



VIETNAM
AUTO
EXPO 2017

VIETNAM AUTOEXPO

2017 THE 14TH INTERNATIONAL EXHIBITION ON
AUTOMOBILE AND SUPPORTING INDUSTRY

07 ▶ 10/06/2017 Int'l Center for Exhibition – I.C.E Hanoi - Friendship Cultural Palace
No. 91 Tran Hung Dao - Hoan Kiem - Hanoi - Vietnam

www.vietnam-autoexpo.com



VIETNAM AUTOEXPO 2017

ENDED WITH RECORD-BREAKING SHOW SCALE!

9,000_(SQM)

EXHIBITION AREA

120

NO. OF EXHIBITORS

40,000

NO. OF VISITORS

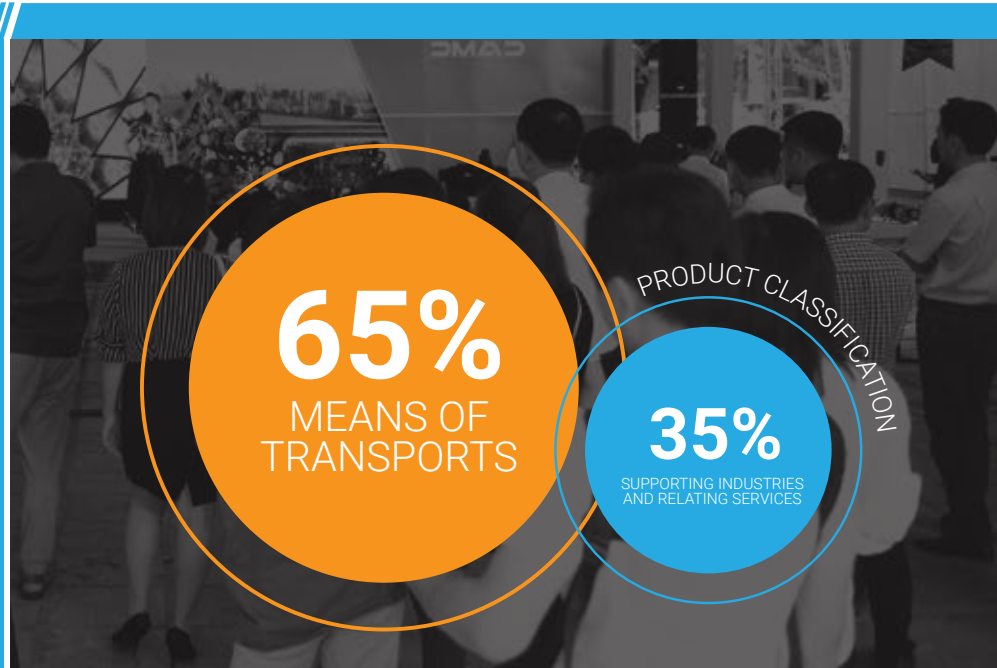
EXHIBITOR PROFILE

08 EXHIBITING COUNTRIES & REGIONS

AMERICA, THAILAND, SOUTH KOREA,
MALAYSIA, CHINA, JAPAN, TAIWAN, VIETNAM

04 COUNTRY REGION PAVILIONS

CHINA, TAIWAN, JAPAN, SOUTH KOREA



- PASSENGER CAR, BUS, TRUCK, VAN
- SPECIAL-PURPOSE VEHICLE
- CONTAINERS, TRAILERS
- SCOOTER, MOTORCYCLE, ELECTRIC BIKE, BIKE
- LOGISTIC SERVICE
- LAMP, BATTERY
- BEARING, BRAKE
- SUSPENSION SYSTEM, ENGINE SYSTEM, CLUTCH SYSTEM

- LUBRICANTS
- AUTOMOTIVE PAINT
- SEAL PRODUCTS IN AUTOMOBILES, CONSTRUCTION MACHINES, HYDRAULIC EQUIPMENT
- CAR AIR FILTERS, AC FILTERS, CAR OIL FILTERS
- VEHICLE AROMA
- INSULATING WINDOW FILM
- CAR CARE EQUIPMENT
- GARAGE SERVICE

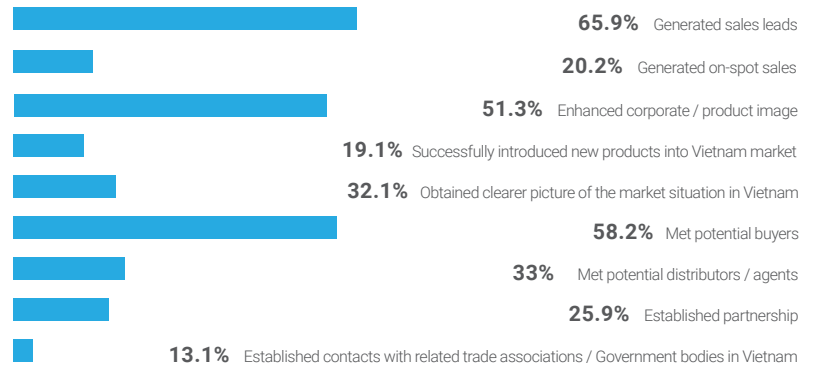
- HAND TOOLS AND HANDLING EQUIPMENT
- DASH CAMERA
- ELECTRIC VEHICLE ENGINE
- AUTOMOTIVE INTERIOR DÉCOR AND TOYS
- SHOCK ABSORBER
- VEHICLE CLEANING SYSTEM
- BANKING AND INSURANCE SERVICES
- OTHERS

GENERAL COMMENTS ON THE FAIR



GENERAL COMMENTS ON THE FAIR

BENEFITS GAINED FROM THE FAIR



*EXHIBITORS CAN MAKE MULTIPLE CHOICES

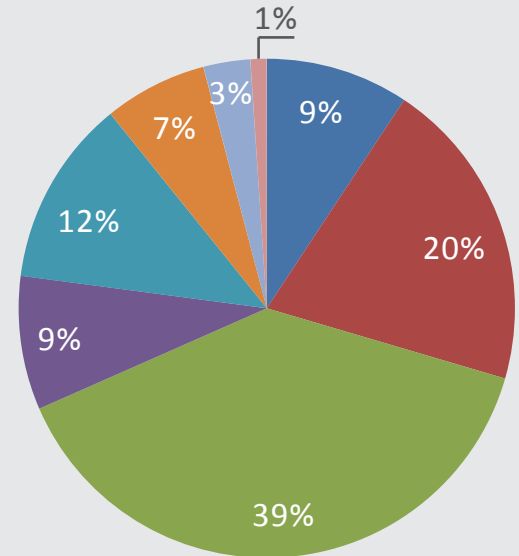
40.000 VISITORS

25 COUNTRIES & REGIONS

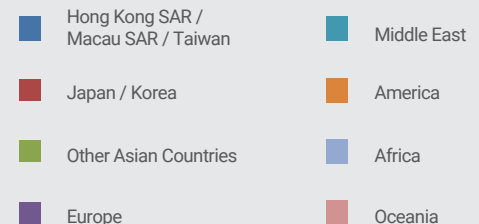


GENERAL COMMENTS ON THE FAIR

90%	Concluded the exhibition from good to excellent
95%	Concluded the quality of exhibitors from good to excellent
85%	Concluded the new exhibits/ technologies from good to excellent



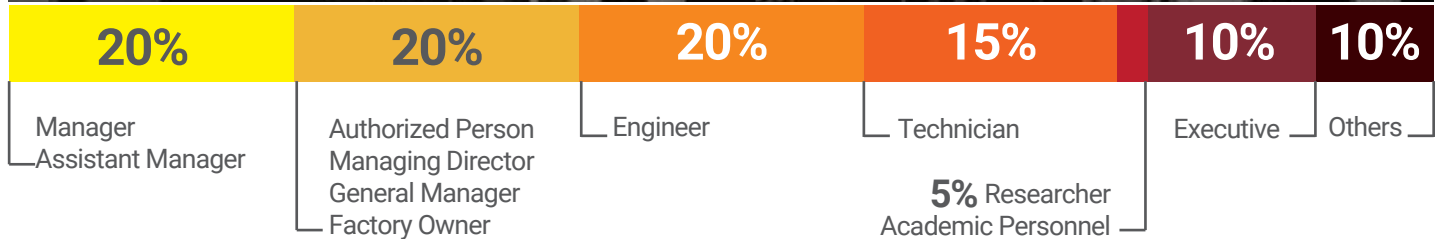
REGIONAL BREAKDOWN OF OVERSEAS VISITORS



VISITOR PROFILE



BY JOB TITLE (%)



BY VISITING TARGET (%)



- **55%** Collect market information
- **70%** Look for new suppliers and business partners
- **60%** Search new products
- **88%** General visiting
- **12%** Others

BY HOW TO APPROACH THE INFORMATION (%)



- Website **68%** • Invitation letter **85%** • Facebook fanpage **20%**
- Exhibitors' Introduction **40%** • SMS **31%** • Leaflet **41%**
- Newspaper, magazine, forum advertisement **33%** • Others **13%**

VISITOR PROFILE

BY INTERESTED PRODUCT GROUPS (%)



60% PASSENGER CAR, BUS, TRUCK, VAN

42% LUBRICANTS

66% HAND TOOLS & HANDLING EQUIPMENT

32% SPECIAL-PURPOSE VEHICLE

30% AUTOMOTIVE PAINT

75% DASH CAMERA

15% CONTAINERS, TRAILERS

5% SEAL PRODUCTS IN AUTOMOBILES,
CONSTRUCTION MACHINES,
HYDRAULIC EQUIPMENT

26% ELECTRIC VEHICLE ENGINE

55% SCOOTER, MOTORCYCLE, ELECTRIC BIKE, BIKE

21% CAR AIR FILTERS, AC FILTERS,
CAR OIL FILTERS

30% AUTOMOTIVE INTERIOR DECOR AND TOYS

5% LOGISTIC SERVICE

5% VEHICLE AROMA

13% SHOCK ABSORBER

10% LAMP, BATTERY

19% INSULATING WINDOW FILM

44% VEHICLE CLEANING SYSTEM

8% BEARING, BRAKE

70% CAR CARE EQUIPMENT

15% BANKING AND INSURANCE SERVICES

11% SUSPENSION SYSTEM, ENGINE SYSTEM,
CLUTCH SYSTEM

9% GARAGE SERVICE

9% OTHERS

**Visitors can make multiple choices*

TYPICAL EXHIBITORS



Sponsoring Organization: MINISTRY OF INDUSTRY AND TRADE

Organizer:

C.I.S vietnam C.I.S Vietnam Advertising and Exhibition JSC

Co-Organizers:



Industry Policy & Strategy Institute (IPSI)



Vietnam Society of Automotive Engineers (VSAE)



Media Partners:





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Thank you for watching !

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