le Hoang, CEO of D1, shared his objectives for exhibiting at the fair: “As VinFast is Vietnam’s first fully electric vehicle manufacturer, our goal is to leverage Automechanika Ho Chi Minh City’s platform to enhance brand awareness within both the domestic and international automotive communities. By promoting the brand’s range of models, we want to show that Vietnam is embracing green mobility, and that VinFast is at the forefront of this development in both the passenger and two-wheeler markets. Our test drives and charging station demonstrations offered another level of accessibility to our potential customer base, resulting in actual orders during the event.”

Expanding on forward-looking innovations was the **Automotive Mobility Solutions Zone** and **Conference**, which presented upcoming trends in the auto sector in Vietnam and global markets. Developments in logistics efficiency, supply chain operations, new energy vehicle (NEV) adoption, digital solutions, and more, were particularly noteworthy over the three days. Participants praised the opportunities for growth and possible partnerships.

One of the guest speakers at the conference, Mr Felix Thielemann, Head of Advanced Production Technology Asia Pacific at the Schaeffler Group, noted: “For Asia Pacific businesses, understanding and using technologies like AI, robotics, and more is crucial for competitiveness and meeting consumer demands. As the region advances in global markets, establishing an innovation culture will be key. A conference such as this is valuable for supporting professionals in Vietnam and regionally, as it features relevant topics and a diverse group of experts.”

Conference attendees also valued the event, with Mr Nguyen Anh Tuan, Supervisor at MNM Industrial Mechanical Ltd Co, commenting: “This conference was very useful, especially the insights on innovative technologies in delivery services and the future of EVs and charging infrastructure. These topics are highly valuable for the Vietnamese market at the moment. All the speakers were clearly leaders in their respective fields, which offered practical and date-driven strategic direction for the market.”

Leading brands within this sector included Amazon Web Services, AVL, Bosch Rexroth, CATL, Geekplus, Siemens Digital Industries, and more.

Other specialised zones contained industry-leading companies and include the **Parts & Components, Electrics & Electronics, Automotive Repair & Maintenance / Body & Paint / Care & Detailing / Oils, Lubricants & Fuels / Accessories & Customising** areas presenting advanced technologies in these sectors. The showcases also catered to regional lifestyle trends by displaying the best in **Modified Cars**, and **Outdoor, Camping, Campervan & Caravan**.

Other highlighted exhibitors at the fair featured Autool, CTR, Launch, Lucas, Schaeffler, SmartSafe, TriAlliance, Voltronic, and Yokohama, among others.

Fringe programme sets platform for collaboration

Also receiving positive feedback was the fringe programme, which consisted of forums for idea sharing, innovative discussions, skill development, and relaxed networking events.

As part of this, the **Collision Repair Training Workshop** was recognised as a one-of-a-kind event. Participants, including academia and workshop professionals, appreciated the opportunity to explore and learn the latest techniques and tools for diagnostics and repair, and modern workshop practices by engaging in live demonstrations. Guest workshop leaders included Autoverse, Launch, OTO-HUI, SmartSafe, and Vast Group.

As part of the training group, Mr Dinh Ngoc Thang, Marketing Manager at New Energy Group (NEG) – BYD – NEG Mekong Region, praised the initiative by stating: “These types of training sessions are so important, especially as EVs receive a lot of attention and support from all sides with the government offering tax incentives. With more EVs on the road, workshops need to acquire new skills on after-sales care. Today, we have focused on looking at the repair and maintenance of core EV components including battery technology and battery cooling technology to help extend driving range, performance efficiency and battery life. It is clear by the engagement that attendees have come with a real purpose to learn about these new developments.”

Connecting with end-users was also a source of inspiration at the fair, with **autoFEST@HCMC** delivering engaging and entertaining experiences designed to celebrate a variety of cultures within the automotive sector. For example, the Drift and Stunt Show showcased the skills of world-class drifters, and the autoFEST@HCMC Music Party provided a lively atmosphere for fairgoers to connect with one another in an energetic setting for new generations and the future talents of the value chain. Additionally, the EMMA Vietnam – Car Audio and Modifications Competition and Auto Service Day acted as entry points for industry newcomers.

Feedback from other participants of Automechanika Ho Chi Minh City 2025

Exhibitor (Italy): Mr Enrico Tavani, Export Manager, Lu&Mi Detergenti SRL

“The Vietnamese market is rapidly growing, making local production crucial for a car cleaning and cosmetics company such as ours. This is why Automechanika Ho Chi Minh City is essential for us. We have been delighted by the number of potential partners we have met as we look to enter this market. While online interactions are convenient, in person meetings presented by platforms such as this deliver far more productive discussions.”

Exhibitor (Taiwan): Ms Selina Wang, Sales Manager, Stone Will Co Ltd

“We are here because Automechanika Ho Chi Minh City is a key automotive exhibition in the region, allowing us to connect with players in Southeast Asia and the wider Asia region. Today we have had visitors from Japan and Korea interested in sourcing from us, which shows the strength and international appeal of the Automechanika brand. It is also a great opportunity to connect with Vietnamese businesses, many of whom are exhibitors visiting our booth for potential partnerships.”

Exhibitor (US): Ms Fiona Tan, CEO, Power Stop LLC

"We are looking to diversify some of our supply chain locations, with Vietnam being one of our target countries. In recent years, we have also focused on widening our supplier sources, making Southeast Asia a natural choice. The many professional auto parts attendees at Automechanika Ho Chi Minh City from countries such as Malaysia, Thailand, Indonesia, and Singapore, along with local participants, helps us achieve these objectives."

Exhibitor (Germany): Mr Chris Lai, Regional Sales Manager, TriAlliance GmbH

"We are looking to enter the Vietnamese market as we currently have no customers here. Southeast Asia as a whole is worth investigating, especially given the positive GDP trends across the region. This is the best springboard for us to establish partnerships, particularly due to its breadth. As we are witnessing a growing presence of German, European, and Chinese passenger vehicles here, it's an ideal moment and platform for us to introduce our various brands to the market."

Academia (Vietnam): Mr Tuan Do, Lecturer, The International College of Ho Chi Minh City

"In Vietnam, the automotive industry is developing quickly, and I want to encourage my students to pursue careers in this attractive market. I am here to stay updated on the latest auto solutions, and for my students, the conference and workshop broadens their understanding of the industry. I think it is important to show them the components and technologies in such detail. The events are very professional and have greatly motivated my students."

Local Buyer (Vietnam): Mr Nguyen Duc Quang Huy, Head of Hardware, Bonbon Mobility Pte Ltd

"This is my first time at Automechanika Ho Chi Minh City. I wanted to attend to learn more about what is unfolding in the market, as well as connect with suppliers. The exhibition reflects a lot of growing trends in the coverage across the show floor and topics in conferences. The range of automotive parts from exhibitors is very comprehensive. I am mainly looking for automotive accessories for passenger and commercial vehicles, so it is very important to be here in-person to physically see the products and talk to suppliers from different parts of the world about cooperation."

Overseas Buyer (Germany): Mr Cagatay Gungor, Global Sourcing Director, Bilstein GmbH

"We attended Automechanika Ho Chi Minh City to explore potential collaboration opportunities in parts and components for both passenger and commercial vehicles, while also gaining deeper insights into the regional market. As Asia continues to play an increasingly pivotal role in the global automotive industry, countries like Vietnam, Malaysia, and India are emerging as essential trade hubs. As our company covers the entire value chain, the variety of exhibitors here, ranging from OEMs to the aftermarket, is greatly beneficial."

Association (Myanmar): Mr Than Htaik Lwin, President, Automotive Components, Spare Parts & Accessories Association

"We have brought a delegation of 49 buyers from Myanmar to the exhibition. Our purpose here is to assist our members in exploring business opportunities with Vietnamese companies and other global participants. This platform is incredibly important, showcasing a diverse range of parts manufacturers, importers, distributors, and more. It serves as a marketplace for networking, business discussions, and the exchange of ideas."

The next edition of Automechanika Ho Chi Minh City will take place from 18 to 20 June 2026. The trade fair is co-organised by Messe Frankfurt (HK) Ltd, Chan Chao International Co Ltd and Yorkers Exhibition Service.

For more information, please visit www.automechanika-hcmc.com, or email the organisers at autoasia@hongkong.messefrankfurt.com

Other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Shanghai: 26 to 29 November 2025
www.automechanika-shanghai.com
- Automechanika Kuala Lumpur: 14 to 16 May 2026
www.automechanika-kl.com

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Press information and photographic material

www.automechanika-hcmc.com/press



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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. With a workforce of some 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* 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 2024

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/