

REPORT

SETTING UP THE ANMC21 ZONE

AT “VIETNAM MANUFACTURING EXPO 2013”

1.Vietnam Manufacturing Expo 2013 - Vietnam's Most Comprehensive Show for Manufacturing and Supporting Industries is the fifth and the largest edition of the show ever. It consists of four co-located exhibitions, including the “5th Vietnam-Japan Exhibition on Supporting Industries in Hanoi” (SIE 2013), the “Japanese Monozukuri Technology Exhibition” (JME), “Vietnam Manufacturing Expo” and the “Industrial Components & Subcontracting (ICS) Vietnam 2013”.

The exhibition took place during September 4th -6th, 2013 at Hanoi International Center for Exhibition- 91 Tran Hung Dao Street, Hanoi. ICS Vietnam is one of the important events in the trade promotion program in 2013 with the aim to help the companies participate in the supply chain product components for the assembly industry finishing products in Viet nam, the Asean region and the world. This is a good opportunity to make Hanoi become a key hub of the northern region on developing and supporting the Vietnam supporting industries.

The opening ceremony was held in great honor with the co-chairs of H E. Mr. Yasuaki Tanizaki, The Ambassador Extraordinary and Plenipotentiary, the Embassy of Japan in Vietnam, Mr. Tran Tuan Anh, the Deputy Minister of Industry and Trade, Mr. Nguyen Van Suu, Vice Chairman Hanoi People’s Committee, Mr. Chainarong Limpkittisin, the Managing Director of Reed Tradex (Thailand). The guests of honor attended the ribbon cutting ceremony such as the Ambassador Extraordinary and Plenipotentiary, the Embassy of Japan in Vietnam; Ambassador Extraordinary and Plenipotentiary, the Embassy of Thailand in Vietnam; Vice Chairman of Hanoi People's Committee; Chief representative, Hanoi Jetro office; Presidents of Japanese business associations in Vietnam; Chairman of industry associations in many countries, BOI Unit for Industrial Linkage Development - BUILD Unit, Thailand Board of Investment (BUILD); JICA, Japan.

With the scale of 4500 sqm, the exhibition has attracted 200 exhibitors , including the companies from 20 countries and regions . This year, the number of visitors and transactions at Vietnam Manufacturing Expo 2013 is 13,600 , the international visitors accounted for 40 % of the total number of visitors, come from many countries such as

Japan, South Korea , India , Taiwan, Germany, France, the Netherlands, U.S, ASEAN nations , 11,000 business delegates including the manufacturers of automotive parts and accessories industry from many countries, attending the seminars and conferences within the framework of the exhibition. Vietnam Manufacturing Expo 2013 has not only opened the doors for Vietnamese companies but also created the best opportunity for them to learn new technologies from the other countries.

2. ICS Exhibition

ICS Vietnam is the specialized exhibition on supporting industrial products with strong influence and a wide range of products presentations for Vietnam's supporting industry. With the scale of 300 sqm (equivalent to 33 standard booths), ICS pavilions were designed and decorated as the overall pattern which is professional and convenient for the transaction between the exhibitors and visitors .

ICS exhibition comprises 28 booths which exhibited the products of supporting industries from Hanoi companies and its vicinity; 02 information booths of Hanoi Trade Promotion Centre; 03 ANMC21 booths of 03 companies from Malaysia , Japan , Korea .

The companies which participated in this exhibition are the supporting manufacturers, were selected on the basis of capacity , demand and the development orientation of business .

Displaying the products at the exhibition , the companies are supported by the Department of Industry and Trade and Reed Tradex Group with a range of activities such as seminars ; Engineer Master Class; network with the associations , commodities , foreign companies , publicity at domestic and abroad ... After 3 days of the exhibition , the ICS Vietnam 2013 exhibition has attracted thousands of visitors and business transactions as well as the cooperations in the manufacturing sector.

Especially, Setting up ANMC21 Zone at “ Vietnam Manufactuirng Expo 2013” this year is very meaningful when ANMC21 Plenary Meeting will be held in Hanoi , this is practical activities within the framework of the joint project " Asia Trade Investment Promotion " .

About **ANMC21 Zone**, several months before the event , the Department of Industry and Trade has co-ordinated with the ANMC21 Secretariat to set up the ANMC21 Zone as follows :

(1) . Design , decorate , construct the overall of ANMC21 Zone

(2) . Promote , invite guests to visit and transact at the booth

(3). Cooperate with the embassies, trade promotion organizations, international business associations such as the Indian Embassy , Thailand Embassy , Kotra (Japan) , Expomal (Malaysia) to gather the exhibitors , three companies from Malaysia , Japan and South Korea were selected as follows :

* Techtrans Advanced SND Bhd (Malaysia): Biodegradable Packagings

* Niigata Seiki Co., Ltd. (Japan) : Measure Tools

* Dine Inc . (South Korea): Cutting Tools

Exhibitors are free charge of booth rental, the overall decoration and publicity from the Hanoi's budget .

*** Achieved Results after 3 days of exhibition :**

Participating in the exhibition is a good opportunity for the member cities of ANMC21 network to promote product , seeking the business opportunities and cooperations with the countries in the world .

After 3 days , the number of visitors has visited the booth and transaction at Advanced Techtrans Snd Bhd was 300 , Niigata Seiki was 200 and Dine Inc was 150. In particular , there are 3 companies interested in the products of Techtrans Advanced SND Bhd , the company has signed three official contracts on offering the biodegradable additive for 2 Japanese business and providing the biodegradable plastic bags to Vietnamese company. Advanced Techtrans Company has also received a lot of emails and phone calls from customers visiting the exhibition . The other companies are continuing to trade with customer to sign the contracts .

ANMC21 Zone was honored to welcome Vice Chairman of Hanoi People's Committee, Deputy Minister of Industry and Trade, Representative of Tokyo Metropolitan Government, Trade Promotion Organizations, Associations from many countries to visit.

Supporting for businesses in the member cities to participate in the ANMC21 Zone contributes to promote the economic exchange and cooperation among member cities . Within the framework of the joint project " Asia investment, trade promotion " , Setting up the ANMC21 zone at the Vietnam Manufacturing Expo 2013 has appreciated highly the prestige of Hanoi and enhance the friendship and cooperation among ANMC21 member cities .

