



11th - 14th, DEC, 2019

SECC, Dist.7, HCMC, Vietnam



www.vimaf.vn

WHY VIMAF & VSIF 2019?



Vietnam International Machinery Fair - Vietnam Supporting Industry Fair are the foundation for the development of Vietnam's manufacturing industry and supporting industry, in which supporting industry development will be the foundation and driving force for the development of the city industry.

The exhibition aims to support city enterprises in general and industrial - supporting industries in particular have the opportunity to promote, introduce products, connect markets; to encourage enterprises to actively innovate and create production and supply capacity, step by step participate in global supply chains; at the same time, to attract investment to develop key industrial product groups of the city.



ORGANIZERS: PROFESSIONAL, SPECIALIZED, STRONG INFLUENCE



Korea Association of Machinery Industry (KOAMI), was founded in 1969. KOAMI established Machinery Financial Cooperative, Machinery Technical Education Centre, Machinery Industry Shared Growth Promoting Foundation, Machinery Technology Research Association and Korea Machinery Auction & Exchange one by one. KOAMI is one of the leading machinery industry association of Korea.



Since its opening in 1979, **Coex** has provided a global exchange platform through exhibitions and international conferences and has become the MICE business hub of Asia, and the greatest exhibition venue and tourist attraction with a range of infrastructures for global business. Coex is owned by the Korea Int'l Trade Association (KITA), a private trade body.



Established under Decision No. 4213 / QĐ-UBND dated August 26, 2015 of HCMC People's Committee on re-organizing Center of Consultancy & Support Industrial Enterprises in HCMC under the Department of Industry and Trade of HCMC, to **Center of Supporting Industries Development in HCMC (CSID)**. Being a hub to connect industrial enterprises on their supplies and demands, and being a guider for enterprises to approach policies of the the central government and the city, CSID supports in the areas of raising demand, investment, trade promotion, human resource training throughout biz matching conferences, trade fairs and other promotion activities in HCMC.



HCMC Association of Mechanical and Electrical Enterprise (HAMEE) was established in 2001, a socila professional organization, consisting of enterprises, institues, colleges, technical experts in mechanical & electrical industries.

Core Values:

- **Connection - Cooperation**
 - **Mutual Development**
- Access and Application of New Science and Technology Innovation and Creativity

OVERVIEW

- Title** | Vietnam International Machinery Fair 2019 
- Date** | 11th - 14th, Dec, 2019
- Venue** | SECC (Saigon Exhibition & Convention Center), Dist. 7, HCMC, Vietnam
- Organizer** |  **KOREA ASSOCIATION OF MACHINERY INDUSTRY** 
- Local Partner** | 
- Agent** | Saigon TPCJSC
- Supporter** | Korea Ministry of Trade, Industry and Energy (MOTIE) KOTRA (Korea Trade-Investment Promotion Agency) Vietnam Ministry Industry and Trade (MOIT) Vietnam Association of Mechanical Industry (VAMI)

CO - LOCATED SHOW

- Title** | Vietnam Supporting Industry Fair 2019 
 - Host** |  Ho Chi Minh City Department of Industry and Trade (DOIT)
 - Organizer** |  Ho Chi Minh City Center of Supporting Industries Development (CSID)
 Ho Chi Minh City Association of Mechanical - Electrical Enterprise (HAMEE)
 - Supporter** | HCMC Export Processing and Industrial Zones Authority (HEPZA), Saigon Hi-tech Park (SHTP), HCMC Rubber - Plastic Association (RPMA) and foreign promotion organizations in HCMC: Enterprise Association; Industry Associations and Promotion Organizations; Department of Industry and Trade and Industrial Zone Authority of provinces,...
- SCALE** | 300 companies, 500 booths (8,800m²)
From: Vietnam, Korea, Japan, USA, Taiwan, China, India, Europe....

EXHIBIT ITEMS



METAL WORKING & MACHINE TOOL

Cutting & molding equipment, Mold, Casting & forging equipment, Press & molding, Laser Processing equipment, Ultrasonic Processing.



FA & MOTION CONTROL

Factory Automatic, Industrial robots, decelerators, motors, gears, control instrumentation, sensors, etc.



PLAN EQUIPMENT & GENERATING EQUIPMENT

Valves, pipes, pressure vessels, flow meters, pumps, generators, transformers, inventers, softers, etc.



PART, MATERIAL & INDUSTRIAL MACHINERY

Rubber plastic machine, bearing, hydraulic equipment, welding, metallurgy, Industrial Machinery and Components.



CONSTRUCTION MACHINERY PARTS & LOGISTIC EQUIPMENT

Drills, conveyors, hydraulic breaker, construction machinery and components.



SUPPORTING INDUSTRY - INDUSTRIAL PRODUCTS OF DOMESTIC AND FOREIGN ENTERPRISES; INDUSTRY - TYPICAL/ KEY SUPPORTING INDUSTRIES OF HO CHI MINH CITY, OF ENTERPRISES WITH PROMISING SUPPLY CAPACITY OF HO CHI MINH CITY.

EXHIBITOR & VISITOR PROFILE

By Business

- Trading companies in countries (ASEAN, United States, Europe, Korea, Japan, India, China, Taiwan ...)
- FDI enterprises and endpoint enterprise
- Domestic and foreign trade promotion organizations: Japan External Trade Organization (JETRA), Korean Trade – Investment Promotion Agency (KOTRA), Taiwan External Trade Development Council (TAITRA), Commercial counselors in Vietnam,...
- Domestic and international enterprises and production facilities
- State agencies: Department of Industry and Trade of provinces and cities

By Job Function

- Government Senior Executive
- Foreign-invested Factory Management
- State-owned Factory Management
- Industrial Zone & Cluster Executive
- Top Corporate Management
- Manufacturing Managers
- Plant Managers
- Production & Design Engineers
- Material Handling Personnel
- Purchasing Managers
- Industrial Designers & Consultants
- Trading Firms & OEM Providers

By Industry

- Ship Building & Marine Engineering
- Parts & Bearing
- IT & Telecommunications
- Petroleum & Petrochemical
- Rubber & Plastic Products Manufacturing
- Material Testing & INspection
- Tools - Mold & Die
- Oil & Gas
- Furniture
- Metal Components and Processing
- Electrical
- Electronics Manufacturing
- Automotive, Parts Manufacturing
- Motor & Vehicles
- Transport
- Storage & Handling
- Supporting industry and industrial products of domestic and foreign enterprises; industrial - typical / key supporting industries of Ho Chi Minh city
- Specialized supporting industrial products of companies with potential supply capacity of Ho Chi Minh City
- Machinery and equipment industry,...



EXHIBITON PROGRAM



1. OPENING CEREMONY

Date: 11th Dec (Wed)/ Time: 10am – 11am)

Place: Lobby of the exhibition hall

Attendant: VIPs of Vietnamese & Korea Gov, Associations, Exhibitors, Buyers & Medias

Content: Opening performances, Welcome speech, Show briefs and Site - tour.



2. BIZ MATCHING

Date: 11th – 14th Dec (Wed - Sat)/ Time: 10am - 4pm

Place: Buyer zone & Exhibitors' booths

Content 1:1 pre-arranged meetings between exhibitors and Buyers.

Organizers: KOTRA, Coex, CSID, HAMEE



3. GALA DINNER (TO BE CONFIRMED)

Date: 11th Dec (Wed) / Time: 6pm-7.30pm

Place: Lobby of the exhibiton hall

Attendant: VIPs of Vietnamese & Korean Gov., Associations, Exhibitors, Buyers & Medias.

Content: Reception Dinner and Networking.



4. CONFERENCE

Date: 11th - 14th Dec (Wed - Sat)/ Time: 10am - 4pm

Place: Seminar room

Attendant: Exhibitors, Buyers and Visitors

Content: Industry 4.0 & Smart factory, logistics 4.0, advanced robotics & materials

Organizers: KOAMI, COEX, KOTRA, CSID, HAMEE



5. SOURCING EVENT

Date: 11th - 13th Dec (Wed - Fri)

Content: Pre-scheduled Biz matching event between companies with FDI companies, between Supporting industry companies with companies who looking for suppliers.



6. FACTORY TOUR

Date: 14th Dec (Sat)

Delegations of enterprise visiting factories

SHOW PROMOTION

Offline Promotion

1. Print-ads, PR articles on printing marketing materials (such as Brochure, internal publishings) of Organizing Parties, Supporting Parties, Medias of VIMAF & VSIF, Local/ Oversea related Associations; Industrial Magazines
2. Pre-show postmails to members of local/ oversea related association, industrial communities and database of organizing & supporting parties/ partners, exhibitors.
3. Onshow postmails:
VIPS & Buyer Invitations, 10.000 Databases
4. Street banners in Binh Duong, Binh Phuoc, Dong Nai, Tay Ninh, Vung Tau, Ho Chi Minh.
5. Tele - marketing: Call center, 5.000 Databases, 01 Month.

Content Marketing

Conferences, Biz-Matching event, FDI's supplier day.

Industrial Park Promotion Campaign

1. VMAF & VSIF's flyers delivery campaign: Activation teams at industrial parks, 02 weeks
2. VMAF & VSIF's street banner campaign: Inside industrial parks
3. VMAF & VSIF's ambassador Certification: Recruit the participation of Industrial Parks as VMAF's ambassadors/
4. Buyer Tour: Complimentary return transportation by pick-up bus, Complimentary meals, Pre-arranged meetings schedule...

Online Promotion

1. Web banner & Online articles on official sites of Organizing Parties, Supporting Parties, Medias of VMAF & VSIF, Local/ Oversea related Associations; HCMC government's sites; New Sites' Industrial Parks; Website; Industrial online forums.
2. VMAF & VSIF schedule on local and Int'l Show Calendars.
3. E-newsletters campaigns (Vietnamese, English, Korean), 30 Issues, 10.000 Databases.
4. Direct Emails/ E-Invitations to members of local/ oversea related associations, Industrial communities and database of organizing & supporting parties/partners, exhibitors.
5. Short Message Service (SMS), 5 Issues, 5.000 Databases
6. Google Display Network (GDN), 01 Month
7. Search Engine Optimization (SEO), 06 Months
8. Social Networking Service (SNS): Facebook, LinkedIn, Youtube
9. On-air: TVC/Documentaries on TV, Digital Billboard.

COOPERATION



• On March 22nd, 2018, in Hanoi, witnessed by Minister of Industry and Trade Tran Tuan Anh and Minister of Trade, Industry and Energy Park Un Gyu, Chairman of Vietnam Association of Mechanical Industry (VAMI) Dao Phan Long and Executive Vice President of the Korea Association of Machinery Industry (KOAMI) Choi Hyeong Ki signed a cooperation agreement on the machinery industry: both sides will promote cooperation for VIMAF & VSIF.

• On September 12th, 2018, in Ho Chi Minh City Department of Industry and Trade, under the witness of the Deputy Director of the Department of Industry and Trade of Ho Chi Minh City -

Mr. Nguyen Phuong Dong, The MOU signed to be Co-organizers of VIMAF & VSIF between Koami, Coex, CSID, and HAMEE.



• On December 14th, 2018, at VIMAF & VSIF Exhibition, Cooperation Memorandum, The MOU signed between Koami, Coex, and Saigon Hi-Tech Park.

VIMAF & VSIF 2018 RESULTS

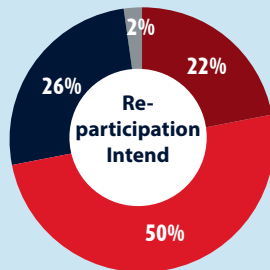


VIMAF & VSIF 2018 Feedbacks



Doosan Engine: Doosan would like to improve our company image and settle our market position leading to our fast-growing in Vietnam by meeting Vietnamese clients in VIMAF & VSIF. We are very pleased to participate in the show.

Viet Son Machinery Co.,LTD.: I affirmed that this show is well prepared and very potential for supporting industry products and services, especially for electrical and mechanical industries.



■ Dissatisfied ■ Satisfied ■ Very Satisfied ■ Yes ■ Might consider ■ Not sure ■ No

Lucky Draw Event



02 Motorbikes Honda Vision for 02 luckiest visitors to VIMAF & VSIF 2018 in 02 categories: Individual visiting and Group visiting

Conference

250 audiences and 20 professional speakers in 3-day conference

- 12/12/2018**
Vietnam - Korea Production Technology Forum
- 13/12/2018**
The effective marketing strategy for manufacturer making industrial products
- 14/12/2018**
Product & Technical Seminar



PARTICIPATION

STEP 1	STEP 2	STEP 3	STEP 4
<p>PROCEED CONTRACT</p> <p>Early Bird: 30/4/2019 General: 30/9/2019</p>	<p>SEND DOWN PAYMENT</p> <ul style="list-style-type: none"> ▶ Down Payment (50%): within 1 week of application/contract submission (Contract signed date) ▶ Balance (50%): within 1 month of application/contract submission (Contract signed date) 	<p>SEND PAYMENT OF UTILITIES & EXTRA SERVICE & REQUIRED DOCUMENTS</p> <p>Deadline: 30/10/2019</p>	<p>OPENING OF VIMAF & VSIF 2019 11-14/12/2019</p>

• Booth booking VIMAF & VSIF 2019 for oversea companies, foreign - joint venture companies in Vietnam- please contact:

Coex Vietnam | Ms. Nhan Lieu **M. (+84) 0934 511 953** **E. nhann.coex@gmail.com**

• Booth booking VIMAF & VSIF 2019 for Vietnamese companies - please contact:

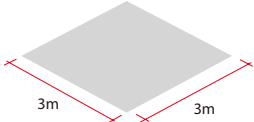
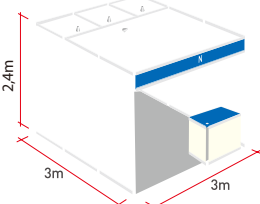

1. HCMC Center of Supporting Industries Department (CSID)

Mr. Duong Duc **M. (+84) 0909 616 140** **E. ndduc.sct@tphcm.gov.vn**

2. HCM Association of Mechanical – Electrical Enterprise (HAMEE)

Ms. Anh Thu **M. (+84) 0903 887 366** **E. hoicokhidien@gmail.com**

BOOTH FEES AND DEADLINE

Category		Space Only	Shell Scheme	Premium Booth (6 booths minimum)
Booth Image				
Specifications		<ul style="list-style-type: none"> • Only raw space will be provided (Unit: 3m X 3m/booth) • Extra stand construction is possible under the permission of the organizer • Additional facilities should be applied seperately if necessary. 	<ul style="list-style-type: none"> • Standard Shell Booth will be provided • Specifications: <ul style="list-style-type: none"> - Company Signboard - Pytex carpeting - Information desk (1) - Chair (1) - Standard lightings (electricity included, 1 kW) - Power outlet (1) - Trash bin (1) • Additional facilities should be applied seperately if necessary. 	<ul style="list-style-type: none"> • Specialized Premium Booth design will be provided • Specifications: <ul style="list-style-type: none"> - Company Signboard - Pytex carpeting - Information desk (1) - Chair (4) - Standard lightings (electricity included, 1 kW) - Power outlet (1) - Trash bin (1) • Additional facilities should be applied.
Booth fee (per booth)	Early - bird Registration 30/4/2019	USD 3,000	USD 3,300	USD 3,800
	General Registration 30/9/2019	USD 3,200	USD 3,500	USD 4,000

*1 booth = 9m² (3mx3m)

* Two sides open: 300USD additional charge/booth

* Minimum units for Space only Booth: Two or more booths.