

**automechanika**  
SHANGHAI

**29.11 – 2.12.2023**

National Exhibition and Convention  
Center (Shanghai), China

# Show review 2023

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

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



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中机国际  
SINOMACHINT



# Automechanika Shanghai 2023 hailed as a resounding success with record-breaking figures

The 18<sup>th</sup> edition of Automechanika Shanghai 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.



**16**  
country  
and region pavilions



**5,652**  
exhibitors  
from **41** countries and  
regions



over  
**300,000** sqm  
across **13** halls

**185,284**

visitors from  
**177** countries  
and regions,  
↑**16%** and **19%\***



**177** buyer  
groups from  
**28** countries  
and regions, ↑**7%\***



Online  
visits through  
**AMS Live**  
over **870,000**  
page views



**77**  
fringe events, ↑**18%\***

\*Increment from all-time high records



# Global exhibitor participation garnered strong recognition



Over **300,000** sqm



**5,652** exhibitors **41** countries and regions

Australia, Belgium, Brazil, Bulgaria, Canada, China, Czech Republic, Egypt, France, Germany, Greece, Hong Kong, India, Indonesia, Israel, Italy, Japan, Kazakhstan, Korea, Lithuania, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Paraguay, Poland, Portugal, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Türkiye, the UAE, the UK, the US, Uzbekistan and Vietnam



**16** countries and regions pavilions

France, Germany, Indonesia, Italy, Japan, Korea, Malaysia, Poland, Singapore, Spain, Taiwan, Thailand, Türkiye, the UAE, the UK, and US

**91%** intend to participate next year

**86%** agreed the exhibition  
fulfilled their objectives

**85%** were satisfied with  
their participation



“

This marks Bosch's 13<sup>th</sup> participation in Automechanika Shanghai, and our theme for this year is 'Let's Shape a New Era of Mobility. Together.' We are excited to unveil our latest aftermarket solution for NEVs, aligning seamlessly with the key themes of the exhibition. As a leading global supplier of technology and services, Bosch remains committed to enhancing investment and is accelerating our strategic deployment in key areas such as NEVs, offering tailored new product and services. With a global footprint, we can assist Chinese brands in accessing overseas markets through our parts, diagnostics, and global aftermarket service network.

Ms Peimin Peng, Sales Vice President of  
Manufacturer China, Bosch Automotive  
Aftermarket

”



# Visitor numbers peaked with new all-time records

“The discussions held so far have been highly promising, particularly regarding the advancements observed during my previous visit to China in 2019. The evident progress in production processes, marked by a shift towards heightened automation and improved product quality, is a positive indicator for potential collaborations.”

Mr Radostaw Rote, Team Manager,  
Purchasing Department, PKW



Top **10** visiting countries and regions (excluding Mainland China)

Malaysia, Taiwan, India, South Korea, Türkiye, Thailand, Brazil, the UAE, Australia and Germany (in descending order)



**185,284**

trade visitors

**177**

visiting countries  
and regions

**23%**

overseas visitors



**177** buyer groups from **28** countries and regions

**97%** were satisfied with their  
visit to the show

**93%** achieved their visiting  
objectives

**93%** plan to visit the next edition

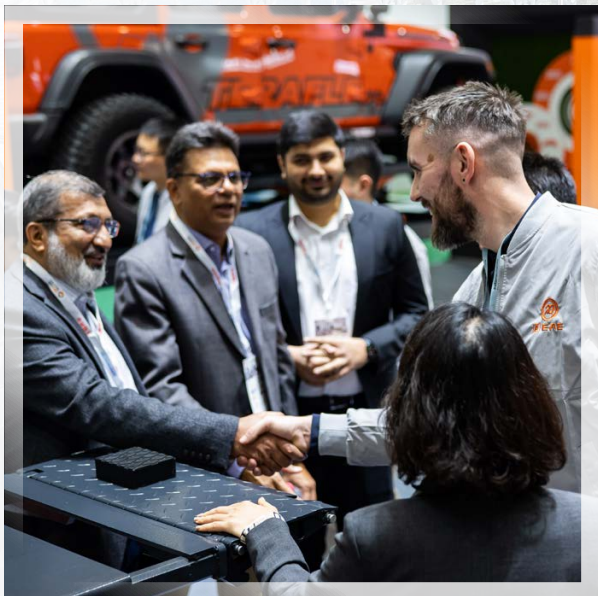
**87%** have influence on purchase decisions

**74%** agreed they have gained information  
about innovations

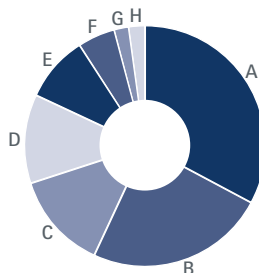
**63%** formed new supplier relationships

**automechanika**  
**SHANGHAI**



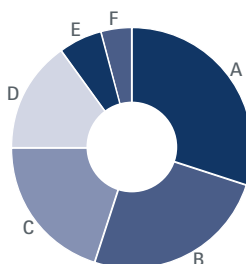


#### Visitor's nature of business



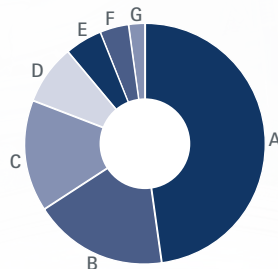
- A** 33% Dealer, agent, distributor, wholesaler
- B** 24% Service provider
- C** 13% Manufacturer
- D** 12% Retailer
- E** 9% Carmaker
- F** 5% Private & official fleet
- G** 2% Trade association / government agency
- H** 2% Research institutions / university / polytechnic

#### Position in the company\*



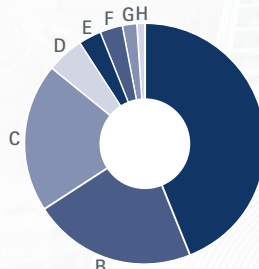
- A** 30% Division manager, operations / plant manager, branch manager
- B** 25% Self-employed entrepreneur, co-owner
- C** 20% Department head, group head
- D** 15% Managing director, board member
- E** 6% Other employee
- F** 4% Others

#### Local visitors by geographical location



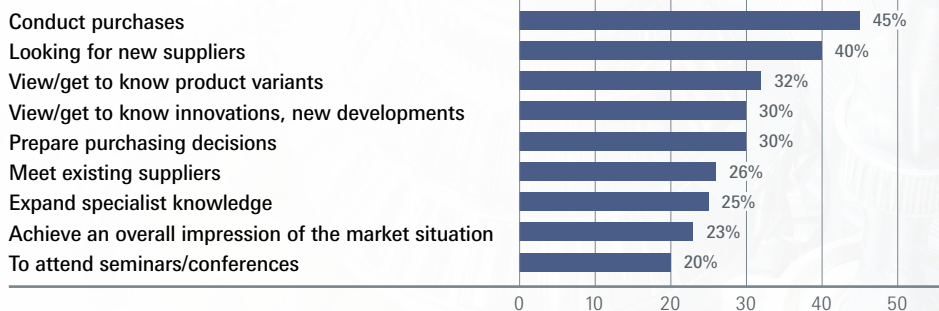
- A** 48% East China
- B** 18% South China
- C** 15% North China
- D** 8% Central China
- E** 5% Southwest China
- F** 4% Northeast China
- G** 2% Northwest China

#### Overseas visitors by geographical location

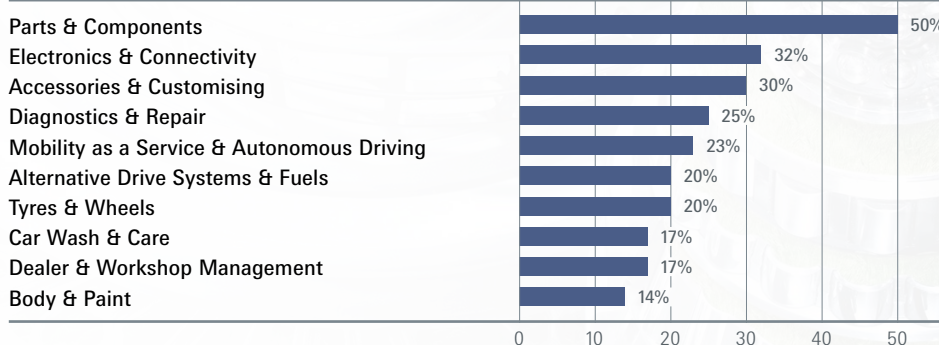


- A** 44% Asia
- B** 22% Europe
- C** 20% Middle East
- D** 5% South America
- E** 3% Africa
- F** 3% Oceania
- G** 2% North America
- H** 1% Central America

#### The intended purpose of visit\*\*



#### Product category interest\*\*



\*Source: Exhibitor and Visitor Survey 2023

\*\*Over 100% due to multiple choice





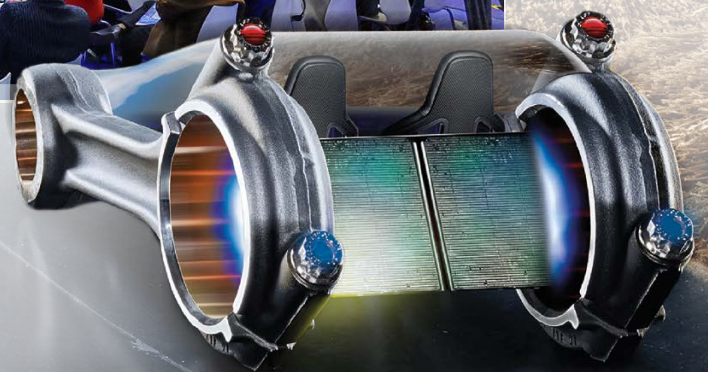
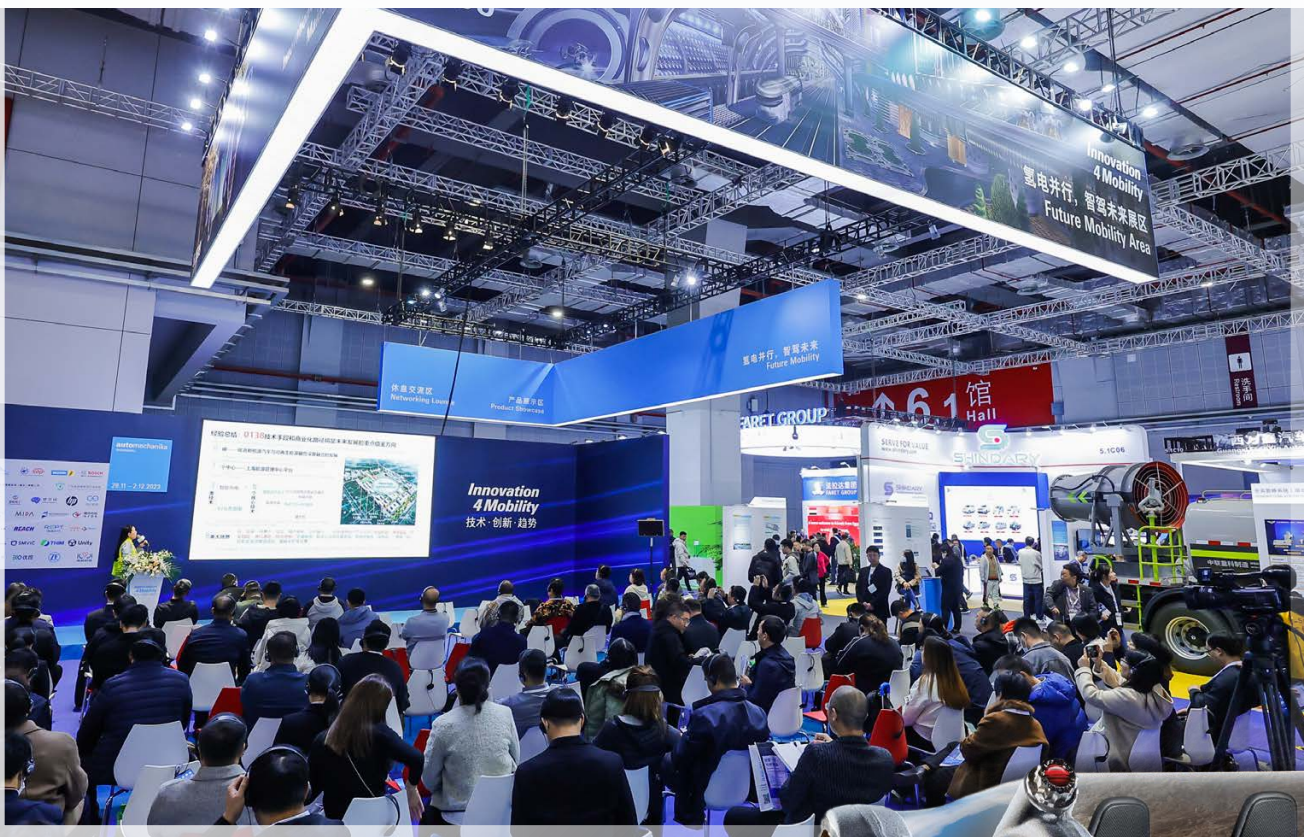
# Innovation4Mobility spotlighted key trends dominating automotive transformation

***Innovation  
4 Mobility***

## Innovation4Mobility Mainstage

The mainstage provided essential market insights and offered opportunities for cross-sector collaboration. It gave prominence to the advancements in manufacturing, the new energy and connected vehicle value chain and sustainability.

Leading companies such as Ambarella, Nanyue, VIE, and Fulin Precision displayed hydrogen-related products, automotive chips, new energy vehicle power systems, raw materials for power batteries, and wireless charging.







## Future Mobility Area

The Future Mobility Area featured advancements in new energy vehicles, hydrogen technology, advanced connectivity, and autonomous driving. The likes of Dongfeng Huashen, Dongshi, Hyvitech and Youkong captivated audiences with their presentations at the area.

“

The Innovation4Mobility Mainstage provides traditional equipment manufacturers with the opportunity to familiarise themselves with AI SoC innovative technologies and their applications. We hope that companies from the aftermarket will utilise these new inventions to catalyse further technological advancements. Afterall, Automechanika Shanghai serves as an effective guide for industry trends and integrates high-quality resources.

**Ms Vivian Yan, Marketing Director,  
Ambarella Shanghai Co Ltd**  
*Tomorrow's Service & Mobility and  
Innovation4Mobility Showcase*

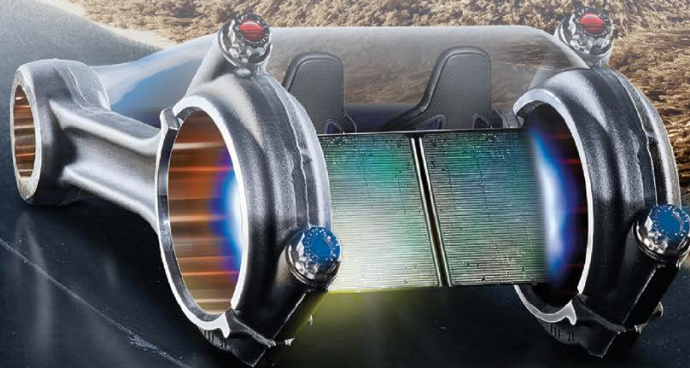
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## Green Repair Area

The Green Repair Area focused on the new energy vehicle aftermarket by covering infrastructure, skilled labour, equipment and accessories. Speakers from GiPA, IMI British Automotive Industry Association, Shandong German New Energy, ZF, and more addressed hot topics about overseas new energy after-sales markets, talent training, incorporation of industry and education, and training on new energy vehicle maintenance technologies.

## Customising x Tech Area

The new Customising x Tech Area explored automotive personalisation, showcasing a range of customised car models, infotainment, and lighting solutions.





# A collective voice igniting transformation across the automotive industry

Over the course of four days, 77 fringe events unwrapped the latest automotive news with the assembly of speakers deep diving into the hottest trends and developments.



Attendees applauded the debut of the International Automotive Industry Conference 2023 Presented by Automechanika Shanghai, as it mirrored many of the themes around the exhibition. The conference series comprised of one main conference and five related events. Across the board, speakers explained how the industrial chain, integration, collaboration, in addition to policies and regulations continue to shape the future automotive environment. Many noted the array of perspectives, especially with industry veterans sharing their experiences on the international stage.



- International Automotive Industry Conference 2023 Presented by Automechanika Shanghai
- New Energy Vehicle Sustainable Development Forum 2023
- International Summit of Connected-Vehicle Policies and Regulations 2023
- Automotive Aftermarket Summit 2023
- Used Car Strategy and Development Forum 2023
- China International Tyre Industry Conference 2023

“

Industry friends informed me that the show is a valuable information source. The New Energy Vehicle Sustainable Development Forum 2023 proved incredibly insightful due to the current industry focus on environmental protection, which is closely linked to the development of new energy in the automotive sector. The discussion on battery recycling during today's session was particularly enlightening for me, as I anticipate its increasing relevance for the operations of my 4S store in the future.

**Mr Wang Chunyu, After Sales Manager,  
Beijing Huayang Shuntong Automobile Sales  
and Service Co Ltd**  
*Audience*

”



# Trade and mass media coverage

The show also received vast attention from both trade and mass media, with a viewership of value-added activities and livestreams surpassing the 40 million mark across domestic and overseas channels.



## Australia

- BodyShop News

## Brazil

- Mercado Automotivo

## China

- Auto China 360
- Auto Driving & Service
- Auto E Home
- Auto Electric Parts
- Auto Home
- Auto Know
- Auto Maintenance
- Auto Maintenance & Repair
- Auto Manufacturing Engineer
- Auto Parts
- Auto Parts Business News Report
- Auto Parts Commercial Express
- Auto QQ
- Auto Review
- Auto Sohu
- Auto Zhejiang
- Automobil Industrie China
- Automobile & Parts
- Automobile Electrical & Electronic Information
- Automobile Parts Republic
- Baidu
- Beijing Auto News
- Beijing Communication Radio
- Car Auto View
- Carnets
- CarsMaga
- CBM Auto Parts Headlines
- CCTV
- CCTV4
- Changchun Daily
- Changchun Evening News
- Changzhou Broadcasting Satellite TV
- Che Xun
- Chebailian
- Chejiahao
- Chelun
- Cheshihao.cheshi.com
- Cheshijie
- Cheshijie Autoworld
- China Auto Supplier
- China Automobile and Spare Parts Purchase Guide
- China Automotive News
- China Automotive News APP
- China Development
- China Economic Herald
- China Equipment
- China intelligent automobile industry network
- China International Conference Exhibition
- China Media Group Mobile
- China News
- China News
- China News Service
- China Report
- China Tianjin TV
- China Trade News
- China Weekly
- China.com.cn
- China-blue News

- China's Foreign Trade
- Chongqing Satellite TV
- Cityautoweekly
- Commercial Vehicle
- Commercial Vehicles and Parts
- cqxyh5.cbgcloud.com
- CRI online
- CSTOUTIAO
- Design and Manufacture of Diesel Engine
- Dripcar
- Eastday.com
- Economic Information Daily
- Eefocus
- EEworld
- EVO
- For Repair & Maintenance
- Gasgoo
- GDTV
- Global Auto Parts Purchasing Network
- Global Times
- Guangdong Satellite TV
- Guangzhou Broadcasting Network
- Guangzhou Daily
- Guangzhou News Radio
- Guangzhou traffic station
- Guangzhou TV
- Gznf.net
- HC360
- Hebei Satellite TV
- Heilongjiang Satellite TV
- iloveqingpu
- IndustrySourcing.cn
- International Business Daily
- ItouchTV
- Jiangsu Satellite TV
- Jiemiao.com
- Jilin Satellite TV
- Lan Pan – Che Ping
- Liaoning Daily
- Live Baidu
- Lubricant Guidebook
- Lubricant Information
- Lubricant Market
- Made-in-china.com
- Magic Cube
- maiche.com
- Mewcars
- Mobile Travel
- Modiauto
- mp.dayu.com
- Nanfang Daily
- NetEase
- NetEase Auto
- nev.ofweek.com
- New Express
- newenergy.in-en.com
- news.qq.com
- Ningbo Satellite TV
- om.qq.com
- PCAuto
- People's Transportation
- Qichedaquan
- Qilu Evening News
- Qingpu TV
- qpzone
- Rubber Vision

- Sansha Satellite TV
- Shandong Satellite TV
- Shanghai Auto News
- Shanghai Science and Technology
- Shanghai Traffic Radio (FM105.7)
- Shenzhen Satellite TV
- Sichuan Radio and Television
- Sichuan Television
- Sina
- Sohu
- sohu.com
- Southern Finance
- Ta Kung Pao
- The First Automobile Group
- The Paper
- The Rubber & The Tires
- Tire World
- Toman-Micro Electronics
- tuanche.com
- tv.sohu.com
- TVS1
- UC
- Weibo
- Weibo-Autobusiness
- Weibo-Carmedia
- Weibo-Guangdong Satellite TV
- Weibo-Mars
- Weibo-YOUTH AUTO
- Wenzhouese
- World Vision
- Wuxi Radio & TV Station - Livestream
- www.21ic.com
- www.315che.com
- www.360che.com
- www.86wheel.com
- www.aikahao.xcar.com.cn
- www.atauto.com.cn
- www.auto1999.com
- www.autopeitao.com
- www.car-repair.cn
- www.ce.cn
- www.chebrake.com
- www.chemn.com
- www.cheychex.com
- www.chinalubricant.com
- www.ChinaRTA.com
- www.cityautoweekly.com
- www.dongchedi.com
- www.ecv360.com
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- www.huanqiuauto.com
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- www.lube-info.com
- www.mdglobe.com
- www.news.cn
- www.online.sh.cn
- www.qcdq.cn
- www.qctt.cn
- www.q1ld.com
- www.rubb.cn
- www.sinolub.com
- www.tirechina.net
- www.toutiao.com
- www.toutiao.com (video)
- www.yidianzixun.com

- www.yima88.com
- XCAR
- Xchelp
- Xin Xi Shi Bao
- Xinbenteng Information
- Xinhua Finance
- Xinhua News
- Xinmin.cn
- Yangcheng Evening News
- Yi Parts
- yiche.com
- Yima Auto Parts Info
- Yingkou Broadcasting Satellite TV
- Youku
- Youth Daily
- YP361.com
- Zhejiang Satellite TV
- Zhejiang Satellite TV Channel 6
- Zhong5

## Germany

- AutoHaus

## India

- Auto Motor World
- Automotive Technology

## Indonesia

- Kompas

## Italy

- Area di Servizio
- Notiziario Motoristico
- Parts Magazine

## Japan

- IDD
- Nikkan

## Korea

- Automotive Electronics Magazine
- Car&Tech

## Malaysia

- Asian Buses
- Asian Trucker
- The Tyreman
- Truck & Bus

## Mexico

- portalautomotriz.com

## Poland

- Nowoczesny Warsztat
- Świat Opon

## South Africa

- Automotive Business Review

## Taiwan

- Benchmark
- Economic Daily News (EDN)

## Thailand

- Asian Trucker Thailand

## UK

- Just Auto

## US

- Aftermarket Intel
- Aftermarket International
- Automotive Industries

## Vietnam

- vneconomy.vn



# Partners and supporters

## Organisers

Messe Frankfurt (Shanghai) Co Ltd  
SINOMACHINT – China National Machinery Industry International Co Ltd

## Associate supporter

China Chamber of Commerce for Import & Export of Machinery & Electronic Products

## Local supporters

- Anhui Association of Automobile Trades
- Auto & Motor Parts Chamber of Commerce of National Federation of Industry and Commerce
- Beijing Association of Automobile Manufacturers
- Beijing Automotive Maintenance and Repair Trade Association
- China Aluminum Wheel Quality Association
- China Auto Maintenance Equipment Industry Association
- China Automotive Maintenance and Repair Trade Association
- China Council for the Promotion of International Trade, Shandong Sub-Council
- China Council for the Promotion of International Trade, Shanghai Pudong Sub-Council
- China Council for the Promotion of International Trade, Taizhou Branch
- China Council for the Promotion of International Trade, Zhenjiang Branch
- Circulation Industry Promotion Center of Ministry of Commerce, People's Republic of China
- Cixi Auto Parts Industry Association
- Commercial Vehicle Branch of China Association of Automotive Manufacturers Aftermarket Committee
- Committee for Vehicle Use Motor & Electrical Appliances of CAAM
- Guangzhou Motor Vehicle Repairing Association
- Hebei Auto Maintenance Equipment Industry Association
- Hebei Auto Parts Industry Association
- HKAPIA – Hong Kong Auto Parts Industry Association
- Related Industry Branch of China Association of Automobile Manufacturers
- Ruian Automobile Motorcycle Parts Industry Association
- Shanghai Federation of Industry and Commerce of Auto maintenance and repair equipment chamber of commerce (SAMRC)
- Shanghai Automobile Maintenance & Repair Trade Association
- Shanghai Automotive Parts Industry Association
- Yingkou Auto Maintenance Equipment Industry Association
- Yuhuan Automobile & Motorcycle Fittings Association
- Zhejiang Association of Automobile Manufacturers

## International supporters

- AAAA – Australian Automotive Aftermarket Association
- AASA – Automotive Aftermarket Suppliers Association (the US)
- APEV – Association for the Promotion of Electric Vehicles (Japan)
- ASA – Federal Association of Manufacturers and Importers of Automobile Service Equipment (Germany)
- AVERE – The European Association for Electromobility (Belgium)
- BEM – German Federal Association for eMobility
- EEC-EG – The Engineering Export Council of Egypt
- EGEA – European Garage Equipment Association (Belgium)
- HDMA – Heavy Duty Manufacturers Alliance (the US)
- JAPIA – Japan Auto Parts Industries Association
- MARii – Malaysia Automotive, Robotics & IoT Institute
- MEMA – Motor & Equipment Manufacturers Association (the US)
- MERA – The Association for Sustainable Manufacturing (the US)
- NAPAC – Nippon Auto Parts Aftermarket Committee (Japan)
- OAC – Overseas Automotive Council (the US)
- OIB – Uludag Automotive Industry Exporters Union (Turkey)
- SERNAUTO – Spanish Association of Automotive Suppliers
- SMMT – The Society of Motor Manufacturers and Traders (the UK)

## Enquires

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## Next edition

Date:

2 – 5.12.2024

Venue:

National Exhibition and Convention Center (Shanghai), China