

Press release

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Messe Frankfurt defers two of its trade fairs in Vietnam: Automechanika Ho Chi Minh City and Secutech Vietnam

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As a result of flight restrictions impeding business travel to Vietnam, Messe Frankfurt New Era Business Media Ltd has announced the postponement of two of its trade fairs in the country. With a respective focus on automotive services and the safety and security industry, Automechanika Ho Chi Minh City and Secutech Vietnam, originally scheduled to take place concurrently at the Saigon Convention and Exhibition Centre this summer from 20 – 22 August, will be rescheduled to 2021.

Restrictions that came in to force in March to prevent the spread of COVID-19 continue to effect international travel to Vietnam. Logistical uncertainty has therefore hampered planning for the diverse international contingent of both events, with less than two months remaining before the trade fairs were scheduled to open.

“As a responsible trade fair organiser, we hold a commitment to our participants that extends beyond the fairground to also include safe and practical travel to the venue,” explained Mr Stephan Buurma, Member of the Board of Management, Messe Frankfurt Group. “Given that this cannot be guaranteed, we have decided that deferring both events to 2021 is the logical course of action. Supporting government authorities, associations and industry players have shown great enthusiasm for both trade fairs to return stronger in 2021, when exhibitors will have more time to plan their travel arrangements, and the business circumstances will be more stable.”

Sector leading events for the Vietnamese market

Sharing a common focus on technological innovations related to Industry 4.0, the IoT, and automation, Automechanika Ho Chi Minh City and Secutech Vietnam provide a gateway for both local and international suppliers to establish themselves in Vietnam.

At its previous edition, Automechanika Ho Chi Minh City welcomed 359 exhibitors from 18 countries and regions, as well as over 8,900 trade visitors from the automotive service industry. The fair has been gaining influence in the region since it was established in 2017 thanks to its extensive coverage of motorcycles, the commercial and passenger vehicle segments as well as automotive manufacturing and automation. The 2021 fair will take place from 30 June – 1 July at the Saigon

Convention and Exhibition Centre.

Likewise, Secutech Vietnam, and its Fire & Safety event supported by the local fire authority, has been flourishing since its first edition in 2008, regularly achieving year on year growth in both exhibitor (2019: 380) and visitor figures (2019: 14,239). Shining a spotlight on IoT based security and smart building solutions, as well as fire safety equipment, the platform benefits from close ties with government departments and industry associations, helping it to attract a wide range of public and private sector stakeholders. In celebration of the 60th anniversary of the Vietnam Fire Department, the next edition will feature an expanded array of fire safety seminars and demonstrations. Further details will be announced in the coming weeks.

Enquiries for Automechanika Ho Chi Minh City, please contact Messe Frankfurt New Era Business Media Ltd, +852 2802 7728 / autoasia@hongkong.messefrankfurt.com. Updates can also be found on the show's website: www.automechanika-hcmc.com.

For questions related to Secutech Vietnam, please contact Ms Michelle Chu at +886 2 8729 1068 or send an email to michelle.chu@newera.messefrankfurt.com. Updates can also be found on the show's website: www.secutechvietnam.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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