

# Vietnam Motorshow 2009



## Key Data:

Dates:	19 – 23 November 2009
Frequency:	annually (Hanoi/HCMC)
Premier Event:	2002
Venue:	Saigon Exhibition & Convention Center (SECC)
Total area:	15,000 sqm (expected)
Beginning of allocation:	30 July 2009

## 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 2008:

- Venue: Vietnam Exhibition and Fair Center, Hanoi Capital
- Visitors: 94,170  
(USA, Germany, Japan, Korea, Singapore, China, Taiwan, Thailand, Russia, Malaysia, Vietnam)
- 12 Automobile manufacturers  
(43% Manufacturer, 27% Spare Parts, 20% Trading, 13% Service)
- 27 spare part suppliers
- 10,000 sqm indoor space
- 2,000 sqm outdoor space



## Market outline:

- In spite of the current economic crisis, it is predicted that 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, recognized the good conditions in Vietnam a long time ago and plans to build up its own capacities in the coming years.

## Organizers:

- Vietnam Automobile Manufacturers' Association

## Co-Organizer:

- Asia Trade Fair & Business Promotion (Holdings) CIEC

## International Promotion Partner:

- IMAG – Int'l Messe- und Ausstellungsdienst GmbH