

MTA VIETNAM 2021 EMBRACES THE FUTURE OF VIETNAMESE MANUFACTURING

2021越南胡志明市國際工具機暨金屬加工設備展

In response to the COVID-19 pandemic, Informa Markets Vietnam, the Organiser of MTA Vietnam, has introduced countermeasures to ensure business continuity in our marketplaces – allowing and assuring our buyers and sellers their ability to connect not only when trade exhibitions are permitted, but also when communication and commerce move online and when health and safety measures require social distancing. Wherever buyers and sellers may be located, using our online solutions, we ensure our trade events remain effective with extended reach via the internet.

The Machine Tool, Precision Engineering, Metal Working exhibition (MTA Vietnam 2021) is at the heart of introducing the advanced technology and modern machinery for Vietnam's manufacturing enterprises. Not only serving as a national forum for manufacturers and operators to connect, network and go deep into the latest solutions, MTA Vietnam 2021 will be a one-stop platform of knowledge, insight, market trends and new opportunities for both local and international manufacturing players in the new era. 2021 is expected to be a great start for businesses after a tough year and we hope to support Vietnam's manufacturers to withstand the impact of COVID-19 and encourage the recovery into the future.

MTA Vietnam 2021 which takes place from 7-10/7/2021 at Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City will be organized by combining in-person and virtual elements (hybrid event). Technology has completely eliminated distance barriers that aims to facilitate the interaction of event participants and to minimize the impact of travel restrictions due to pandemic.

By choosing "Lean 4.0" as the theme of the event this year, we tend to emphasize the importance of the capability improvement for the recovery period. The pandemic has even accelerated trend to move supply chains away from China. Embracing the opportunities of factory move to Vietnam after the pandemic period, local enterprises need to be best prepared for changes by investing in high-quality equipment, improving the production line and enhancing workforce skills. Lean production is a well-known concept that must have been heard before but is continuing to be relevant at the heart of most manufacturing operations worldwide, especially in Vietnam, where its enterprises are still unfamiliar with the concept. The interrelation between the implementation of lean manufacturing and Industry 4.0 technologies will allow the Vietnamese enterprises to be enabled to improve flexibility and increase competitiveness.

With a packed programme line-up that includes fringe events, webinars, TechTalk, a diverse range of products, MTA Vietnam 2021 will bring together industry experts, investors, leading researchers and practitioners to exchange and share their experiences, their research results on all aspects of Lean Manufacturing in Industry 4.0. These series of events will play as the interdisciplinary platform for policy makers, top managers, manufacturers to present and discuss the most recent market trends, innovations, perspective as well as practical challenges encountered and solutions adopted in the new normal of Vietnam's manufacturing industry.

MTA VIETNAM 2021 will kick off with the webinar on "Vietnam's Manufacturing: Mapping the road to recovery" that will be held on 11/5, giving an overview of Vietnamese manufacturing industry in the current economy context, analyze opportunities and challenges that businesses will face when entering the restart

phase as well as providing knowledge and trends to help them gain the momentum needed in the coming time. ■

Please register through this link: <https://bit.ly/MW21Me>
For more details, please visit our website: <http://mtavietnam.com/>

