

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



Automechanika Ho Chi Minh City 2025 to spotlight Vietnam's automotive supply chain innovations driven by a young, rising middle class

Ho Chi Minh City, 18 March 2025. Vietnam's automotive market has evolved significantly over recent years, fuelled by a growing economy, awareness of environmental issues and changing consumer preferences within the country. With these developments attracting global attention, Automechanika Ho Chi Minh City is an important event for industry players looking to capitalise on an attractive investment environment and Vietnam's status as an emerging economic power. Set to take place at Saigon Exhibition and Convention Center (SECC) from 19 to 21 June 2025, the exhibition provides an ideal gateway for networking, knowledge exchange, and product showcases for both global and local firms.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, commented: "Vietnam's automotive industry has seen a growing consumer base that is becoming younger and more dynamic. This has led to an increased demand for passenger vehicles, commercial vehicles and fleets, particularly in the compact car segment, as well as a shift in preferences towards advanced technologies and sustainable innovations. Automechanika Ho Chi Minh City aims to address these changes across the entire auto supply chain, while engaging end users through interactive events, conferences, workshops, and more to show the accessibility of the market."

A significant segment of this participant population is the rising middle class, increasingly concentrated in urban areas across the country. By 2030, Vietnam expects to add an additional 36 million people to this societal group, bringing the total middle-class population to 76 million¹. These demographic changes not only influence consumer preferences, but also reshape industry supply chains and manufacturing processes to meet evolving demands.

"To capitalise on emerging market opportunities, international brands have made notable entries into the Vietnamese market. This attests to the thriving investment landscape fostered by the country's government, consumers, and businesses, driving growth within the industry, as is reflected throughout the show," Ms Chiew added.

One prominent approach of FDI in Vietnam is the establishment of joint ventures, such as the partnership between Chinese Geely Auto group and Tasco Joint Stock Company signed in 2024. Additionally, Skoda has selected Vietnam for its first assembly plant in Southeast Asia, projected for completion in early 2025². With the entry of these global leaders, their expertise

¹ Vietnam's Emerging Consumer Class, November 2022. Morgan Stanley. <https://www.morganstanley.com/im/eng/institutional-investor/insights/articles/vietnam-emerging-consumer-class.html> Retrieved: February 2025

² Viet Nam's auto industry strives to reach global recognition, November 2024. Vietnam News. <https://vietnamnews.vn/economy/1666550/viet-nam-s-auto-industry-strives-to-reach-global-recognition.html> Retrieved: February 2025

and resources are anticipated to elevate skill development, infrastructure, and job creation within the local industry.

Addressing supply chain innovations and consumer preference transformations

The future of the auto industry will be the focus of the **Automotive Mobility Solutions Zone**, which will feature a range of advanced technologies and green solutions centring around key themes in the supply chain, including digital technology, electrification, connectivity, logistics, and manufacturing. To further promote the sharing of ideas between the global landscape and the Vietnamese sector, the **Automotive Mobility Solutions Conference** will return to complement the exhibits, bringing together insights from brands, professors, government officials, and experts. They will discuss a diverse range of topics relevant to the development of Vietnam's auto industry and international markets:

- Energy solutions and new energy vehicles (NEVs)
- Digitalisation and connected vehicle technologies
- Battery technologies and charging facilities
- Autonomous driving technologies
- Cybersecurity, parking and security systems
- Logistics and supply chain optimisation
- Advanced manufacturing technologies
- Quality control and R&D
- ESG and sustainability

Alongside this, the **Automotive Repair & Maintenance / Body & Paint / Care & Detailing / Oils, Lubricants & Fuels / Accessories & Customising** segments will showcase the latest advancements in repair and maintenance equipment for various powertrain technologies. For example, visitors can discover the latest in infotainment systems, diagnostic software, customisation options, oils, lubricants and auto care products for both internal combustion engines (ICE) and new energy vehicles (NEVs).

Additionally, the returning **Collision Repair Training Workshop** will demonstrate some of these tools in action, with theoretical discussions and practical demonstrations on the latest technologies and equipment setting the stage for comprehensive training programmes. The workshops will focus on green solutions for ICE vehicle types and new energy vehicles (NEVs).

Furthermore, to captivate new generations of end users, **autoFEST@HCMC** makes a comeback to celebrate the auto community and its various subcultures, trends, and interests:

- **Outdoor, Camping, Campervan & Caravan**
This new showcase will highlight campervans, caravans, storage solutions, and related auto-camping accessories.
- **Auto Service Day & DIY Workshops**
These hands-on demonstrations will provide participants with unique experience in auto care and maintenance for everyday needs.
- **autoFEST@HCMC Music Party and Drift and Stunt Show**
The return of these popular events will see an enhanced line-up of performers and car stunt teams to entertain visitors.
- **EMMA Vietnam – Car Audio and Modifications Competition**
This competition featuring the best in automotive sound systems will showcase over 40 audio-modified cars.
- **Esports & Gaming**
Through these exhibits, individual players and teams will battle in diverse genres, creating a competitive and enjoyable atmosphere within the show.

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 Kuala Lumpur: 15 – 17 May 2025
www.automechanika-kl.com
- Automechanika Shanghai: 26 – 29 November 2025
www.automechanika-shanghai.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/