

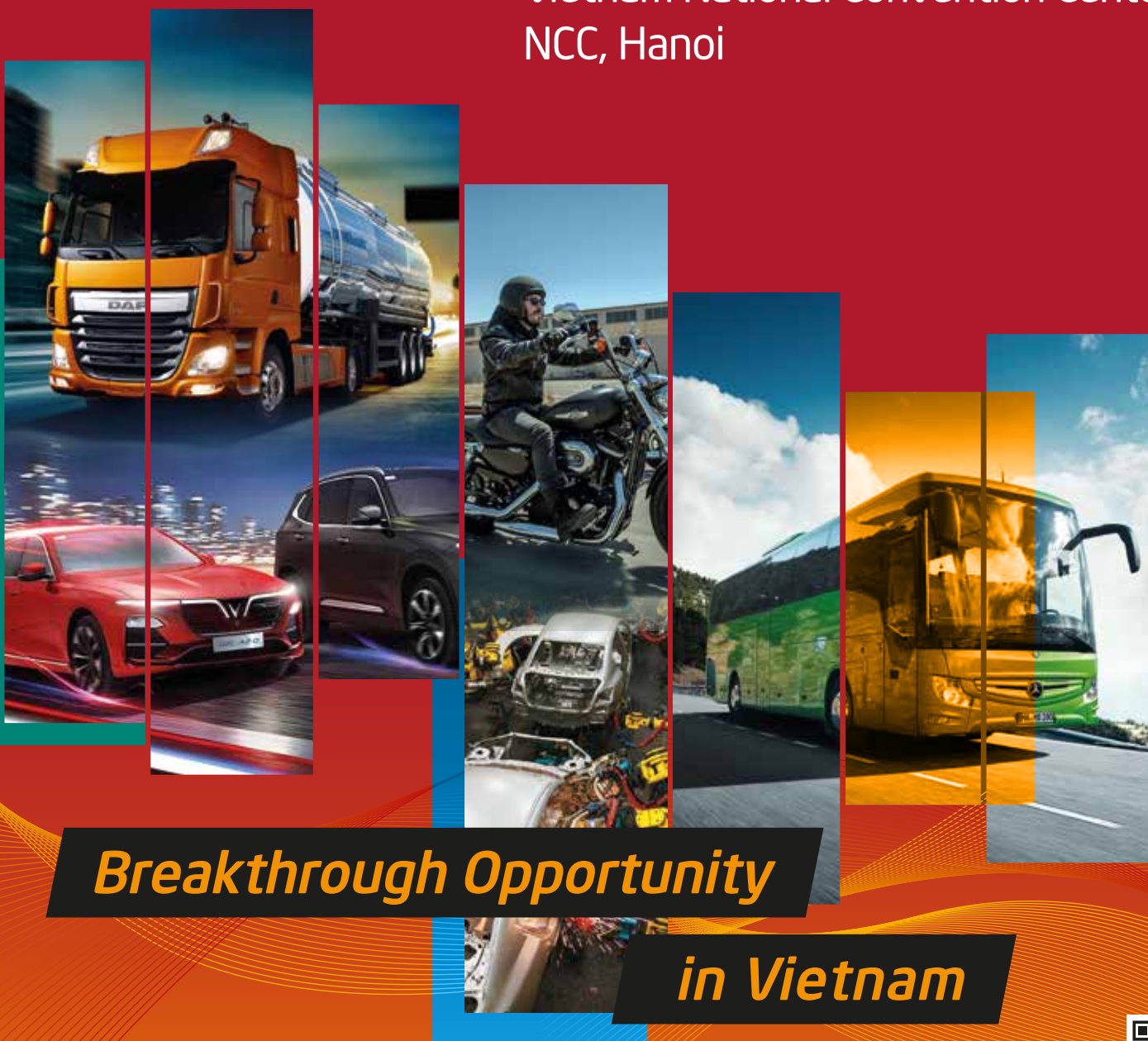
VIETNAM AUTO EXPO 2021

The 17th International Exhibition
on Automobile, Transportation
& Supporting Industry

Vietnam AutoExpo 2021

06 - 09.05.2021

Vietnam National Convention Center
NCC, Hanoi



Breakthrough Opportunity

in Vietnam

www.vietnam-autoexpo.com



Sponsoring Organization:
MINISTRY OF INDUSTRY AND TRADE

Organizer:
C.I.S Vietnam Advertising &
Exhibition Joint Stock Company

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CMECEXPO

Co-organizers:
Vietnam Institute of Industrial and Trade Policy and Strategy (VIOIT)
Vietnam Association for Supporting Industries (VASI)
Vietnam Society of Automotive Engineers (VSAE)
CMEC International Exhibition Co., Ltd (China)

Media Sponsors:



Throughout 17 years of organization, Vietnam AutoExpo has become an international event, with the role of orientation for automobile, motorcycle and supporting industry market in Vietnam. A lot of international and domestic brands have evaluated Vietnam AutoExpo (VAE) as an optimal choice when they want to penetrate into Vietnamese market.

VAE present an overall picture that honestly reflects the situation and trend of Vietnamese market, thereby providing a lot of useful information and value for all participants: exhibitors and visitors, sellers and buyers.

At the moment, Vietnamese Government has been strengthening many preferential policies, increasing the localization and growth rate of domestic automobile & motorcycle. VAE has continuously innovated in order to provide effectively more concurrent activities, services and utilities, and has achieved many positive results reflected by the number of satisfied exhibitors and guests visiting and working at the exhibition.

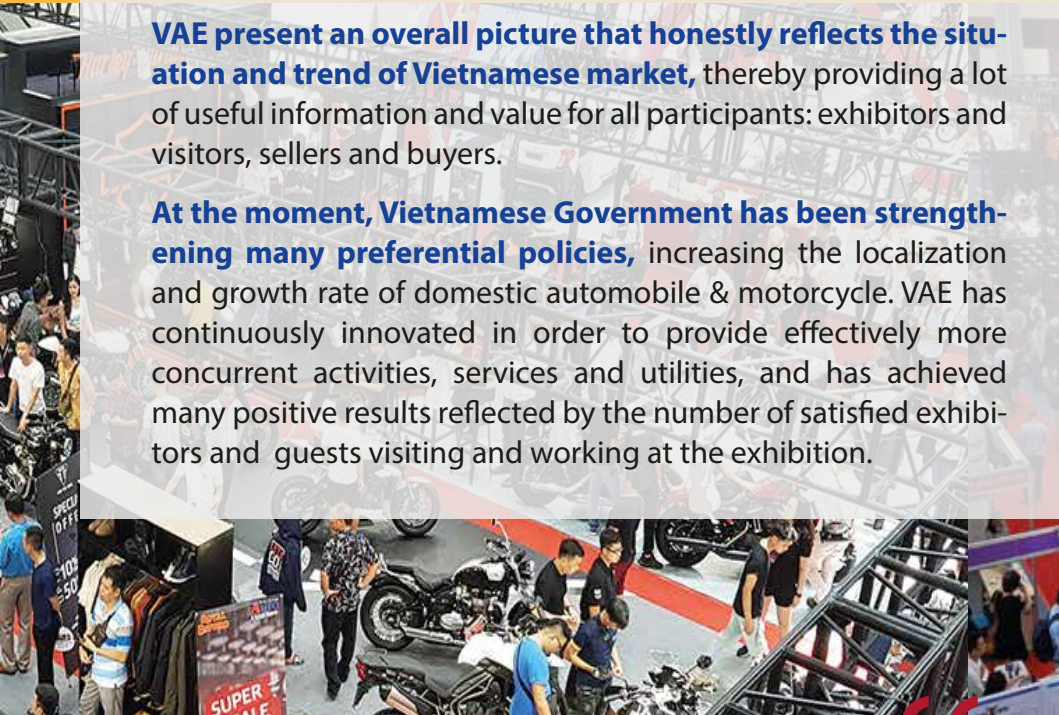


EXHIBIT PROFILE

MEANS OF TRANSPORT:

- Commercial and specialized vehicles: truck, bus, van, post and telecommunication vehicles, medical support vehicles, vehicles for bank, fire truck, garbage truck and vehicles serving construction, mining and agriculture, etc.
- Passenger cars, motorcycle, scooter, electric motorbike, bicycle, electric bicycle, etc. and other vehicles.

SUPPORTING INDUSTRIES:

- Machinery, technology and product for producing, manufacturing, assembling automobile, motorcycle and other means of transport, construction machines.
- Electrical system, electronics and connection solutions on automobile, motorcycle; Tires, wheels, rims, accessories, managing system for related technologies; Accessories and equipment for customizing exterior, interior and toy.
- System and equipment of maintenance, diagnosis and repair for automobile, motorcycle; Paint system, materials for color changing and chemicals, protection technologies for body of automobile, motorcycle; Fuels and additives, system of managing and supplying fuel.
- System of cleaning, caring, refurbishing for automobile, motorcycle; New solutions and systems for factories, repair workshops and garages; Security system, equipment and rescue solutions.

RELATED FIELDS:

- Garage, repair service; Automobile, motorcycle rescue service.
- Banking and insurance; Financial consultancy for manufacturing, business and consumption related to automobile, motorcycle.
- System and software of designing, controlling and managing related to automobile, motorcycle, and transports.
- Research and development project of application technology; Training, vocational training and career orientation related to automobile, motorcycle and transports.



"Vietnam AutoExpo has affirmed to be a specialized exhibition on automobile, motorcycle with leading quality, prestige and scale. This is the chance for manufacturing, assembling & purchasing enterprises in automobile, motorcycle, supporting industries and other related fields to approach potential customers, promote products, and push the Vietnam automobile, motorcycle industries to develop at the same time."

Mr. Do Thang Hai – Deputy Minister of Ministry of Industry and Trade

"Dongfeng Motor Company Ltd. hopes to further enhance the image and brand value of Dongfeng through Vietnam AutoExpo, contribute to boost sales in Vietnam. We will also strengthen cooperation, follow the service principle of "Customer first"; mutually beneficial cooperation, and together promote the Vietnam automobile industry to better and faster develop!"

Mr. Li Xiang Ping – Executive Vice President of Dongfeng Motor Company Ltd.



WHY SHOULD PARTICIPATE IN VIETNAM AUTOEXPO 2021

Catching the market trend of automobile, motorcycle and supporting industries in Vietnam and all over the world.

▶ VAE 2021 is a gathering place of numerous large and small enterprises in automobile, motorcycle and supporting industries in Vietnam as well as many other countries, territories around the world. At the exhibition, the enterprises not only display, seek partners for thousands of product categories, but also introduce products that are in testing progress, new projects that have just been implemented. Especially, VAE 2021 is the only exhibition for commercial, specialized vehicles and motorcycles in Vietnam.

Source of useful information for development investment activities.

▶ You are in the business of commercial or specialized vehicles, you are the supplier of manufacturing equipment, machines, technology? Participate in VAE 2021, the activities and events at VAE 2021 will help you update market demand, information, investment preferential policies, etc. and connect with suppliers, distributors in Vietnam to effectively expand your business.

Opportunity for sales and meeting potential partners

▶ VAE 2021 is the bridge for international & local enterprises and customers in automobile, motorcycle and supporting industries to meet and exchange. With about 50,000 visitors, VAE 2021 will help enterprises increase sales, concurrently catch the needs and tastes of customers, generate long-term business strategy.



PRODUCT INTRODUCTION AND PERFORMANCE PROGRAM – Useful activity helps enterprises to double opportunities of approaching customers and attracting media attention, expanding market coverage.

TEST-DRIVING RIGHT IN THE EXHIBITION AREA – Unique experience, outstanding efficiency only at VAE. The great chance and best way for enterprises to bring the most persuasive and practical experience about their technologies and operation function of new products.

BUSINESS MATCHMAKING - Attractive opportunity for seller and buyer to directly exchange information, find out the product in reality, explore the potential of entering and developing market.



EFFECTIVE ACTIVITIES, ONLY AT VIETNAM AUTOEXPO 2021



SEMINAR – Update the latest policy changes from representatives of the Government, introduce new products, new technologies, useful knowledge and experience, exchange experience from many real cases and actual situations.

REALITY PROGRAM FOR MARKET SURVEY – Arranging delegations to visit companies, factories, and relating product trading areas in Vietnam. To help exhibitors evaluate, assess opportunities and challenges in order to proactively prepare for business and investment solutions.

STRONG AND EFFECTIVE COMMUNICATION CAMPAIGN

22 Media, television sponsors.

200 Articles before the exhibition.

350 Articles from 150 specialized newspapers and magazines on automobile, motorcycle attending activities of exhibition.

Continuously advertise on social media and network **from 06/2020 - 05/2021**

6 Press releases sent to all media and press agencies.

350 Bandroll on main streets of Hanoi and important areas.

500 LCDs promotion in buildings and shopping malls.

Regularly update news on website and official Facebook fanpage of the exhibition

90,000 Invitations directly sent to potential buyers and companies, partners.

220,000 SMSs sent to visitors.

300,000 Marketing emails sent to enterprises, partners and visitors.

WWW.VIETNAM-AUTOEXPO.COM

WWW.FACEBOOK.COM/VIETNAMAUTOEXPO

▶ **GOLDEN CHANCE FOR BUSINESS DEVELOPMENT IN VIETNAMESE MARKET**

IMPRESSIVE NUMBER VIETNAM AUTOEXPO 2019

10,000 M² DISPLAY AREA, **450** BOOTHS

38,191 VISITORS

- Consumers
- Agents, Distributors
- Retailers
- Engineers, Technicians, Specialized students
- Other



VISIT PURPOSE



*Visitor can make multiple choices

10 AUTOMOBILE, MOTORCYCLE, COMMERCIAL VEHICLE

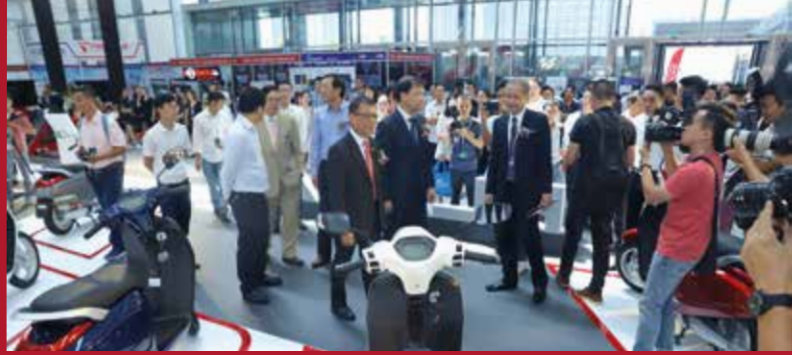
181 SUPPORTING INDUSTRY BRANDS

389 FACE-TO-FACE MEETINGS AMONG EXHIBITORS AND BUYERS

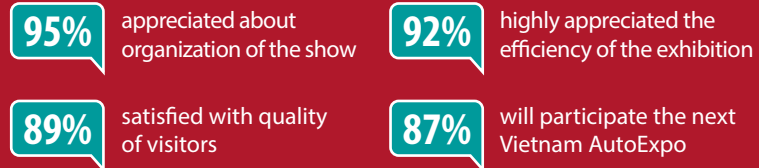
35 CONTRACTS DIRECTLY SIGNED AT THE EXHIBITION

7,500+ DOMESTIC BUYERS

1,000+ INTERNATIONAL BUYERS



Exhibitor Reviews



PARTICIPATED LEADING BRANDS



OFFER FOR EXHIBITORS



Register early & deposit before January 15th, 2021



Register from 2 booths



Register from 2 continuous exhibition periods

With the spirit of sharing and supporting enterprises to overcome difficulties caused by Covid-19 pandemic, catch the opportunities of recovering production and business activities. **Vietnam AutoExpo 2021 offers unprecedented incentives for exhibitors.**

Please contact the Organizing board directly to receive offers.

CONTACT US RIGHT NOW FOR THE BEST OFFER

C.I.S vietnam

CIS VIETNAM ADVERTISING & EXHIBITION JSC.

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Email: minh@cisvietnam.com.vn

Website: www.cisvietnam.com.vn

SERVICE:



Visa, immigration procedures, temporary import and re-export of products, etc.



Shuttle service for delegations, hotel information, talents providing, etc.

CONNECT:



www.vietnam-autoexpo.com



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