

Symposium
Mini Exhibition

Factory Automation

Made in Germany

Second Edition
May 12, 2026 | HCMC

Picture: Freepik AI / Lifestylememory

Organized by:



Delegation der Deutschen
Wirtschaft in Vietnam
Delegation of German Industry
and Commerce in Vietnam

Supported by:



Federal Ministry
for Economic Affairs
and Energy

on the basis of a decision
by the German Bundestag

About the Symposium

Factory Automation – Made in Germany 2025

100+ industry professionals joined in 2025!

Back by demand – after the highly successful first edition, this year's Symposium goes deeper, smarter, and more targeted.



Market Assessment

As rising labor costs and export expectations mount, factory automation remains a key theme in Vietnam. In this landscape, German suppliers stand out: globally trusted for automation, machine integration, and Industry 4.0 technologies.



Automation Symposium 2.0 – What we offer

👉 **A focused, credible launchpad into the market**

No trade fair noise, no random leads to ensure maximal brand visibility.

👉 **Position alongside top names in automation**

Collective strength for SMEs looking to “punch above their weight”.



KPIs (non-binding)

Participants: 125+ attendees

SoMe Engagement: 500+ reactions on AHK LI/FB

Leads: Each sponsor connects with min. 10 targets

Participant Satisfaction: Event rating of 4.5 out of 5



About the Symposium



Format and Location

- Full day symposium in Ho Chi Minh City
- Date: May 12, 2026
- Tentative agenda with B2B throughout the day

09.30 – 09.50 am	Greetings by General Consulate, AHK Vietnam
09.50 – 10.10 am	Keynote status supporting industry
10.10 – 10.50 am	Presentations by two companies, 20 minutes each
10.50 – 11.10 am	Coffee break and networking
11.10 – 11.50 am	Presentations by two companies, 20 minutes each
11.50 – 12.00 pm	Q&A on the company presentations
12.00– 01.30 pm	Lunch break
01.30 – 01.50 pm	Best practice report
01.50 – 02.50 pm	Presentations by three companies, 20 minutes each
02.50 – 03.00 pm	Q&A on the company presentations
03.00 – 04.00 pm	Networking opportunities over afternoon tea



Our Target Audience

- Vietnamese manufacturers, factory operators
- System integrators and automation engineers
- Industrial zones and tech parks
- Business associations (VASI, HAMEE, etc.)
- Government officials in MOIT, local DOITs, and industrial policy departments

Sponsor Benefits – Targeted Marketing

Premium Visibility in Public Channels

- 30-second company pitch video to be featured on the AHK event website, social media
- Industry insights posts on AHK official channels (10k+ LinkedIn followers) and high-reach personal profiles (e.g., Björn Koslowski, 9.2k+ followers)

Media Coverage & Press Exposure

- Mentions in top-tier media such as *TheInvestor.vn* and *VnEconomy*
- Press invitation and coverage at the event: online and possibly TV

Direct Access to Targeted Audiences

- Inclusion in email campaigns to AHK Vietnam's qualified contact base (built over 30+ years) and AHK-GBA Newsletter (6.5k contacts)
- Promotion of your company and solutions at industry events, client meetings, and networking forums by AHK Vietnam staff


Presence at the Symposium

- 20-minute pitch on stage alongside other high-profile speakers
- Booth space to showcase your solutions and meet visitors all day
- Premium venue & selective guest list of factory decision-makers


Your Investment: EUR 3,500 / VND 105,000,000 + 8% VAT

Let AHK Vietnam assist you!

What Participants Said

 **5.0 stars** – for seamless organization

 **4.5 stars** – for effective networking

 **100+ participants** from industry and tech

“We would like to thank AHK to organize such professional and engaging event. Our team was really impressed of the venue, speakers and quality presentations.”

Bosch Rexroth, 2025 edition

“Good organization, qualified visitors. Combination between presentations from AHK and companies was absolutely interesting.”

Fibro Rotary Tables, 2025 edition

Not just tech hype show – our event connects automation solutions to real production use cases, not a social buzz.

Contact us

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