

**automechanika**  
SHANGHAI

**29.11 – 2.12.2023**

National Exhibition and Convention  
Center (Shanghai), China

## **Harnessing Innovation4Mobility**

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

[www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)



# Be steps ahead of global market transformation

Automechanika Shanghai will return home to the National Exhibition and Convention Center (Shanghai) for the 18<sup>th</sup> edition. As one of the most influential automotive industry platforms for information exchange, marketing, trade and education, the year-end event presents a perfect round up of 2023 and offers companies an ideal gateway for communicating future business plans to current and potential customers.

It will continue to harness Innovation4Mobility to spotlight the global shift towards new energy vehicle development across the entire supply chain where technology and innovation are critical to gaining a competitive edge. It also aims to draw attention to how China is taking a lead by transforming into a major market for next-generation automotive technology, exposing opportunities to gain shares in the domestic and overseas market.

## China's auto outlook for 2023

Global new energy vehicle sales

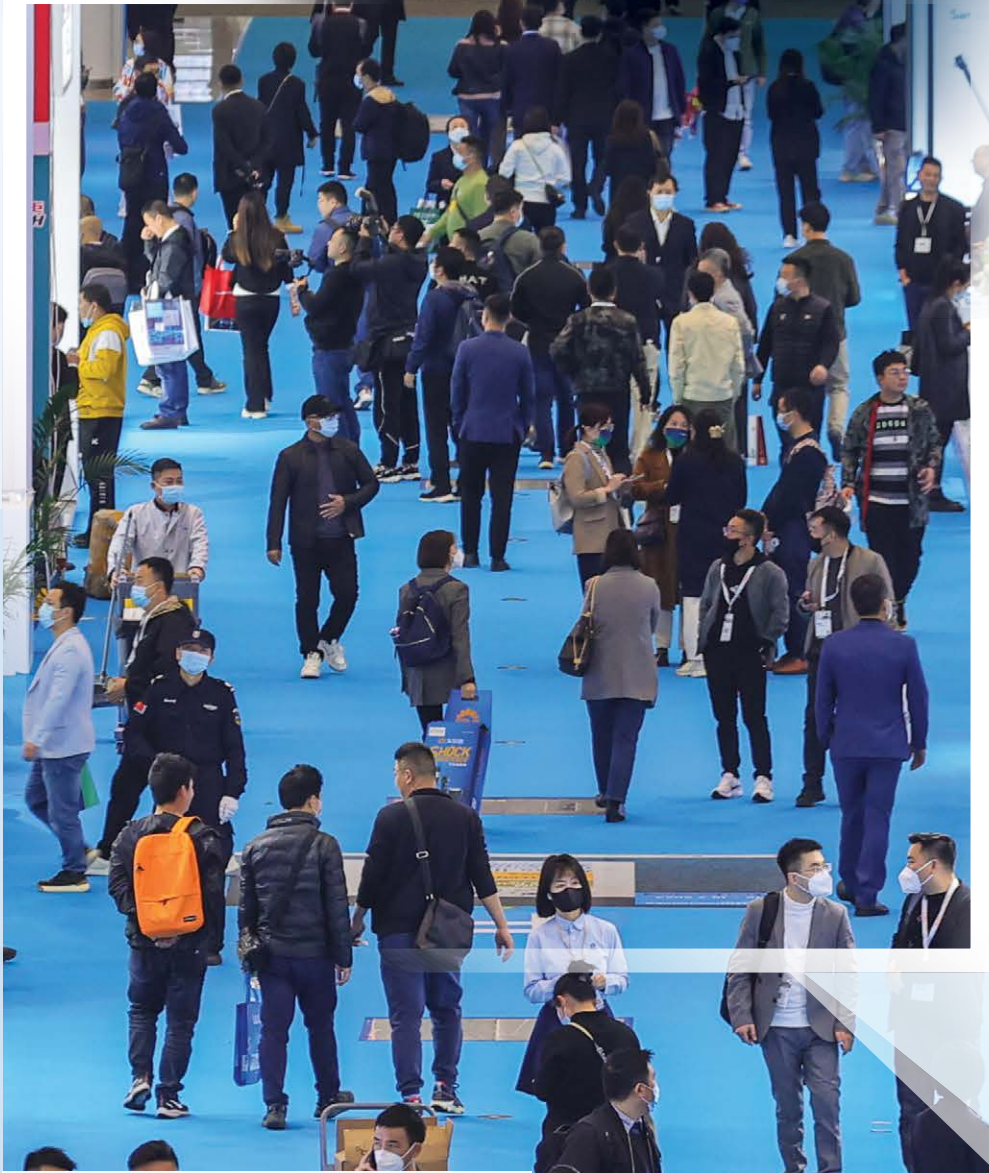
**13.6** million units<sup>1</sup>

9 million new energy vehicle in China sales **↑ 35%**<sup>2</sup>

**800,000** units of new energy vehicle exports **↑ 17.8%**<sup>3</sup>

**27.6** million total vehicle sales **↑ 3%**<sup>2</sup>

**20** million used car transactions **↑ 24.8%**<sup>4</sup>



## China's first quarter update\*

Production <sup>5</sup>	
Total	<b>8.355</b> million
New energy vehicles	<b>2.291</b> million
Sales <sup>5</sup>	
Total	<b>8.235</b> million
New energy vehicles	<b>2.222</b> million

\*January to April 2023 figures

# Why participate?

- ✓ Leverage the international platform by showcasing cutting-edge technologies and future mobility solutions backed by cross-collaboration between government, industry, academia and research.
- ✓ Build brand awareness through marketing campaigns, technical exchanges, knowledge sharing and media exposure.
- ✓ Expand your global footprint by interacting with prospective partners from every corner of the world.
- ✓ Grasp the latest global trends, automotive innovations and technological upgrades during flagship conferences, seminars, workshops and forums.
- ✓ Reinforce your business growth and strategic plans for the upcoming year as the show wraps up developments across the ecosystem.



**280,000**sqm across **12** halls



**4** Innovation4Mobility Showcase Areas



**4,800** exhibitors



**50+** fringe events

## Three specialised zones:

Auto Manufacturing Zone  
Remanufacturing Zone  
Services & Supply Chain Zone

## Seven product sectors:

Parts & Components  
Electronics & Connectivity  
Accessories  
Customising  
Tomorrow's Service & Mobility  
Tyres & Wheels  
Diagnostics & Repair / Body & Paint

Sources:

1. "Global electric vehicle sales grow strongly with China as the main driver", people.cn, 1 March 2023, <https://qr.messefrankfurt.com/Tfe85> (Retrieved: June 2023)
2. "China's new energy vehicle sales expected to exceed 9 million units in 2023", CNII, 22 February 2023, <https://qr.messefrankfurt.com/j4a9b> (Retrieved: June 2023)
3. "China's new energy vehicle exports expected to achieve high growth in 2023", China Securities Journal, 28 March 2023, <https://qr.messefrankfurt.com/sca75> (Retrieved: June 2023)
4. "China Automobile Dealers Association: China Automobile Dealers Association: analysis of the used car market in January 2023", Sina Technology, 15 February 2023, <https://qr.messefrankfurt.com/52c06> (Retrieved: June 2023)
5. "From January to April, China vehicle production and sales volumes increased steadily year-on-year", Xinhua News Agency, 11 May 2023, <https://qr.messefrankfurt.com/r8196> (Retrieved: June 2023)



# Showcase expertise beyond your booth

Following a triumphant debut, four Showcase Areas under the Innovation4Mobility concept will reinforce pockets of the supply chain like parts and components, repair and diagnostics, future mobility and customising that are evolving rapidly.

Take part in targeted opportunities to extend your presence at the show by featuring in specifically curated product showcases, lectures, trainings and networking events. The aim is to support professional development and generate a wider conversation about critical future technologies.

## Innovation4Mobility Mainstage

The Mainstage is a prime showcase championing contributions made to the advancing innovations across the value chain. Its forum area, networking lounge, start-up arena and product showcase create an ideal environment to share new ideas, network with like-minded players and celebrate transformations propelling the new automotive era forward.

## Future Mobility Area

New energy vehicles, hydrogen technology, connectivity solutions and autonomous driving, from local industry clusters and other global hotspots, demonstrate enabling technologies for future mobility and sustainability. This includes, but not limited to, electric vehicles, power battery technology, intelligent charging and swapping solutions, hydrogen fuel cell and cell stack technology, command and control systems for autonomous vehicles, and AI. It will also touch upon the commercialisation of these related products.

## Green Repair Area

Participants can reveal how their solutions help end-users take care of new energy vehicles. It will spotlight systematic changes to the aftermarket, such as infrastructure, skilled labour, equipment and accessories, through product displays, live demonstrations, training workshops and open forums.

## Customising x Tech Area

The area will highlight innovative technologies and personalisation in the customising market through a collection of custom car models, car wrapping, accessories, infotainment, and lighting. Intelligent, eco-friendly and tailored products for various driving scenarios like car camping will also be part of the showcase. Customising brands and solution providers can exchange know-how and cooperation with OEMs, 4S groups, dealers, racing teams, auto clubs, and more.



Learn more about  
**Innovation  
4 Mobility**

“

**Exhibitor feedback**  
**Ms Phoebe Gong**  
Brand Director of Nanjing Chuhan Technology Co Ltd

The show pivots on innovation and technology, which is very much in tune with our company's research and development and long-term direction. The integrated area was very useful for our results. For example, after we presented at the forum area, a lot of the audience came to our booth to enquire about our radar products.

**Visitor feedback**  
**Mr Alvin Tok Chee Leng**  
Managing Director, Velotac International Pte Ltd

With the government's support of electric vehicle development in Singapore, more charging stations are being built and so we are seeing emerging opportunities in this sector. Therefore, our eyes are set on China for sourcing. With the market rebound and favourable conditions for travel, industry players are eager to do more business. I have got to know most of my customers through Automechanika Shanghai. Therefore, it is important to be here at the show.

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# Educational opportunities

## Flagship conferences

- Automotive Aftermarket Summit
- Tomorrow's Service & Mobility Summit
- China International Tyre Industry Conference
- International Summit of Connected-Vehicle Policies and Regulations
- Used Car Strategy and Development Forum
- International Automotive Congress
- SAE Vehicle Electrification and Autonomous Vehicle Technology Forum



## Training and technical workshops

Digitalisation and technological transformation are creating novel challenges in the industry. Attracting talent and closing the skills gap through training and workshops are a part of the show's agenda to support companies keeping up with the ever-changing market.



## Site visits

Technical exchanges at OEMs and industrial parks offer excellent opportunities to embrace industry resources.

## Webinars and livestreams

Throughout the year, a series of webinars and livestreamed programmes such as A Dialogue with Automotive Entrepreneurs will fuel an industry wide discussion about opportunities in the value chain.





# Year-long business matching and networking

## Match Up

Match Up is an online and onsite matchmaking service offering a personalised and targeted approach for buyers and suppliers around the globe to network and expand business activities.



Register now

## AMS Live

AMS Live empowers remote and onsite users to explore purchasing decisions and capture the latest market information through digital booths, exhibitor and product searches, business matching, appointment scheduling and on-demand and livestreamed events.



Experience it now



# Maximise your visibility through globally-reaching channels



**15,200**  
global press contacts



**810+** media  
coverage from  
31 countries and regions



**170,000+**  
social media followers through  
Automechanika Shanghai channels



**48** government and  
association supporters



**1.8 million**  
website views per year



**600,000+**  
global buyers' database



Check out local mass and  
trade media coverage





# Key brands leading transformation



*\*Partial list from the previous editions*

# Quick facts about Automechanika Shanghai – Shenzhen Edition\*

**3,302**  
exhibitors from **19**  
countries and regions

**400,000+**  
online visits through  
AMS Live



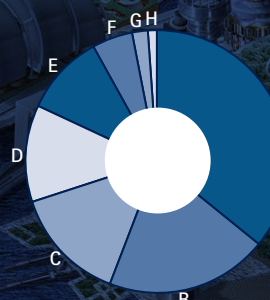
**106,383**  
onsite visitors from **89**  
countries and regions

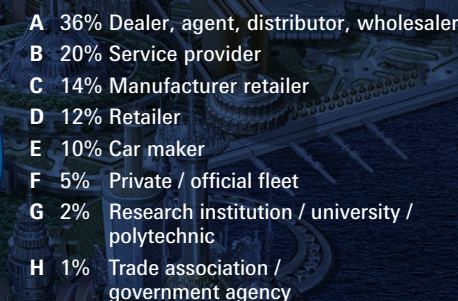
220,000  
sqm

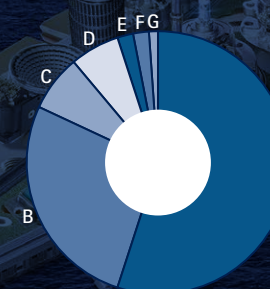


**58**  
fringe events

43  
hybrid programmes  
broadcast on **AMS Live**



- 
- A** 36% Dealer, agent, distributor, wholesaler
- B** 20% Service provider
- C** 14% Manufacturer retailer
- D** 12% Retailer
- E** 10% Car maker
- F** 5% Private / official fleet
- G** 2% Research institution / university / polytechnic
- H** 1% Trade association / government agency



- A** 55% South China  
**B** 27% East China  
**C** 7% North China  
**D** 6% Central China  
**E** 2% Southwest China  
**F** 2% Northeast China  
**G** 1% Northwest China

\*Automechanika Shanghai – Shenzhen Edition was held from 15 to 18 February 2023



# Fair facts

Dates	29.11 – 2.12.2023
Opening hours	09:00 – 17:00 (29.11 – 1.12.2023) 09:00 – 15:00 (2.12.2023)
Venue	National Exhibition and Convention Center (Shanghai), China

## Stand rental prices\*

Zone A	Standard package (min 12 sqm)	RMB 2,800 / sqm
	Raw space (min 36 sqm)	RMB 2,500 / sqm
Zone B	Standard package (min 12 sqm)	RMB 1,500 / sqm
	Raw space (min 36 sqm)	RMB 1,200 / sqm

\*Media package fee of RMB 1,500 is compulsory for all exhibitors.

## Interested in becoming an exhibitor or sponsor?

## Contact us now!

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Stay tuned



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