

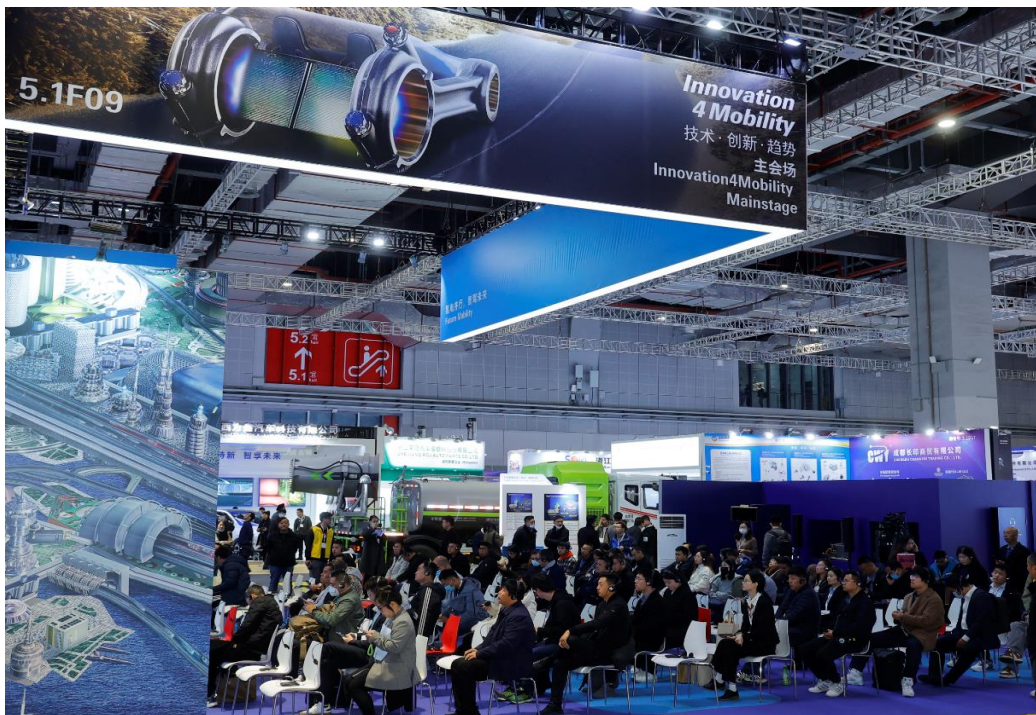
news +++ Automechanika Shanghai

National Exhibition and Convention Center (Shanghai), 29 November – 2 December 2023

automechanika
SHANGHAI

Automechanika Shanghai 2023 hailed as a resounding success with a 16 percent increase in visitor numbers breaking all-time record

Shanghai, 5 December 2023. The 18th edition of Automechanika Shanghai, which took place from 29 November to 2 December 2023, recorded an overwhelming surge of participation in its return to the host city. Attendees praised the show's emphasis on innovation, not just in terms of breakthrough developments, but also upgrades to traditional solutions, which have an ongoing foothold in the market.



Innovation4Mobility Showcase: Innovation4Mobility Mainstage and Future Mobility Area

Key figures from Automechanika Shanghai 2023:

- Onsite visitors: 185,284 from 177 countries and regions
- Exhibitors: 5,652 from 41 countries and regions
- 16 country and region pavilions
- Scale: over 300,000 sqm
- 77 fringe events
- Online visits through AMS Live: over 870,000 page views

The 2023 edition of Automechanika Shanghai proved exceedingly dynamic with all domains of the automotive supply chain coming together for marketing, trade, knowledge sharing and education. Participants praised the resources that were used to connect foreign and domestic buyers and suppliers, with the ultimate goal of building networks in the international business environment. In this regard, the organised networking opportunities and exhibition tours, amidst other services, were crowd favourites; local participants were afforded valuable opportunities to gain insightful perspectives on foreign markets, while international attendees could build a comprehensive understanding of the domestic automotive industry.

In the same way, activities on the show floor as well as fringe events fostered a sense of collaboration in addition to a shared vision for a sustainable and connected future. For example, the Innovation4Mobility Showcase delved into key pockets of the supply chain; Four Showcase Areas included the Innovation4Mobility Mainstage, Future Mobility Area, Green Repair Area and Customising x Tech Area. The concept revolved around the interplay between digitalisation, connectivity, sustainability, new energy, and aftermarket services, stemming from the growing demand for new mobility solutions and environmental protection in the automotive industry.

Amplifying these trends even further, the concurrent fringe programme saw a total of 77 fringe events take place over the course of four days. A crowd favourite was the debuting International Automotive Industry Conference 2023 Presented by Automechanika Shanghai. The conference series (including one main conference and five related events) covered all the major global automotive forecasts, policy updates and opportunities moving into 2024 and beyond.

In terms of participation, the turnout of visitors at the fairground broke an all-time record set at the previous 15th edition in 2019, growing by 16 percent to reach a total of 185,284. Internationalism grew by 19 percent with players representing 177 countries and regions. Top 10 overseas visiting destinations included Malaysia, Taiwan, India, South Korea, Türkiye, Thailand, Brazil, the UAE, Australia and Germany (in descending order).

Furthermore, the show hosted 5,652 exhibitors from 41 countries and regions, including 16 pavilions from France, Germany, Indonesia, Italy, Japan, Korea, Malaysia, Poland, Singapore, Spain, Taiwan, Thailand, Turkey, the UAE, the UK, and the US.

As a result, the global participation garnered strong recognition; feedback uncovered that these attendees relished in the interactions between domestic and overseas markets as many global buyers and suppliers were able to reconnect in-person for the first time in Shanghai since 2019. As a result, the convergence greatly contributed to a successful end-of-year gathering, offering an even bigger focus on electrification, connectivity and sustainability.

The show received vast attention from both the trade and mass media, with viewership surpassing the 40 million mark in domestic and overseas channels.

A detailed final report of feedback from various parties will be made available in due course. In addition, exhibitor information and replays of flagship events can still be accessed on AMS Live: www.ams-live.com

The next edition of Automechanika Shanghai will take place from 2 to 5 December 2024. It is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint). 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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Press information and photographic material:

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Your contact:

Suzy Heston

Phone: +852 2238 9907

Suzanna.Heston@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F China Resources Building,
26 Harbour Road,
Wanchai, Hong Kong

www.messefrankfurt.com.hk
www.automechanika-shanghai.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters 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) represents a subsidiary of China National Machinery Industry Corporation, a centrally administered conglomerate on the Fortune Global 500 list. It stays committed to creating an integrated platform for technical exchange and trade promotion between Chinese and foreign businesses. And it has now built well-known exhibition brands – CIMT, CMECEXPO, and CNMTC – in a way to deliver a full range of convention and exhibition services that it focuses on, from event organization to operation. A parent company of more than 20 investment enterprises, SINOMACHINT holds over 50 self-organized exhibitions domestically and nearly 20 overseas, while acting as the agent of about 200 foreign trade shows. In 2020, SINOMACHINT ranked first in the total number and area of exhibitions hosted on the mainland, according to statistics from the China Council for the Promotion of International Trade. And its position as China’s largest agent of overseas expos has for years stayed unchanged. As always, SINOMACHINT will remain a responsible innovator that values collaboration and shares benefits. That means it promises to spearhead the development of China’s convention and exhibition industry and grow the Chinese business community for shaping the new dual-circulation development pattern. It stands ready to work more closely with all sectors of society for greater innovation, for more win-win scenarios, and for a thriving economy in China and beyond. For more information, please visit the website at: www.sinomachint.com