

SHOW REPORT

VIETNAM INT'L TRANSPORT & MOTOR TECHNOLOGY SHOW - AUTOTECH 2007

Hanoi, 22-25 June 2007

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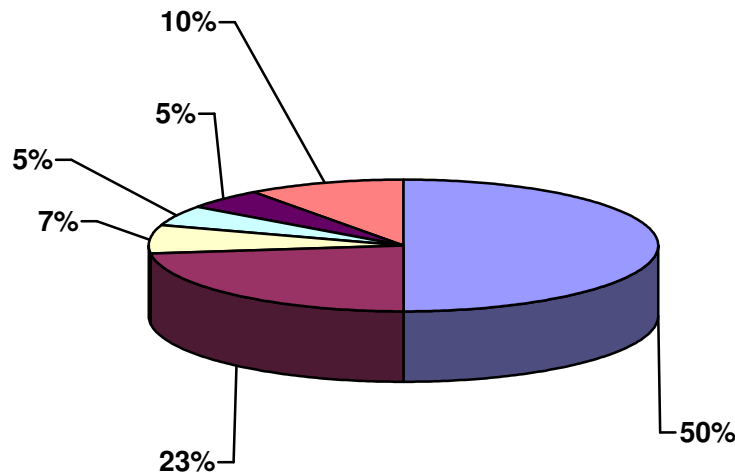
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1. EXHIBITOR & DISPLAY PRODUCTS

1.1 The quantity of participating companies: 70 companies, including:

CLASSIFICATION OF EXHIBITORS (%)



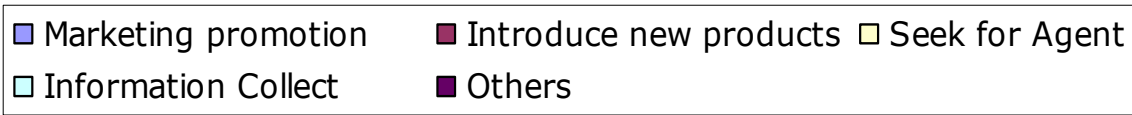
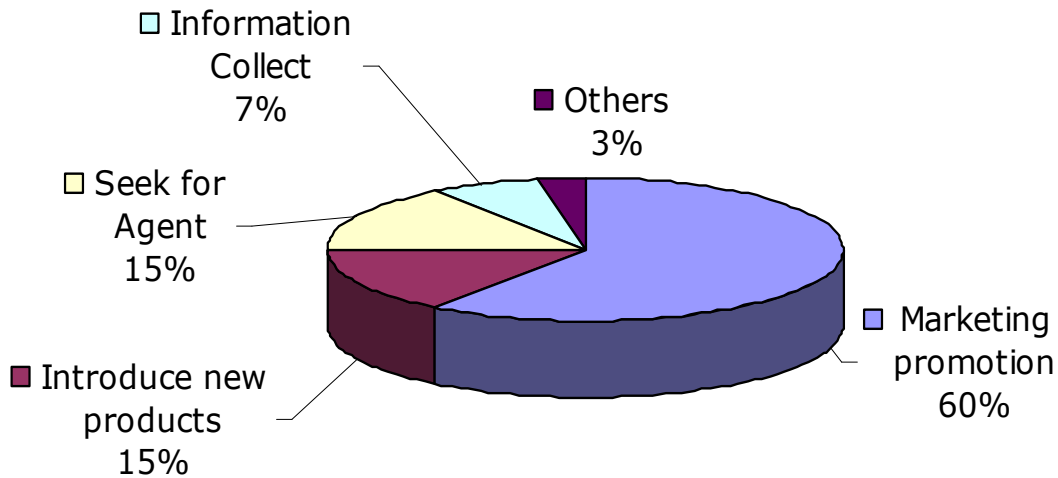
■ Vietnam
 ■ Korea
 ■ China
 ■ Japan
 ■ Others Country
 ■ USA

1.2 The exhibited products:

- Car with 4-7 seats
- Minibus, city bus, passenger car
- Light and heavy truck
- Specialized vehicles for: Mining, Petroleum, Healthcare, Environment, Construction
- Motorcycle and scooter
- Accessories & Components of motor parts
- Audit equipment for garage and economize fuel

2. THE OBJECTIVE OF EXHIBITORS:

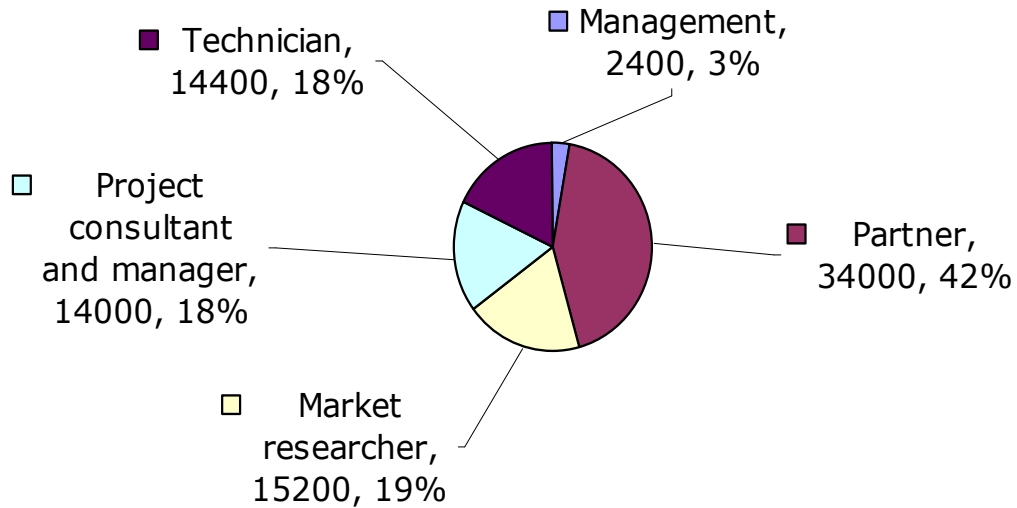
THE OBJECTIVE OF EXHIBITORS



3. VISITORS:

3.1. Visitors: 70.000 participants, including:

KIND OF PARTICIPANTS INCLUDES

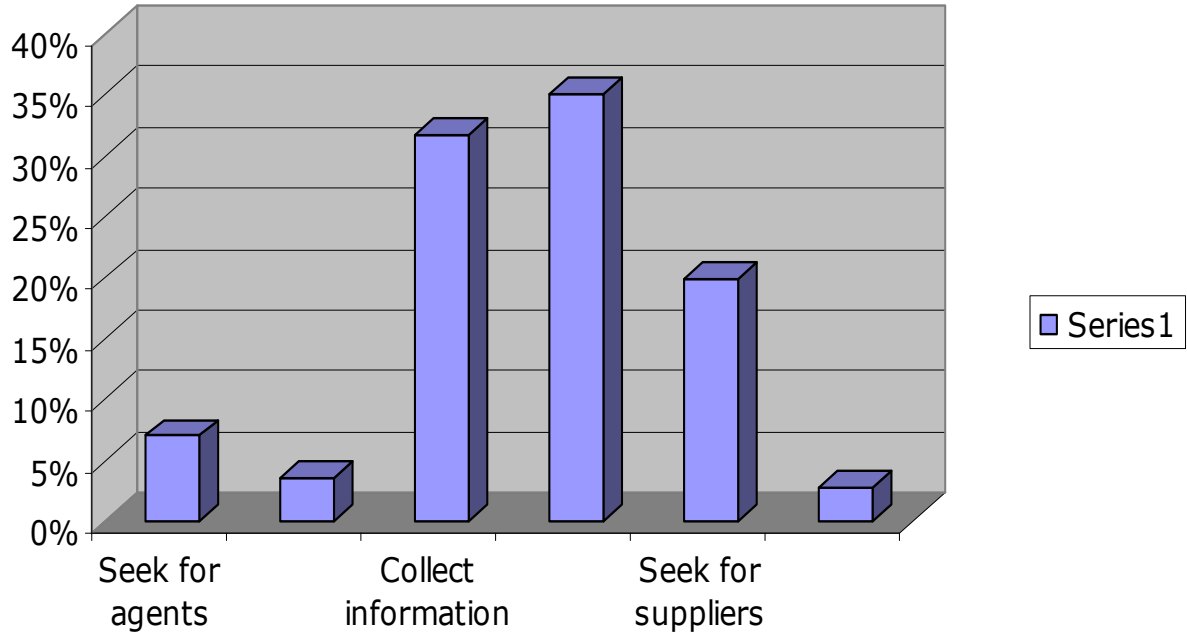


■ Management ■ Partner ■ Market researcher ■ Project consultant and manager ■

3.2. The objective of visitors:

- Seek for agent: 7%
- Survey: 3,5%
- Information collect : 31,7%
- Visit: 35,2%
- Seek for new products and services: 19,9%
- Other objectives: 2,7%

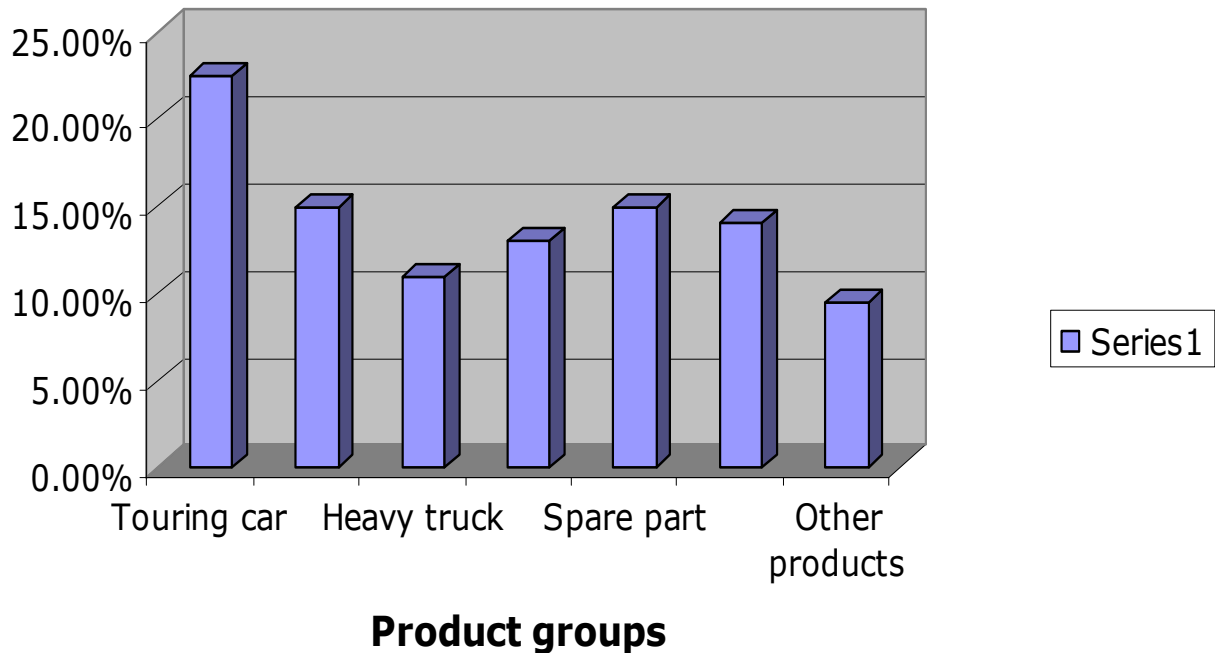
THE OBJECTIVE OF VISITORS



3.3. The most impressive exhibited products:

- Touring car: 22,5%
- Semi truck: 15%
- Heavy truck: 11%
- Bus: 13%
- Spare part: 15%
- Service equipment: 14%
- Other products: 9,5%

THE INTEREST OF PARTICIPANTS IN PRODUCTS



4. AUTOTECH VIPs:

- **Mr Pham Khoi Nguyen** - Vice Minister of Ministry of Natural Resources and Environment
- **Mr Hoang Van Dung** – Vice Chairman of VCCI
- **Mr Nguyen Van Khoa** – Chairman of VAMOBAA
- Representative of Russia, German, Italia, Canada, Korea, Iran, Taiwan and China Embassy.

5. MEDIA SPONSORS:

Vietnam Economic Times
 Saigon Times Group
 Vietnam Investment Review

Auto - Motor Magazine
Vietnam Automobile Industry Magazine
People's Newspaper
Trade World Newspaper
VnExpress, Vietnamnet
Vietnam Television (VTV)
Hanoi Radio-Television (HTV)
Vietnam Cable Television (VTC)
Voice of Vietnam (VOV)
And others

Articles talked about AUTOTECH 2007:

- 65% of positive outlook (VTV, VTC1, HTV, and specialized newspapers)
- 20 % of neuter (general newspapers)
- 15% of the negative voice (mainly on rag newspaper) . .

6. THE APPRECIATION OF EXHIBITORS:

According to the survey with 70 exhibitors, the result showed impressively that:

- 80%: the exhibitors succeeded in building business relationship
- 12%: the exhibitors were satisfied with the quality of the exhibition
- 8%: the exhibitors hope to get better result for the next exhibition
- 95%: the exhibitors decided to participate in AUTOTECH 2006

7. THE MIX CAMPAIGN ON AUTOTECH 2007:

The quantity of distributed tickets: 100.000

- Press:

The International Transport and Motor Technology Show – AUTOTECH 2007 was advertised on famous magazines and newspapers in Vietnam: Vietnam Economic

Times, Vietnam Investment Review, People's Newspaper, Youth Magazine, Auto - Motor Magazine and Vietnam Automobile Industry Magazine...

- Broadcast:

The information of AUTOTECH 2007 and the exhibitors was broadcasted during the exhibition.

- Guests:

➤ *Guests of honor:* (Opening ceremony)

Over 2,000 AUTOTECH 2007 invitations were sent to government officials, the press, managers of the companies participating in the opening ceremony of AUTOTECH 2007. the ratio of the number of presented invitations at the opening ceremony is (1200) was 60%. That important ratio showed the guests' high interest.

➤ *Business guests:*

Over 80,000 received invitations compared with 120,000 delivered ones, shown 67 percent of the attended guests. That was a high percent. The larger number of business guests, the more opportunities for them to build a business relationship.

- Outdoor advertisement:

One week before the opening ceremony and during the exhibition, 20 banners and slogans were advertised on main roads in Hanoi and around the exhibition area.