



Vietnam's Leading Smart Factory & Automation Show

# AW VIETNAM 2025

August 27th (Wed) - 29th (Fri), 2025  
Hall A, WTC Expo Binh Duong New City



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## « Beyond Automation Toward Autonomy »»



As a groundbreaking show for digital collaboration between people and systems, AW Vietnam 2025 will bring together a wide array of innovative technologies and solutions in one place, aligning with the rapid pace of industrial transformation and emerging trends.

# Why Vietnam?



## 1 Rapid Industrial Growth

Vietnam's industrial sector has experienced significant expansion, with industrial production increasing by 8.8% year-on-year in December 2024, marking the 10th consecutive month of growth.

**GDP Growth:** Vietnam's economy grew by 7.09% in 2024, reaching \$476.3 billion, driven by strong exports and significant foreign investment inflows.

**Foreign Investment:** Grew by 9.4% to \$25.35 billion, indicating sustained investor confidence in Vietnam's industrial sector.

## 2 Strategic Geographic Location

Vietnam's strategic location in Southeast Asia positions it as a pivotal gateway to the ASEAN market, offering access to a combined population exceeding 680 million.

Vietnam is nestled in the heart of the Mekong Region, which includes Thailand, Cambodia, Laos, Myanmar, and the southern provinces of China. This centrality provides unparalleled access to a combined market of over 300 million people. Additionally, Vietnam's prime positioning along the Eastern Sea makes it a central hub with existing transportation routes that link directly to global markets.

## 3 Government Support and Policies

The Vietnamese government actively promotes industrial modernization through policies supporting Industry 4.0, including automation and digital transformation. In 2024, the government implemented new incentives to attract foreign investors in high-tech industries such as semiconductor manufacturing, artificial intelligence, and green energy.

In December 2024, the government issued Decree 182, establishing the Investment Support Fund to provide financial assistance to businesses engaged in R&D projects within the semiconductor and AI sectors. Eligible projects can receive support covering up to 50% of their initial investment costs.

## 4 Thriving Manufacturing Sector

Vietnam's manufacturing sector has been a significant contributor to its GDP, with the industrial sector's share growing from 25% to 45% between 1990 and recent years.

**GDP from Manufacturing:** In the second quarter of 2024, Vietnam's GDP from manufacturing increased to 345,726 billion VND from 316,856 billion VND in the first quarter, indicating ongoing growth in the sector.



Automation World  
VIETNAM

# Why Binh Duong?

## 1 Focus on Industry 4.0 and Automation

**Government Support:** The Vietnamese government has allocated over \$1 billion USD for technology development and industrial modernization under the Industry 4.0 initiatives.

**Automation Investment:** Binh Duong's industrial zones have seen a 10% annual increase in investments in automation technologies in recent years.

## 2 Foreign Direct Investment (FDI) and Technological Collaboration

**Global Brands:** Binh Duong has attracted \$3.5 billion USD in FDI in 2024 alone, with companies like Samsung, Bosch, and LG leading the way in technology-driven manufacturing.

**Technology Collaboration:** In 2023, Binh Duong signed several agreements with global tech firms, resulting in over \$200 million USD in tech-driven collaborations focused on automation and smart manufacturing.

## 3 Rising Demand for Automation Solutions

**Market Growth:** The automation market in Vietnam is projected to grow at a compound annual growth rate (CAGR) of 12.4% from 2023 to 2030, with Binh Duong positioned as a key beneficiary of this trend.

**Diversified Industries:** Binh Duong's diversified industrial base includes electronics (27%), textiles (25%), and automotive (18%), all sectors increasingly adopting automation technologies.

## 4 Proactive Local Government Policies

**Incentives for Automation:** The provincial government provides tax incentives and land lease reductions of up to 10% for companies investing in automation and Industry 4.0 technologies.

**Smart City Projects:** Binh Duong has allocated \$300 million USD for smart city initiatives, including automation-driven urban solutions like smart traffic management and sustainable manufacturing practices.

# Show Overview

- | **Title** Automation World Vietnam 2025
- | **Period** August 27th (Wed.) – August 29th (Fri.), 2025 (3 days)
- | **Venue** Hall A | WTC EXPO BINH DUONG NEW CITY
- | **Organizer** **coex**
- | **Co-organizer** **BEC&MEX**
- | **Expected Scale** 200 Exhibitors / 300 Booths
- | **Composition** Factory Automation, Smart Factory, Smart Vision, Smart Logistics
- | **Concurrent 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.



## Smart Vision Expo

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



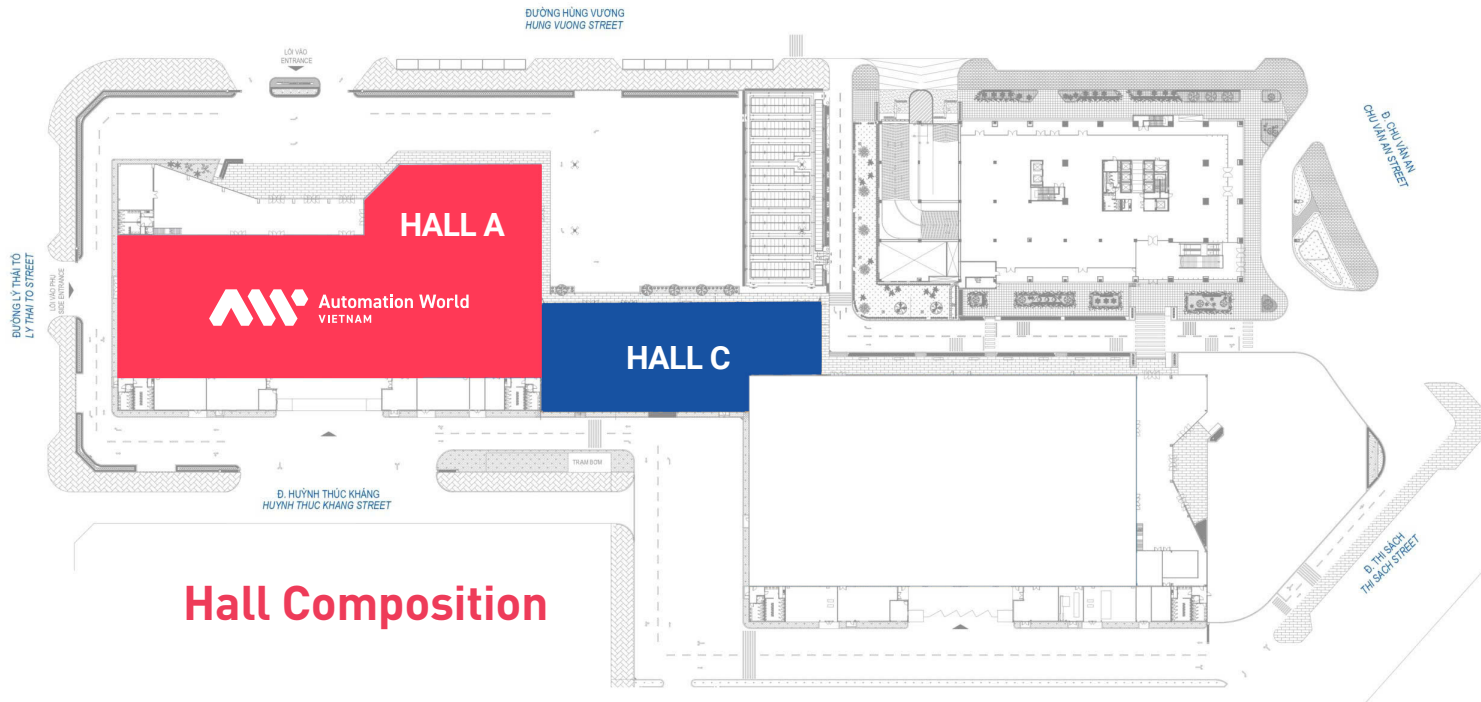
## Smart Factory Expo

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



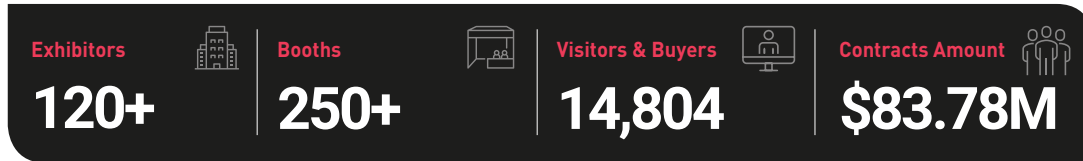
## Smart Logistics Expo

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

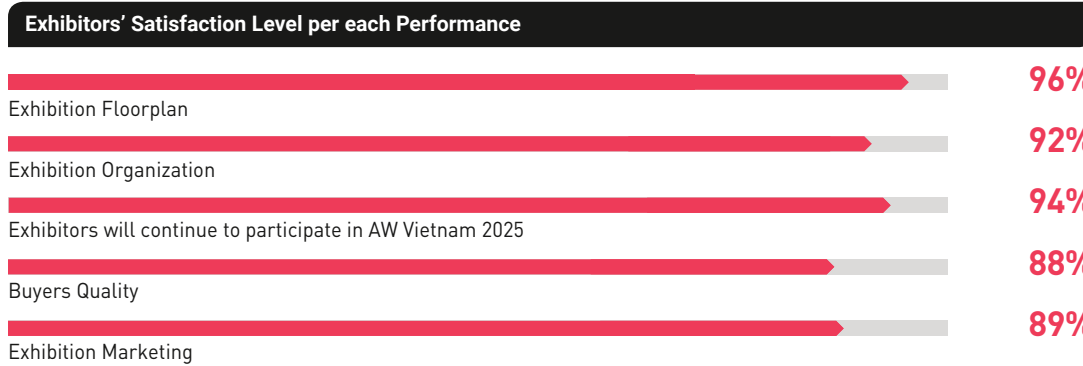


## Hall Composition

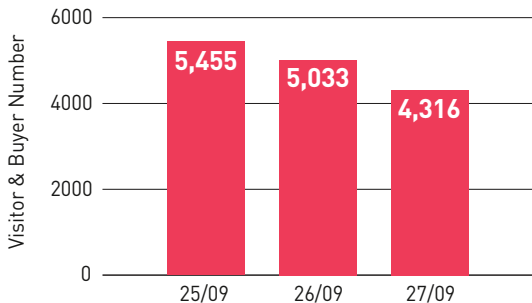
# 2024 Fact Sheet



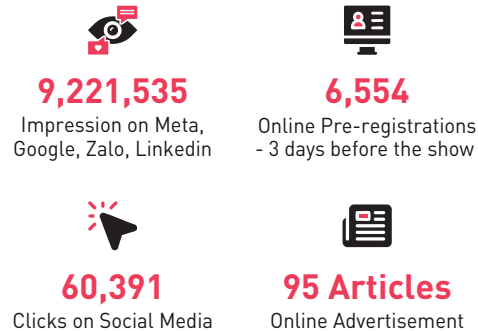
## Exhibitor Survey



## Visitor & Buyer Number in 3 days



## Exhibition Marketing Activities



## Visitor Survey

### Visitors' Nationality

Vietnam	10,652
South Korea	3,161
China	214
Singapore	153
Germany	137
USA	136
Japan	71
Switzerland	53
Hong Kong	52
Others (Cambodia, Malaysia, Canada, Italy, Philippines)	175

### Visitors' Position

Manager	17.3%
Sales	16.3%
Others	15.6%
Student	14.7%
Engineer	11.6%
Director	10.9%
Technician	5.3%
CEO	4.0%

### Purpose of Visit

General visit	34.7%
To find new distributors and partners	20.9%
To keep current with industry trends	14.0%
To visit clients	13.1%
To consult on purchasing	11.2%
To find new clients	10.1%
To consider the participation for 2025	3.1%
To visit concurrent events	2.9%

# Programs

## Opening Ceremony



The Opening Ceremony of Automation World Vietnam 2024 marks the official launch of exhibition booths, bringing together many exhibitors and industry leaders from around the world to interact with each other.

## Conference



Conferences are held throughout the 3 days of the exhibition including presentations from speakers of famous brands. In 2024, the topic of the conference is Korea - Vietnam Digital Manufacturing Innovation Forum.

## Business Matching

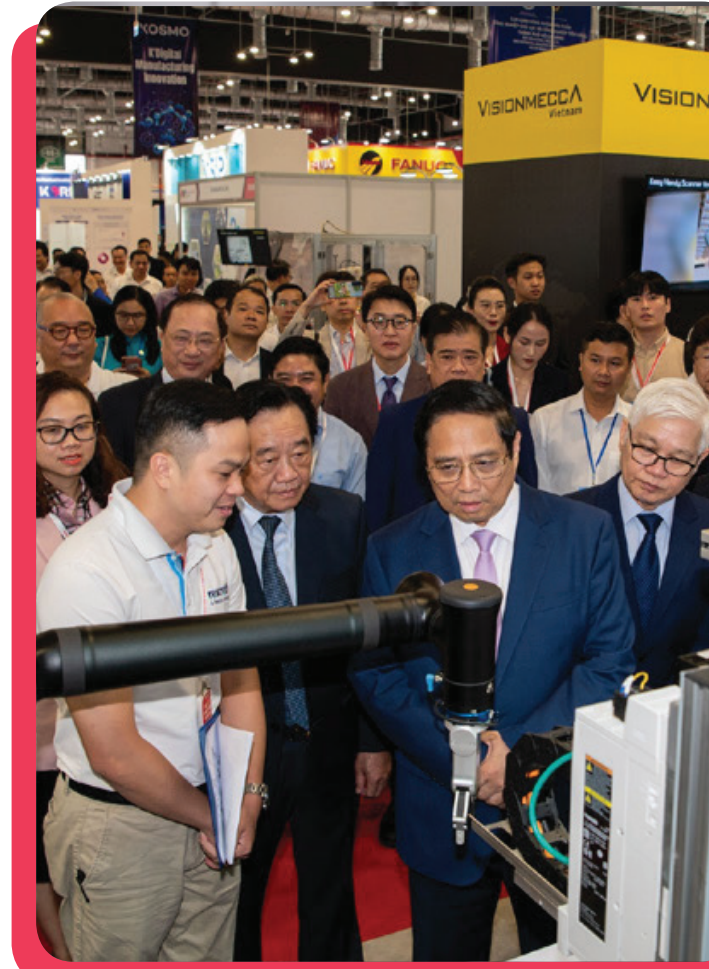


Networking opportunities among representatives of AW Vietnam's major exhibitors.

## VIP Tour



The VVIP Tour, a highlight of the Prime Minister's visit to Automation World Vietnam 2024, is designed to showcase the most advanced and innovative technologies in the field.





# Benefits for Exhibitors

## Buyer



- An opportunity to meet valuable Vietnam and other ASEAN manufacturing professionals
- 1:1 Business Matching
- 2024 Online: 4,617 buyers registered
- 2024 Offline: 10,043 visitors at the site
- 18,599 buyers visited the website

## 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 hours per company) \*provided only to applicants\*

## Featured Exhibitors 2024



## Online & Offline Promotion



- Social Media Promotion
- E - Newsletter
- Website Post
- Media Press
- Logo on Information Board, Standee, Leaflet
- Invitation Letter

## Business Network



- Biz - Matching
- Gala Dinner

# Participation Guide

## Procedure

### 01 | Application

Sign up for AW Online Edition as an Exhibitor (automationworld.net.vn)

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

**Deadline :**

July 31st (Thu.), 2025

### 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 31st (Thu.), 2025

### 04 | Opening of AW

**Set-up :** August 24th (Sun.) ~ 26th (Tue.), 2025

**Show :** August 27th (Wed.) ~ 29th (Fri.)

**Dismantlement :**

August 30th (Sat.), 2025

## Discount

### Early-bird Application Discount:

~ March 31st, 2025

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

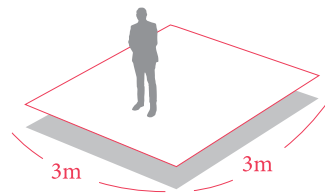
### Re - participation Discount:

Exhibitors who have participated in AW Vietnam 2024 are eligible for 10% discounts.

## Booth Details

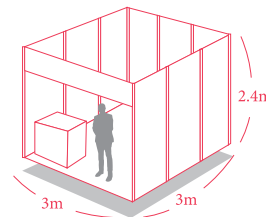
Currency : USD (VAT excluded)

### Space-Only



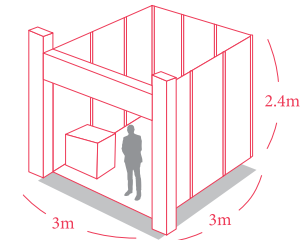
Only the space is provided  
(minimum unit : 2 booths)

### 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	\$4,300
General application	\$3,200	\$3,500	\$4,600

\* 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.



AIRVISION CO.,LTD  
 Allied Solutions Vietnam Co. Ltd.  
 AN DUONG Automation Engineering Co., Ltd  
 ANYDEV JOINT STOCK COMPANY & TSE TECHNOLOGY JOINT  
 STOCK COIMPANY  
 APPSO Co., Ltd.  
 APEX DYNAMICS VIETNAM TRADING SERVICES COMPANY  
 LITMIED  
 AskStoryDS co.,ltd  
 Autonics Corporation  
 BACH KHOA MECHANICAL AND LIFT JOINT STOCK COMPANY  
 BATANG SYSTEM  
 Bosch Rexroth  
 CÔNG TY TNHH TM-DV-SX TỰ ĐỘNG HÓA KIM THỜI ĐẠI  
 DAEKHON VINA  
 Dai Hong Phat Co., Ltd. - Technical Services, Trading and  
 Manufacturing  
 DaiShin Information & Communication Co., Ltd.  
 DAPHACO ELECTRIC CABLE CORPORATION  
 DAVITEQ TECHNOLOGIES INC  
 DEEP CONTROL TECHNOLOGY VIETNAM COMPANY LIMITED  
 DFM - Engineering  
 DMTEK CONSULTING  
 Double T Co.,Ltd.  
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 GOLYTEC  
 GUNN SOLUTION

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 HO CHI MINH CITY AUTOMATION ASSOCIATION - HAuA  
 HONG KY MECHANICAL JOINT STOCK COMPANY  
 HOP LONG  
 HUMMEL AG KOREA  
 i-Soft Joint Stock Company  
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 IsCoolLab Co., Ltd  
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 JOYFACTORY  
 JRT Co.,Ltd  
 JSOLUTION  
 Jueunteck Co., Ltd  
 KOBELCO COMPRESSORS VIETNAM CO.,LTD  
 KOSMO  
 (Korea Smart Manufacturing Office)  
 KOVIFA VINA CO., LTD  
 KTG Industrial Managed by BKIM  
 LE THUONG ENGINEERING CO., LTD  
 Logistics Pavilion (BLA)  
 LPK ROBOTICS  
 Luxolis  
 LYRICKOREA CO.,LTD.  
 MINH CHAU ENGINEERING CO.,LTD  
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 TWINNY  
 TWOWIN SYSTEM  
 TXR ROBOTICS  
 VIETNAM ASSOCIATION FOR SUPPORTING INDUSTRIES  
 VB Power  
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 STOCK COMPANY  
 Viet Phuong Company  
 VIETNAM – SINGAPORE INDUSTRIAL PARK J.V., CO., LTD (VSIP)  
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 VIETPACK MACHINERY - VSMART ROBOT TECHNOLOGY CO., LTD  
 VIETNAM MANUFACTURERS DIRECTORY  
 VIGER – TURKEY  
 VISIONMECCA  
 VODA AI x WEDA  
 VPHI  
 VSSES  
 WEPNP Co., Ltd.  
 WONST CO.,LTD.  
 WIN CUT MTV COMPANY LIMITED  
 YAMAHA ROBOT  
 ZYX Technology Co., Ltd.  
 3S SOFTWARE CO., LTD  
 3View.Com Inc.  
 4INLAB



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