

automechanika
SHANGHAI

Harnessing *Innovation4Mobility*

Shenzhen Edition

15 – 18.2.2023

Shenzhen World Exhibition &
Convention Center, China

Shanghai international trade fair for
automotive parts, equipment and service
suppliers

www.automechanika-shanghai.com

A pivotal point in automotive history

China's new four modernisations and carbon emission targets are reshaping the ecosystem across manufacturing, distribution and the consumer market. With this, repair workshops must transform and integrate the latest skillsets that are required for the diagnostics and maintenance of connected new energy vehicles, as well as handling the related spare parts.

New business opportunities in the aftermarket services of new energy vehicles include tyres, diagnostics and repair, car wash, body and paint, chassis, three-electric components maintenance, battery recycling, insurance, used cars and more.

New guidelines, regulations and industry standards continue to expand the commercial applications of connected mobility, which are transforming the entire mobility and logistics industry.

Our advantages of embracing change

- Messe Frankfurt's flagship show in Asia under the Automechanika brand.
- The show is heavily influenced by innovation and technology in presenting new business formats and models through product launches, technological exchange and understanding of market trends.
- It is a gateway for companies to establish a global brand presence by expanding in the Chinese and overseas markets. Visitors are from 150 countries and regions, covering the entire supply chain from research and development, manufacturing, distribution, e-commerce, repair workshops and logistics.
- Exhibitors can benefit from year-round online and physical events. Through business matching, technical seminars, skills training, visits to key production bases and media interviews, companies can reach their target audience and penetrate new markets.

China's auto overview^{1, 2, 3}

Total vehicle sales to reach **27.5** million units, a year-on-year increase of **5.4%**.

New energy vehicle sales of **5** million units, a year-on-year increase of **47%**.

17,585,100 used cars transactions in 2021, an increase of **22.6%** over the same period last year.

Vehicle exports exceeded **2** million units for the first time in 2021.

Sources:

1. "CAAM predicts China's 2022 automobile sales will reach 27.5 million units, a year-on-year growth of 5.4 per cent", December 2021, China Securities Journal, https://www.cs.com.cn/qc/202112/t20211217_6228639.html (Retrieved April 2022).
2. "The used car market has become more popular with a total transaction volume of 17.58 million units in 2021", February 2022, China News Service, <https://www.chinanews.com.cn/auto/2022/02-23/9683925.shtml> (Retrieved April 2022).
3. "China's 2021 automobile export volume is over 2 million units", January 2022, China Daily, http://www.gov.cn/xinwen/2022-01/13/content_5667933.htm (Retrieved April 2022).

Innovation 4 Mobility

Tomorrow's Service & Mobility

New mobility and digitalisation are permanently changing the automotive landscape. Embracing the shift, the show's future-focused position amplifies alternative drive technologies (hydrogen and fuel cell), the e-mobility chain (batteries, electric drives, electric controls and battery swapping facilities), car connectivity (autonomous driving, intelligent cockpits and smart transportation) and new materials.

Special display areas, lectures and product presentations will bring overseas and domestic industry players, government representatives and universities together. Start-ups, automakers, research institutes and industry product bases facilitate a deeper exchange about technological innovation.

Parts and technology

Gathering the top 100 global auto parts suppliers

Be part of the leaders that continue to dominate digitalisation and electrification trends across the vertical supply chain in research and development, technological innovation in vehicle production, as well as aftermarket services. Companies are set to highlight the successes and applications in engine electronics, electrified products and technologies.

China's automakers and industrial bases, along with companies from 20 overseas countries and regions will showcase their production strengths and seek opportunities for cross-collaboration.

Commercial vehicles in the new infrastructure era

A scenario-based display of hydrogen technology and autonomous driving for commercial vehicles with 30 companies from Shanghai displaying the hydrogen energy industry chain. It will incorporate Dongfeng's hydrogen commercial vehicles and players from Germany sharing new business models for hydrogen refueling.



The Israel pavilion and other technology leaders like APALT, CAMEL, Chuhang Technology, Ennopro, Grandwall Tech, NavInfo, PFLUON, PlusAI and ZF will pinpoint the crucial technologies in new energy drives, autonomous driving and smart logistics.

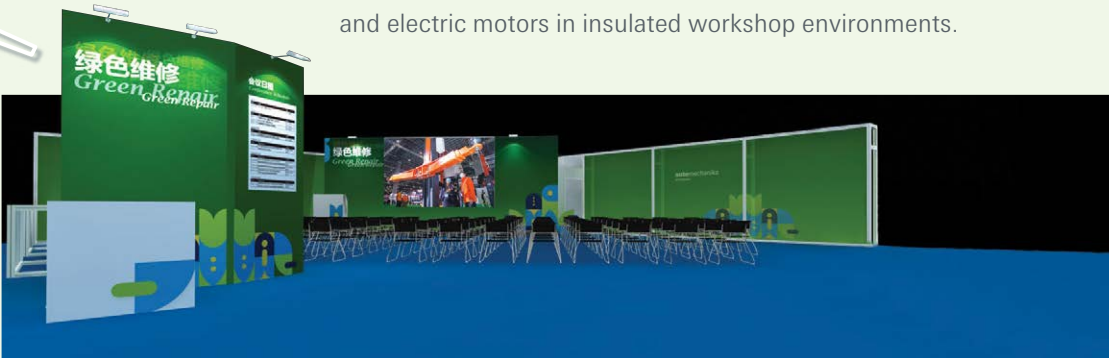
Workshops and services

Diagnostics & Repair / Body & Paint

With the rise of electromobility, environmental protection and cost inflation, suppliers offer solutions and technical equipment to support workshop transformation, such as vehicle maintenance equipment, tools, workshop safety measures, remote diagnostic devices, digital platforms, data management, battery recycling, and technical training.

Green Repair zone

The zone presents the equipment, testing and diagnostics for new energy vehicle maintenance through live demonstrations, training, displays and open forums. New energy automakers, battery companies and training institutes will highlight the maintenance of batteries, electric power control units and electric motors in insulated workshop environments.



Supply Chain & Chain Store zone

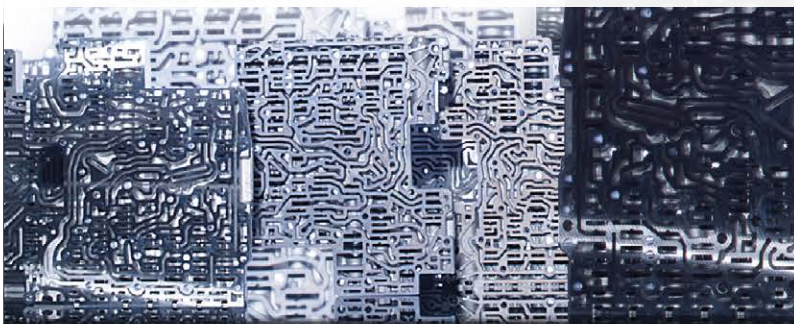
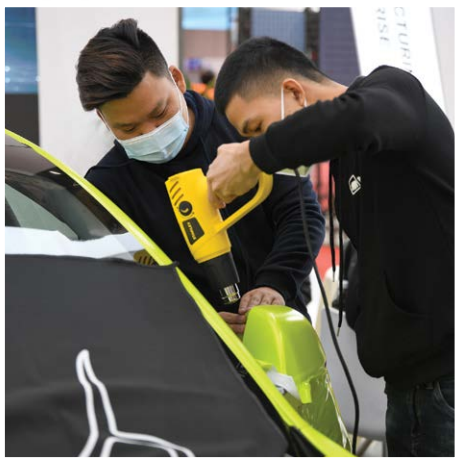
Leaders in the auto parts supply chain, online platforms and chain stores present solutions that combine the power of the internet, big data, and artificial intelligence in manufacturing, distribution and the consumer market. The zone expands coverage of commercial vehicles, data software, finance and insurance, and used cars, as well as human and AI interactions, mechanic and workshop management and warehouse solutions.



Accessories Customising

Personalisation has spurred on the demand for technical components in engines and transmissions, safety systems, on top of vehicle interior and exterior modifications.

The Customising Solutions Display area will showcase motorsports and high performance customising with technical seminars, experience sharing and motorsport displays. Customisation brands and solution providers can exchange know-how and cooperation with OEMs, 4S groups, dealers, racing teams, auto clubs, and more.



Fringe activities

Focusing on innovation and trends

Event highlights

- Automotive Aftermarket Summit
- China International Tyre Industry Conference
- Global Automotive Electric Drive Technology Development Leadership Summit
- Tomorrow's Service & Mobility Summit
- International Green & Intelligent Automotive Congress



Innovation and technology

The show unleashes a host of brand new events focusing on technology and digital advancement in the automotive industry. Knowledge transfer through academic talks, technological seminars, skills training and start-up pitches aim to inspire the next generation of automotive leaders.

A vital platform for industry-academia-research, collaboration, technological exchange and networking. Research institutions and leading companies will showcase and share experiences amongst industry experts, carmakers and manufacturers.

AMS Live connects a worldwide community

AMS Live is a resource hub that unites the international automotive community. Participants can connect with global players and gather information on the latest products, trends and practical skills through live broadcasts, online discussions, news blogs and matchmaking with potential partners.



Learn more about
AMS Live



Policies and market trends

A strong network across government bodies and industry players that covers the entire global supply chain. With the industry's rapidly changing landscape, players can quickly gain insights into market changes, obtain the latest policy information and get a picture of the evolving supply chain.



Year-round business matching opportunities

Match Up is a year-round online matchmaking service that presents a more personalised and targeted approach for buyers and suppliers around the globe to network and expand business activities.



More events details



Sign up as an exhibitor now!



3,500 exhibitors

With visitors from the global supply chain, Automechanika Shanghai is an important platform for brand exposure, technical information exchange, product and service consolidation in the aftermarket, and expansion in local and overseas operations.



*Partial list from 2020

Strength at every touchpoint

170,000+
social media followers

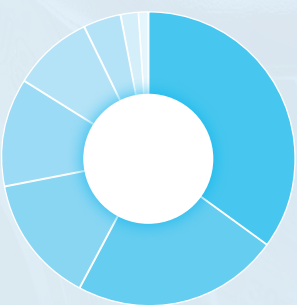
15,200
global press contacts

1.8M
website page views per year

49
government and association supporters

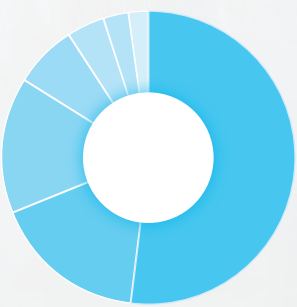
600,000+
global buyers' database

A snapshot at 2020



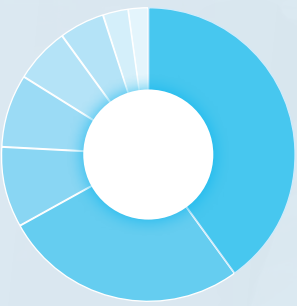
Visitor's nature of business*

35%	Dealer, agent, distributor, wholesaler
23%	Service provider
14%	Retailer
12%	Manufacturer
9%	Carmaker
4%	Private & official fleet
2%	Research institution / university / polytechnic
1%	Trade association / government agency



Chinese visitors by geographical origin*

52%	Eastern China
17%	Southern China
15%	Northern China
7%	Central China
4%	Southwest China
3%	Northeast China
2%	Northwest China



Overseas visitors by geographical origin*

40%	Asia
27%	Europe
9%	The Middle East
8%	South America
6%	Africa
5%	North America
3%	Oceania
2%	Central America

*Automechanika Shanghai survey results from 2020

Unique channels to optimise exhibiting results

- Tour across China with product launch roadshows, training, seminars, press conferences and other activities to help reach target customers.
- Media interviews, live broadcasts, outdoor and onsite advertising can enhance brand exposure and industry influence.
- Visit OEMs and industrial parks for technical exchanges that provide excellent opportunities to connect with various industry resources.

Quick facts about 2020

3,845
exhibitors from 29 countries and regions



79,863
onsite visitors from 53 countries and regions

580,000
page views on AMS Live from 150 countries and regions



62
fringe programme events



72% of
buyers are at management level

89% of buyers have influence on purchasing decisions



Fair facts

Dates

15 – 18 February 2023

Opening hours

09:00 – 17:00 (15 – 17 February 2023)

09:00 – 15:00 (18 February 2023)

Stand rental prices*

Zone A

Standard package (min 12 sqm)

RMB 2,700 / sqm

Raw space (min 36 sqm)

RMB 2,400 / sqm

Zone B

Standard package (min 12 sqm)

RMB 2,000 / sqm

Raw space (min 36 sqm)

RMB 1,700 / sqm

Zone C

Standard package (min 12 sqm)

RMB 1,400 / sqm

Raw space (min 36 sqm)

RMB 1,100 / sqm

*A media package fee of RMB 1,500 is compulsory for all exhibitors

Interested in becoming an exhibitor?

Contact our sales representative at
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WhatsApp

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