

# Vietnam Motorshow 2010



## Key Data:

Dates:	29 October – 02 November 2010
Press day:	28 November 2010
Frequency:	annually (Hanoi/HCMC)
Premier Event:	2002
Venue:	Vietnam Exhibition and Fair Center (VEFAC)
Total area:	15,000 sqm (expected)
Beginning of allocation:	30 July 2010

## Scope of exhibits:

- Car with 4-7 seats
- Minibus, city bus, passenger car
- Light and heavy truck, pick-up
- Special purpose vehicle
- Concept car
- Accessories, Parts & Components
- Car interior, Audio/Visual Equipment, Hobbies and Kit Cars
- Maintenance Equipment, Car Care Products & Services
- Transmission systems & equipment
- Lubricants, Bank services and insurances

- Vietnam is increasingly becoming a good location for auto parts suppliers. The growing interest from international manufacturers in Vietnam and easy fast access to all Asian countries makes Vietnam the perfect place from which to cater for demand on the Asian market.



## Exhibition review 2009:

- Venue: Saigon Exhibition and Convention Center, SECC, HCMC
- Visitors: 120,000  
(USA, Germany, Great Britain, Japan, Korea, Singapore, China, Thailand)
- 11 Automobile manufacturers  
(23% Manufacturer, 23% Spare Parts, 29% Trading, 25% Service)
- 56 spare part suppliers
- 15,000 sqm indoor space

## Organizers:

- Vietnam Automobile Manufacturers' Association

## Co-Organizer:

- Asia Trade Fair & Business Promotion (Holdings) CIEC

## International Promotion Partner:

- IMAG – Int'l Messe- und Ausstellungsdienst GmbH



## Market outline:

- Vietnam will become a leading market in Southeast Asia. In the long term the market is expected to grow considerably, thanks to the country's sizeable population of 85 million
- Volkswagen, for example, plans to build up its own capacities in the coming years
- **Volkswagen** officially entered **Vietnam** by opening a debut showroom