

Press release

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## Full throttle ahead as Automechanika Shanghai 2019 opens for its 15<sup>th</sup> edition

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**As industry players approach the end of the year, Automechanika Shanghai 2019 participants look ahead at the latest products, services and technologies of the future. The show opens tomorrow until 6 December at the National Exhibition and Convention Center, (Shanghai). Being recognised as one of the most influential automotive trade fairs in the industry, it continues to act as a central hub for business exchange, trade, education and networking. This year, visitors find more depth of coverage across the entire industry on the 360,000 sqm show floor and fringe programme as a result of the fair's vision for an automotive ecosystem.**

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd, shared her views on the 2019 edition, saying: "With more than 15 years of experience behind us, the show continues to develop alongside the ever-changing automotive industry. Its position in the market remains stronger too, as we strive to create even more opportunities in different aspects for all attendees. Its global outlook and range of products and services remain a key driver for those participants wanting to capture an accurate picture of the industry today, as well as pursuing a clear vision of the future."

Automechanika Shanghai 2019 is well on its way to continue its succession of record-breaking shows. Boasting even more industry participation than ever before, the fair sees 6,590 exhibitors from 46 countries and regions around the world, a five percent increase from the previous edition. The show introduces a host of new themed zones and areas in keeping with industry trends, as well as expands upon its fringe programme to offer the most up to date and advance industry knowledge.

A number of distinguished players returning to the show includes Aisin, Blue-Point, Bosch, BPI, Brembo, Carzone, Casstime, China Changan, Continental Automotive, ContiTech, CRRC, Delphi, DENSO, EURO REPAR, FAWER, Jauto, Launch, Magneti Marelli, MAXIMA, Michelin Lifestyle, MOTUL, SAIC MOTOR, SATA, Valeo, Wanan, ZF. It also continues to introduce many first time exhibitors such as Bangbang, CATARC, CELETTE, DOUBLE COIN, FAW-Volkswagen, Hitachi Chemical, Huasheng, Knorr-Bremse, Sinopec Lubricant, SMVIC, SUNFULL and TRIANGLE, to name a few.

Messe Frankfurt (HK) Ltd  
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Exhibitors from countries and regions like Kazakhstan and Macau make their debut in Shanghai while Belarus, Lithuania and Saudi Arabia come back to the fair.

Automechanika Shanghai also welcomes 19 country and region pavilions including France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea, Malaysia, the Middle East, Pakistan, Poland, Singapore, Spain, Taiwan, Thailand, Turkey, the UK and the US.

### **Exploring show highlights and new zones**

To cater to the rising industry participation and further enhancing the fairgoers' experience, strategic hall planning covers the latest products, services and technologies throughout different stages of the automotive lifecycle. Halls will showcase **Parts & Components** (Hall 1, 2.1, 2.2, 3, 7.1 and 8.1, 8.2) and **Electronics & Systems** (Hall 4.1) to **Accessories** (Hall 5.2), **Repair & Maintenance** (Hall 5.1 and 6.1), **REIFEN (Tyres & Wheels)** (Hall 7.2) and more.

Overseas exhibitors in the Repair & Maintenance sector will occupy an extra 21 percent of space while combined efforts from Accessories and Customising have also seen a 19 percent expansion from abroad. Together, these reflect the increasing importance of the aftermarket not just in China but globally too.

In recognition of the vibrant and upcoming industry segment, the show has given **Customising** its own sector in Halls 6.2 and 7.2. Throughout 44,000 sqm of space, the area features the latest sport exhaust systems, sport chassis, engine tuning, recreational vehicles (RV) and off-road vehicle modification, as well as personalised interior design, bodywork, car wrapping, spray painting, and airbrush systems and more.

Further to this, **Tomorrow's Service & Mobility** returns to the North Hall. As one of the hottest development areas propelling the industry forward, the sector looks to highlight prominent players paving the way for digitalisation. In collaboration with the China Civil Engineering Society Urban Transportation Branch and the China Public Transport Information Network, a large model of a connected smart bus station will demonstrate how information and mobility services, payment methods and intelligent driving can be integrated into public transportation.

The **ICVIC Innovation zone**, brought forward by the Intelligent Connected Vehicle Innovation Center (ICVIC) and Tongji University Science Park, as well as the Korean **Plug-in zone**, will hold dedicated areas to showcase the latest technologies being developed by local and international tech firms and startups. The areas aim to help facilitate more meaningful conversations with global players.

Elsewhere, the **Supply Chain & Chain Store zone** is another highly anticipated areas in the 2019 edition. It will delve into specific industry topics and key development areas that are currently transforming the landscape of the industry as we know it. Exhibitors such as Auto Finance & Service, Bangbang, Carzone, Casstime, China QPmall, eBay, EURO REPAR, Homotor, Huasheng, KZMALL, Mancando, and more will bring

forward the newest business opportunities in the aftermarket, allowing both upstream and downstream players to connect with customers more effectively.

This year, the fair will welcome over 160 buyer groups from 24 countries and regions. In addition to the domestic groups, Australia, Bangladesh, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mexico, Myanmar, Nepal, Pakistan, Peru, Poland, Singapore, Taiwan, Thailand, Turkey, Vietnam will return while Colombia, Brunei, Algeria have organised delegations for the first time.

### **More opportunities for business in the extensive fringe programme**

Automechanika Shanghai also hosts an impressive line-up of events running concurrently with the show. The 65 strong fringe programme sees industry experts offering their insights into the most pressing topics and trends in the market. Highlighted events include:

- **Tomorrow's Service & Mobility Summit** – tomorrow's summit examines the regulations related to car connectivity in China, including topics like 5G, C-V2X, artificial intelligence, ADAS, autonomous driving and safety.
- **Connected Mobility Conference** – held on 4 and 5 December at the Primus Hotel Shanghai Hongqiao, the fourth edition of the conference is guided by the theme "Competing in the digital IoM, reshaping the future of mobility", discussing how new entrants can use big data to deliver innovative services.
- **Automotive Aftermarket Summit** - co-organised by the Automotive Aftermarket Suppliers Association, speakers on 4 December will identify drastic transformations in China's supply chain, service sector and emerging service models.
- **Body & Paint World Championships** – across four-days, national bodyshops compete to design inspired car bonnets. Attendees are able to cast a vote and the winner will be invited to Automechanika Frankfurt for the grand finale.
- **The International Bodyshop Industry Symposium (IBIS China 2019)** – on 4 December, highly influential players examine the topic of "Embracing transformation: seizing the opportunities of change in the Chinese collision repair market".
- **China International Tyre Conference** – manufacturers, distributors, retailers, associations convene on 5 December to analyse the import and export channels and impact of "Four Modernisation" in the China rubber tyre industry.

Mr Cheng Yongshun, Vice President of China National Machinery Industry International, said: "In recent years, there have been many changes in the industry, which have resulted in more and more opportunities for market players. Suppliers for auto parts, equipment and the aftermarket embrace these transformations through the notion of technology, the future and new energy. Their core technologies are constantly changing at a breath-taking pace. Not only do overseas companies continue to introduce new technologies, but Chinese firms also strengthen their innovations. Together they contribute to the overall development of the automotive manufacturing industry."

If you would like to find out more about the fringe programme, please head to [www.automechanika-shanghai.com/events](http://www.automechanika-shanghai.com/events).

Automechanika Shanghai is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint). For any further enquiries, you can contact Messe Frankfurt (HK) Ltd on + 852 2802 7728 or via email [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com).

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**Background information on Messe Frankfurt** (as of Jun 2019)

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com).

**Background information on Sinomachint**

China National Machinery Industry International Co Ltd. (Sinomachint) is a wholly-owned subsidiary of China National Machinery Industry Corporation (SINOMACH), a large state-owned group. Sinomachint specializes in areas such as international exhibitions, trade and project contracting. International exhibition is a core business for Sinomachint, which are recognized because of many years of exhibition organizing experience and a professional organization team. Sinomachint held exhibitions that combine internationality and locality in over 30 large and medium-sized Chinese cities. The total exhibition area of exhibitions that Sinomachint independently organizes or jointly do with partners each year exceeds 3 million square meters. For more information, please visit the website at: [www.sinomachint.com](http://www.sinomachint.com).