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**METALEX Vietnam 2009 MEGA Show for Metalworking Industries
Truly International Event in Ho Chi Minh City
8 – 10 October 2009, at Saigon Exhibition & Convention Cent (SECC)**

H.E. Mr. Vu Huy Hoang, Minister for Industry and Trade (MOIT), chairman of the Opening Ceremony of “METALEX Vietnam 2009” said that this is a very good opportunity for all Vietnamese businessmen and industrialists to update further knowledge and technology for their improvement which is a necessary for in current industrial and economic situation in Vietnam. Especially, “METALEX Vietnam 2009” is a truly platform which bring the world of metalworking technologies to the industrialists. A lot of items of machines and technologies from al over the world are shown.

Ms. Nichapa Yoswee, Managing Director of Reed Tradex Company, Thailand and Vietnam’s leading exhibition and conference organizer, said that when direction of the global economic situation is still no clear, Vietnamese industrialists cannot stop improving themselves. This is also time to quicken steps so that they can have the necessary technologies and experiences to supply themselves with what’s needed to survive and to resurface to the top once the economy bounces back.

METALEX Vietnam 2009 -- the 3rd edition of the metalworking machinery and technology exhibition scheduled for 8-10 October 2009 at the Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, Vietnam is now ready to demonstrate its international status and a true platform for the metalworking industry. Visitors will see a vast array of technologies offered by more than 500 of the world’s leading brands from 25 countries. Several countries have already confirmed their participation in international pavilions as follows:

Thailand Pavilion: Here, on a 200 sq. meters area are more than 20 exhibitors from two major sectors i.e. Thai Sub-contracting which includes BUILD unit from the Thailand Board of Investment, and Thai sub contracting companies; then there is the group brought by the Department of Export Promotion who are manufacturers of parts and products for automotive including motorcycle who are actively looking for business partners in Vietnam.

Singapore Pavilion: Here again are two leading Singaporean groups in the area of machinery and electronics parts – The Singapore Manufacturers’ Federation will be showing their products over more than 90 sq. meters space while the Association of Electronic Industries in Singapore with Singapore government support, will be showing on 80 sq. meters space within the area of *Electronics Assembly 2009* which is another exhibition co-located with METALEX Vietnam 2009.

China Pavilion: Occupying the largest space in METALEX Vietnam 2009, the China Council for Promotion of International Trade (CCPIT) will bring more than 30 exhibitors from various industries in many provinces to show over 360 sq. meter space.

In addition, you will find the **Taiwan Pavilion** and the booth of **Japan External Trade Organization (JETRO)**. JETRO has brought members who have business interest in Vietnam to visit this exhibition. All these demonstration of interest will increase business potential for exhibitors and visitors and effectively show their confidence in Vietnamese industrial capability.

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We consider it is a phenomena for the Vietnamese industrial sector by opening a new zone in METALEX Vietnam 2009 called the “**HI TECH Zone**” with special displays upon 150 sq. meter space. This special zone has received enthusiastic response from exhibitors including those from China, Japan, Korea, Taiwan and Thailand. At least 20 machines of the latest technologies will be displayed here from leading brands i.e. Yaskawa, Samsung, Haco, E-Yuan among others. This new phenomena is the perfect platform which will improve capability and raise the manufacturing competency that industrialists in Vietnam must not miss.

“Considering the current economic challenge, a quality international exhibition is a great and cost effective investment tool for industrialists and manufacturers. Sellers use the exhibition as a tool to maintain brand awareness, market expansion, and entry into the desired target groups in a direct manner. Buyers visit the exhibition to see the machinery and technologies from all over the world which will give them ideas to develop and improve their capability and competitiveness. They do not have to travel abroad to do this, and have the opportunity to discuss details directly with the technology owners in an atmosphere conducive to business negotiations. Over three days of the show, more than 7,000 visitors are expected. So this is very important opportunity that industrialists, manufacturers, and businessmen in Vietnam should not miss” says Ms. Nichapa.

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