

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



Automechanika Ho Chi Minh City 2025 will showcase Vietnam's automotive development and investment landscape through exhibitor displays and fringe events

Ho Chi Minh City, 6 June, 2025. Automechanika Ho Chi Minh City 2025 will highlight the growth of the Vietnamese automotive market and its technological advancements across halls A and B of the Saigon Exhibition and Convention Center. Innovations spanning from OEMs to the aftermarket, including those relating to electrification, new energy, and more, will be central to the discussions during the fringe programme events from 19 to 21 June. This focus will be reinforced by exhibitors such as VinFast, Vietnam's pioneering EV manufacturer. This blend of high-quality speakers, entertainers, and exhibitors sets the stage for an industry leading event for the automotive value chain.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd said: "Automechanika Ho Chi Minh City continues to serve as a successful two-way gateway between global leaders and local powerhouses. Since its inception, the event has been a sought-after platform for international players driven by the allure of the Vietnamese market and its strengths. The emergence of the country's auto market and its rising consumer base reflects the successful investments and advancements made in recent years."

Spurred on by foreign direct investment, Vietnam has integrated transformative technologies and innovations into the entire automotive supply chain, logistics, and end products. This is particularly evident in the success of VinFast's launch of the 'VF3' EV, which has created positive ripple effects across the industry, leading to a projected 25 to 30 percent increase in the electric and hybrid vehicle market in the country¹.

"This trade fair is always adapting to the evolving needs of the market, investors, and the industry at large. While our exhibitors display the latest in the Vietnamese auto sector, the fringe programme events take a deep look into the developments arising from increased investment and interest. This combination fosters an environment that supports innovation, business exchange, collaboration, and skills training," added Ms Chiew.

This edition, over 400 exhibitors from 17 countries and regions will attend the fair, including representatives from Australia, China, France, Germany, Hong Kong, India, Italy, Japan, Korea, Malaysia, Saudi Arabia, Singapore, Taiwan, Thailand, the UAE, the US, and Vietnam. At the fair, they will offer products and services from product categories such as Parts & Components, Accessories & Customising, Diagnostics & Repair, Oils, Lubricants & Fuels, Digital Solutions & Services, and more.

Some key automotive players featuring their latest products, services and solutions, include:

- **VinFast** will showcase their latest EV models and offer test drives for participants to experience.

¹ Local car market sees a significant growth of electric and hybrid vehicles, February 2025. Vietnam Plus.
<https://en.vietnamplus.vn/local-car-market-sees-a-significant-growth-of-electric-and-hybrid-vehicles-post310196.vnp> Retrieved: May 2025

- **Launch** and **Autool** will display and demonstrate advanced and comprehensive diagnostics tools and solutions for repair businesses.
- **CTR** will offer high-quality automotive parts including suspension, steering, chassis, and braking components.
- **SPG Energy** will present solutions focused on sustainable and renewable energy.
- **SCM Metal** will provide innovations in the production and processing of metal products.

Fringe programme set to educate and excite attendees

To add to the show's offerings, the fringe programme, and its highlighted **Automotive Mobility Solutions Conference**, will explore digitalisation and other innovations throughout the first two days of the fair. This segment of the show features presentations, panel discussions, and exhibitor showcases covering a range of subjects such as energy transition, IoT, automation, cybersecurity, and more across the entire automotive value chain. Some of the conference's highlights include:

- **Mr John H Kwon, General Counsel, Global Legal, Contemporary Ampere Technology**
Powering Southeast Asia's EV revolution: strategic frameworks for next-gen battery development and sustainable growth
- **Mr Terrence Chan, Senior Sales Manager, Geek+**
How can automation and robotics enhance intralogistics efficiency in warehousing?
- **Mr Anuj Jain, Strategy & Business Development Leader, Amazon Web Services (AWS)**
Autonomous vehicles: the role of AI in enhancing safety and efficiency
- **Ms Truong Thi Thu Ha, Senior Business Development Manager, Thundersoft**
Smart mobility in Industry 5.0: middleware empowering autonomous robotics

Interactivity will be a key feature of the fair as a whole, offering participants opportunities to engage in hands-on demonstrations, training sessions, and two-way discussions. For instance, the **Collision Repair Training Workshop** will focus on mastering essential skills and advanced techniques for NEVs and strategies for efficiency, safety and sustainability in the modern workshop.

To further enhance engagement and entertainment, **autoFEST@HCMC** will incorporate many events and activities aimed at attracting the younger generation, particularly Gen Z, to the automotive industry. These initiatives are designed to captivate participants by showcasing various aspects of the automotive world, including its subcultures and opportunities, sparking interest and awareness of the sector.

A particularly exciting highlight of this line up is the **Drift & Stunt Shows**, featuring guest performers Sayaka Shimoda from Japan and Miji Kang from Korea. Sayaka Shimoda, the world's top female drifter, is the winner of International Drifting Ladies Cup (IDLC) and the first female participant in the D1 Grand Prix. Miji Kang, a pro drifter and the first Korean driver for the inaugural Korean team in the World Time Attack Challenge (WTAC), travels the globe competing in prestigious drifting competitions across Asia, amassing an international fanbase. Her next milestone is to break into Formula Drift in the US.

Some more attractions include the **autoFEST@HCMC Music Party**, **Auto Service Day**, **EMMA Vietnam – Car Audio and Modifications Competition** featuring over 50 special cars and motorcycles. Participants can also enjoy various interactive **gaming** events with opportunities to win daily lucky prizes.

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

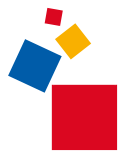
Other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- 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



Your contact:

Guy MacKinlay-West

Phone: +852 2230 9262

guy.mackinlay-west@hongkong.messefrankfurt.com

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

www.messefrankfurt.com.hk
www.automechanika-hcmc.com

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/