



September 25<sup>th</sup>(Wed.) – 27<sup>th</sup>(Fri.), 2024  
WTC Expo, Binh Duong

The Biggest Automation Trade Show in Asia is coming to Vietnam

# Automation World Vietnam 2024

CO-LOCATED:  **ELECS**  
Electric Energy Show

ORGANIZER: 

SUPPORTER: BECMEX  WORLD TRADE CENTER<sup>®</sup>  
BINH DUONG NEW CITY

SPONSOR: 

MEDIA PARTNER: 



# Make Your Factory More Sustainable



Automation World, Asia's Leading Smart Factory & Automation Show, takes its first step towards Vietnam. AW Vietnam will be introducing new business opportunities in Vietnam, an alternate location for global manufacturing factories.

# WHY VIETNAM?

## AW VIETNAM 2024



### Vietnam's Fast-growing Smart Factory and Automation Market Size

- **Vietnam smart factory & automation market (based on 2021)**
  - Size of \$12 billion (estimated) and expected to grow to \$26 billion by 2025
  - Market expected to grow at a CAGR of 13.5% from 2022 to 2025 with a market growth rate of 17.3%



### Increase in Demand for Smart/Automation Due to Accelerating Digital Transformation in the Logistics Industry

- **Current status of logistics companies in Vietnam: Over 4,000 (based on 2021)**
- **Logistics industry smart/automation trends**
  - Introduction of automated systems in many companies for delivery and warehouse management
  - Increasing the development and use of logistics robots by local logistics companies / IT companies
  - High potential for development in the field of automatic warehouse system, automatic route system, drone technology, etc.



### Industry Status and Conditions

- **Smart factory conversion readiness rate: 21% (2021) ☐ Initial stage level**
- **Factory automation rate: Automation introduction rate around 67%, Production share rate around 10%**
- **Policy direction of the Vietnamese government**
  - Emphasis on manufacturing advancement strategies, such as DX and Industry 4.0
  - Strengthening support for high-tech industries, such as tax breaks
- **Outlook**
  - Areas with high automation needs, such as IT and electronics, emerging as leading industries
  - Increasing textile and apparel productivity & Increasing demand for automation in logistics innovation



### Vietnamese Government Manufacturing Promotion Policy (Smart/Automation-related)

- **Introduction of the government's Action Plan to promote the manufacturing industry (September 2020)**
- **Action Plan Objectives: Becoming one of the Top 3 industrial countries in ASEAN (by 2030)**
  - Aims
    - Share of GDP in the industrial sector to exceed 40% (manufacturing & processing industries over 30%) by 2030
    - High-tech product added-value share to reach at least 45%



### Accelerating the Relocation of Global Production Bases to Vietnam

- **Vietnam rapidly emerging as an alternative to the global production bases exiting China**
- **330 industrial parks and about 320,000 factories nationwide**





# WHY BINH DUONG?

## AW VIETNAM 2024



### Leader of digitalization of the manufacturing industry in Vietnam

#### Binh Duong's Major Industrial Indices

- Development of Vietnam's first industrial complex in 1996  
→ Currently operating 30 industrial complexes (13,000 hectares)
- Overseas investment attraction performance: No. 2 in Vietnam (4,040 cumulative, about \$39 billion)
- Industrial infrastructure index (industrial parks, transportation, communication, etc.): No. 1 in Vietnam



### Center of SKER (Southern Key Economic Region)

#### Southern Key Economic Region (SKER)

- Composition: Ho Chi Minh City, Binh Duong, Dong Nai, Long An and other 8 cities in the southern region
- Economic effect: About 10 million workforce, \$117 billion GDP (35% of Vietnam's total)



### A rising logistics hub in south-central Vietnam

#### Main Status and Prospects of Vietnam's Logistics Industry

- Market size: About \$42 billion
- Ranking among Logistics Industries in Emerging Countries: 8th
- Logistics industry growth rate: Annual growth rate of 5.5% (expected for 22-30 years)
- Vietnam e-commerce growth rate: 15-20% per year



# Show Overview

- | **Title** Automation World Vietnam 2024
- | **Period** September 25<sup>th</sup> (Wed.) – September 27<sup>th</sup> (Fri.), 2024 (3 days)
- | **Venue** WTC BINH DUONG NEW CITY EXPO
- | **Organizer** | **Supporter**
- | **Expected Scale** 150 Exhibitors / 400 Booths
- | **Composition** Smart Factory Expo, Vietnam Factory Automation Expo, Vietnam Vision Expo
- | **Concurrent Events** **ELECS** Electric Energy Show 2024
- | **Other Events** 1:1 Biz-matching, Conferences, Networking Party, etc.



## Vietnam Factory Automation Expo

Sensor, PLC, DCS, Motion Control, Industrial PC, Drive, FA System, Automation Components, etc.



## Vietnam Vision Expo

Industrial Cameras, Lens and Lights, Image Processing Software, etc.



## Smart Factory Expo

Digital Factory, Big Data, AI, Cloud Computing, Smart Factory Solution, PLM, MES, ERP, Smart Sensor, Industrial Robots, IIoT, Smart Logistics, etc.



## Smart Logistics Expo

AGV/AMR, AS/RS, Picking System, Forklift, Conveyor, Logistics Solution, etc.



# Benefits for Exhibitors



## Buyer

- An opportunity to meet valuable Vietnam and other ASEAN manufacturing professionals
- 1:1 Business Matching



## Online/Offline Promotion

- Local magazines / newsletters / invitations / SNS promotions targeting:
  - 29 industrial complexes in Binh Duong (3,200 companies/65 countries)
  - 32 industrial complexes in Dong Nai (2,000 companies/43 countries), etc.



## Offline Services

- On-site interview and other video contents \*provided only to applicants
- Free seminar room rental if an exhibitor holds a seminar during the show (2 hrs per company) \*provided only to applicants



## Business Network

- AW Docent Tours & CEO SUMMIT
- AW Blending Night

# AW Seoul 2023 Fact Sheet

Exhibitors

500



Online Buyers

667,295



Booths

2,000



Offline Buyers

51,894



Trendy



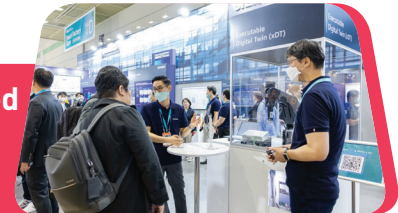
Keep you updated on current technology trends

Major



Major platform for latest automation technology

Connected



Stay connected with global automation businesses

## At A Glance - Our Major Exhibitors

SIEMENS

Schneider Electric

LS ELECTRIC

Atlas Copco

MITSUBISHI ELECTRIC  
Changes for the Better

rexroth  
A Bosch Company

TM  
ROBOT

CJ OLIVENETWORKS

LG CNS

BECKHOFF

# Participation Guide

## Procedure

### 01 | Application

Sign up for AW Online Edition as an Exhibitor  
([www.automationworld.co.kr](http://www.automationworld.co.kr))

\* If remaining booths run out, signing-up will be closed early.

**Deadline :**

July 31<sup>st</sup>(Wed.), 2024

### 02 | Deposit Fee Payment

50% of the total booth fee should be paid within 7 days of application

### 03 | Final Payment

Remaining 50% of the total booth fee

**Deadline :**

July 31<sup>st</sup>(Wed.), 2024

### 04 | Opening of AW

**Set-up :** September 23<sup>rd</sup>(Mon.) ~ 24<sup>th</sup>(Tue.), 2024

**Show :** September 25<sup>th</sup>(Wed.) ~ 27<sup>th</sup>(Fri.), 2024

**Dismantlement :**

September 28<sup>th</sup>(Sat.), 2024

## Discount

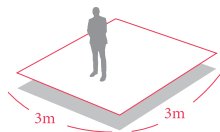
### Early-bird Application Discount: ~2024.3.31

Exhibitors who apply during the early-bird application period are eligible for the discounted price

## Booth Details

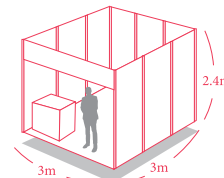
Currency : USD (VAT excluded)

### Space-Only



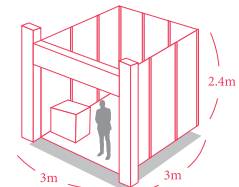
Only the space is provided  
(minimum unit : 2 booths)

### Shell-Scheme



Basic assembled booth +  
1kw of electricity for lighting

### Premium



Premium assembled booth +  
1kw of electricity for lighting

Early-bird application	\$3,000	\$3,300	\$3,800
General application	\$3,200	\$3,500	\$4,000

\* Booth design might be changed due to the organizer's circumstances.

\* Floor plan is subject to change due to the organizer's circumstances and another company's booth locations might be changed at any time due to their circumstances.



**AW Vietnam 2024 Secretariat**

**T** +82-2-6000-1087 / 1091 / 8153

**E** sfawviet@gmail.com

**H** [www.automationworld.net.vn](http://www.automationworld.net.vn)

**T** +84-0909 151 361

**E** [trantugiang@coex.vn](mailto:trantugiang@coex.vn)



Website



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