

Press release

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Online services from Automechanika Shanghai will support business exchange during the original 2021 show dates

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As one of Asia's final events in the automotive trade fair calendar, Automechanika Shanghai will lean upon a number of value-added services to support industry development. AMS Live will remain open from 24 to 27 November with full business functions for buyers to connect with 2,900 current exhibitors. A condensed fringe programme will also offer players vital knowledge sharing opportunities to learn about the latest market trends and developments.

In September 2020, AMS Live was successfully introduced as a value-added onsite-to-online platform to support market recovery. Importantly, it empowered remote participants in their endeavours to explore purchasing decisions and capture the latest market information. With this in mind, it is clear that there is still a place for supplementary online services in the trade fair industry. This objective remains the fundamental reason behind keeping the platform active despite the physical show not taking place as scheduled.

As a communication gateway for business exchange, participants can find new business partners using upgraded services like AI matchmaking, lead management and real-time analytics. Of course, these are reinforced by many of the established functions. Buyers will be able to search exhibitors' profiles and their latest products, services and technologies in online booths, as well as connect through live chats and online meetings.

To keep market momentum up for the year ahead, AMS Live also prepares to present a range of video content. For instance, the show introduces two new programmes that focus on domestic and overseas commercial activities. Firstly, a Dialogue with the International Media on the **Organiser Channel** will touch upon industries' current status and future direction in Australia, Europe and the US. Furthermore, a Dialogue with Automotive Entrepreneurs will continue on the **Exhibitor Channel**. Since its launch in September, viewers have credited the storytelling from industry leaders on developing their brands in the evolving market environment. Elsewhere, several influential companies are set to demonstrate their latest innovations and services through a livestream.

Participants can also access Automechanika Shanghai's vast pool of international and domestic knowledge capital on the **Fringe Programme Channel**. Many speakers have taken quickly to the turnaround of format

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and will tune in live from various remote locations for real-time updates and discussions about industry trends. These events include:

- International Summit of Connected-Vehicle Policies and Regulations 2021
- How AIoT is Transforming Active Safety of Commercial Vehicles
- Automotive Aftermarket Summit 2021

While full services on AMS Live open from 24 to 27 November 2021, players can take a sneak peek at some of the functions now: www.ams-live.com

Register to AMS Live now for free: www.automechanika-shanghai.com/vor

The organisers of Automechanika Shanghai are working with all the related stakeholders on the new show dates. For more information about the postponement, please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728, visit www.automechanika-shanghai.com or email auto@hongkong.messefrankfurt.com for further enquiries.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

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.

Automechanika Shanghai
Shanghai, 24 – 27 November 2021