



SYMPOSIUM | TABLETOP EXHIBITION

FACTORY AUTOMATION – MADE IN GERMANY

HA NOI - JUNE 14, 2027

Image: Getty Images / Lord Runar

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Delegation der Deutschen
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and Commerce in Vietnam

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Federal Ministry
for Economic Affairs
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on the basis of a decision
by the German Bundestag



Image: magnific/lifestylememory

INDUSTRIAL TRANSFORMATION CREATES DEMAND

- Major industrial base forming w/ annual invests of:
 - Foreign enterprises: 20b USD++
 - Vietnamese companies: 10b USD++
- Meanwhile, industrial transformation driven by:
 - Cost pressure, i.e. because of rising wages
 - Increased product complexity due to client demand
 - Competition with other Asian countries
- Leading to increasing demand for factory automation

A PLATFORM DESIGNED TO CREATE ROI



KNOWLEDGE TRANSFER

Expert insights, market trends, and manufacturing best practices



COMPANY SHOWCASE

Sponsor presentations featuring technologies, applications, and case studies



TABLETOP EXHIBITION

Space for demonstrations and direct conversations



EVENT COMMUNICATION FOR EFFECTIVE MARKETING



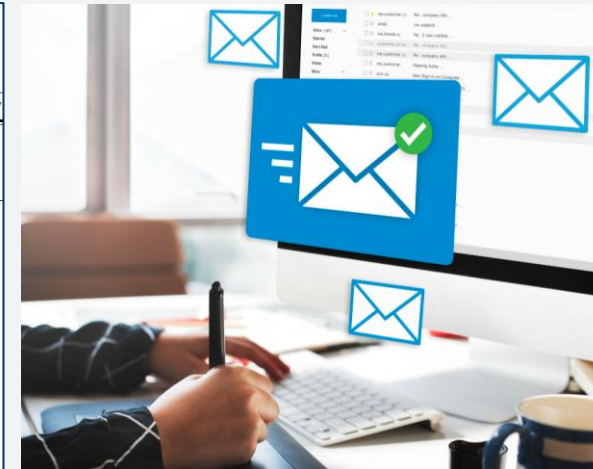
ONLINE PRESENCE

Event and sponsors featured on AHK website and SoMe, e.g. AHK VN 12k followers, Björn Koslowski 13k



MEDIA COVERAGE

Mentions with top-tier media such as VnEconomy, Nha Dau Tu as well as TV stations



TARGETED MAILING

Inclusion in mail campaigns in AHK VN's contact base (built over 30y+) / AHK-GBA newsletter (6.5k contacts)



OTHER MENTIONS

Promotion at selected AHK events to extend sponsor reach.

PARTICIPANT GROUPS

SYSTEM INTEGRATORS AND DISTRIBUTORS

Key partners for market
access and sales

MANUFACTURERS AND FACTORY OPERATORS

Technology users and
decision-makers

INDUSTRY MULTIPLIERS

Associations, media and
public institutions





PROVEN FORMAT

- Events held in HCMC in 2025, 2026
- Around 150 registrations per edition
- Past sponsors
 - Baumer
 - Beckhoff Automation
 - Bosch Rexroth
 - EVO Informationssysteme
 - Festo
 - FIBRO
 - Hänel
 - SEW-EURODRIVE
 - TRUMPF
 - WAGO
 - Würth Industry Service

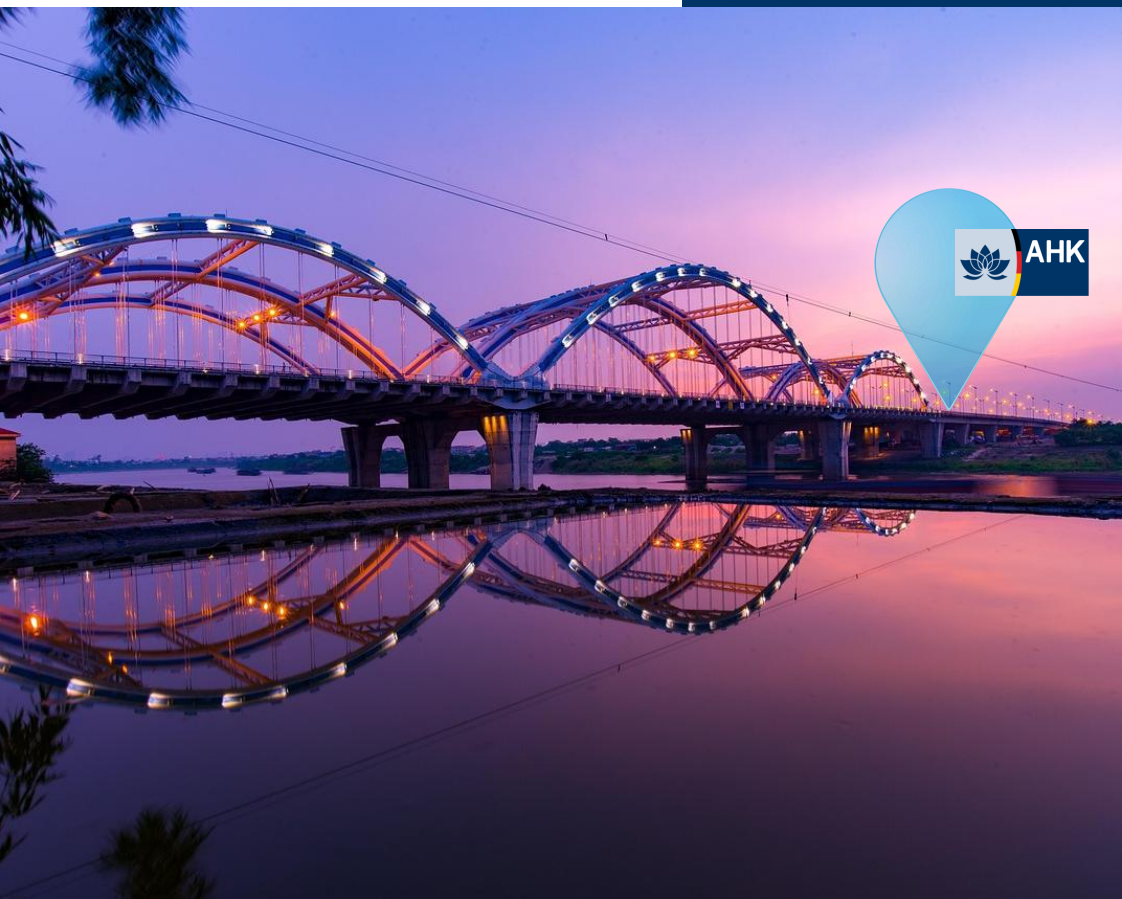


Image: pixabay/QuangAnh1986

PROPOSED 2027 EDITION

- Date: June 14, 2027
- Location: Ha Noi
- Format: Full-day conference
 - Expected participation: 100-150 pax
- Services:
 - Visibility in event communication
 - 20-minute presentation
 - Table-top exhibition space
- Investment:
 - EUR 3,500 + VAT or
 - VND 105,000,000 + VAT



BENEFIT FOR COMPANIES TRAVELLING TO VIETNAM

- Vietnam Industrial Manufacturing Fair (VIMF)
- <https://vimf.vn/lich-trien-lam-vimf/>
- Date: June 16 to 18, 2027 (same week as symposium)
- Location
 - World Trade Center Binh Duong
 - 1.5h ride from HCMC center
- Target industries for exhibitors
 - Mechanical engineering, measurement technology, factory automation
 - Often represented by distributors, relevant as partners for new market entrants
- Optional: Visit to Vietnamese-German University
 - Program and showroom for automation

BE PART OF VIETNAM'S INDUSTRIAL TRANSFORMATION



Image source: Lotte Center Hanoi



Björn Koslowski
Deputy Chief Rep
AHK Vietnam



Nguyen Tra Thao Anh
Project Manager
Delegations/Projects

👉 Register today and secure your spot:

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