


**13TH EDITION OF
SAIGON INTERNATIONAL AUTOTECH
& ACCESSORIES SHOW 2017**

GENERAL INFORMATION	
Organizer	Asia Trade Fair and Business Promotion (Holding) – ATFA
Time	25/05 – 28/05/2017
Venue	Saigon Exhibition and Convention Center – SECC <i>799 Nguyen Van Linh, District 7, Ho Chi Minh City</i>
Sponsors	Ministry of Industry and Trade Ministry of Transport Ministry of Science and Technology Ministry of Natural Resources and Environment Vietnam Chamber of Commerce and Industry (VCCI)
Scale	15,000 sqm (estimated)
Participants	Nearly 300 exhibitors, including: Domestic Automobile manufacturers: passenger car, commercial car, specialized cars Importers Motorcycle, cycle and electrical cycle manufacturers Companies in transport industry Spare part suppliers and manufacturers (supporting industry) Banks, insurance companies
Visits	120,000 visits (estimated)
Visitors	Corporations, representatives and organizations in transport industry, including: State-owned companies Transportation companies Taxi companies, passenger transporting companies Spare part, power companies Offices, companies looking for and wanting to be an agency Construction companies, companies in medicine, hospital fields and schools Companies providing services for cars and motorcycles (repairing, maintenance...) Customers

<p>Media Sponsor</p>	
<p>Displayed products</p>	<p>* Transport vehicles 4-7 seats cars Bus, passenger cars, sport cars Light trucks, midsize trucks, semi-trucks Specialized truck Motorbikes, scooters Electrical bicycles, power-efficient bikes</p> <p>* Supporting industry Auto-Motor Parts Accessories & Components Air Conditioning Systems Batteries Electromechanical Parts & Systems Hand Tools, Power Tools Hydraulic Equipment Pneumatic System, Cooling Systems Safety Wear Tyres Transmission Systems</p> <p>* Transportation Commodities and Passenger transport Ship building Industry and Marine Transport Airline Metro</p> <p>* Lubricants, Insurance & Banking services, Technology of LNG, CNG, LPG ... Wheel Alignment Audio/Visual Equipment Cab Styling Car Care Product & Services Car Interior & Finish products Hobbies and Kit Cars Paint and Coatings Performance Engines Racing Gear & Branded Accessories Tuning Companies Wheels</p>
<p>Main activities</p>	<p>Conference before opening ceremony Performances and product introductions from exhibitors Test drive, car-care and safety traffic guide Trade connecting Gift giving for visitors, promotions</p>
<p>Communication plan</p>	<p>Communication campaign for SAIGON AUTOTECH & ACCESSORIES SHOW 2017 includes diverse activities, aiming at public and customers, whose needs of buying cars or doing research on automobile and supporting industry. The campaign includes 03 phases: before, during and after event.</p> <p>Press Conference before the show Ad. on 50 famous newspapers, magazines in Vietnam and overseas Ad. on 10 channels of Vietnam, cities, radio & television Ad. on Internet on-line coverage: Vnexpress.net, dantri.com.vn.... Thousand hundreds of leaflet, invitations,...</p>

Contact	<p>Organizer of Saigon Autotech and Accessories 2017</p> <p>Website: www.saigonautotech.com.vn</p> <p>ASIA TRADE FAIR AND BUSINESS PROMOTION (HOLDING)</p> <p>ATFA</p> <p>Address: 88 Pham Ngoc Thach Street, Dong Da District, Hanoi, Vietnam</p> <p>Contact person: Ms. Ngoc Mai</p> <p>Mobile : (84-4) 91 771 2093 Tel: (84-4) 3.5736728 Ext: 14</p> <p>Fax : (84-4) 3.5736727</p> <p>Email : ngocmai@atfaexpo.vn</p>
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