

news +++ Automechanika Shanghai

National Exhibition and Convention Center (Shanghai), 26 – 29 November 2025



## Automechanika Shanghai 2025 to utilise all 15 halls of NECC for the first time

**Shanghai, May 2025. Preparations are underway for what is set to be one of the largest global automotive industry gatherings of the year. From 26 to 29 November 2025, Automechanika Shanghai expects to welcome a record 7,000 exhibitors, filling every corner of the National Exhibition and Convention Center (Shanghai), which spans 383,000 sqm. This marks the first time in the show's history to reach such a scale. The trade fair offers opportunities for marketing, trade, information exchange and education to continue evolving alongside market trends, which, for this year, reflect those innovations and transformations driving sustainability within the sector.**

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, said: "Automechanika Shanghai has grown to become one of the most influential platforms in the automotive industry for exploring collaboration on a global scale and showcasing innovative technological advancement. Last year, we welcomed attendees from over 180 countries and regions, achieving record-breaking levels of exhibitor and visitor participation. We take great pride in this coming together of nations and minds. Moving into this next edition, we will keep looking to foster deeper integration and development of the global industry by aligning our offerings with market updates and fast-paced automotive trends."

### **Expanded sectors and zones highlight market hotspots**

Automechanika Shanghai 2025 is well-positioned to showcase products, services, and technologies driving advancements, catering to the entire automotive ecosystem, from R&D and manufacturing to sales and after-sales services. With a rising need for safe, intelligent and efficient mobility, the fair expands and enhances several elements for companies eager to exhibit in high-potential market segments. For instance, over half of all exhibitors are set to present products related to the development of new energy vehicles, including advancements in traditional components, diagnostics and repair, body and paint, accessories and customising.

Following a positive introduction to the show, the **New Energy & Connectivity** sector will expand by 50 percent to cover 39,000 sqm of exhibition space. The area will feature battery, motor and electric control systems, as well as charging, swapping, and energy storage technologies alongside hydrogen fuel cells, connected and assisted driving systems, intelligent chassis, and thermal management. Here, **Innovation4Mobility** offers a window to the future through a range of product displays, forums, and start-up activations. This complete showcase offers a comprehensive guide to emerging trends by the variety of resources from various sectors. The **start-up zone**, as an example, will see collaborations between research institutes, universities, start-ups and financial establishments, all presenting developing technologies poised for commercialisation through scenario-based presentations.

Digital technologies are also creating space for new business models in the automotive value chain. The **Digital Services / Solutions** zone embraces the integration of applications that

improve efficiency and reduce costs in the aftermarket. Companies here can also address cross-border e-commerce, as well as smart logistics and warehousing. The zone will introduce automatic identification technologies, digital solutions, and supply chain management solutions.

Likewise, the **Tyres & Wheels** sector sees an increase of 50 percent in terms of exhibition space. The sector has steadily grown over the years, but the extra weight, rapid acceleration, noise reduction and battery requirements of electric vehicles have allowed companies to explore more product innovation.

More than 60 percent of all exhibitors will also cater to commercial vehicles, underscoring the evolving landscape of logistics, transportation and mobility. This is particularly relevant for expanding business channels in emerging markets like those along the Belt and Road.

Other sectors include **Parts & Components** featuring chassis, automotive electronics, and remanufacturing; **Electrics & Electronics**; **Accessories**; **Customising**; and, **Diagnostics & Repair / Body & Paint**.

### **Fostering talent, knowledge sharing and international cooperation**

Ms Li Zhang, General Manager of China National Machinery Industry International Co Ltd, elaborated: "The transformations and innovations that define exhibits will also extend to the strong line-up of some 80 fringe events. As China's automotive market continues to grow rapidly, our value-added events will focus on electrification and intelligent transformation, digital services, supply chain resilience, and sustainable development, creating an environment for technology exchange, trade, and policy insights. By bringing together global brands and offering targeted networking, the show supports businesses in international collaboration and identifying new opportunities in the evolving market."

To illustrate, the **International Automotive Industry Conference 2025 Presented by Automechanika Shanghai** will offer perspectives on how current trends are influencing supply chains, market dynamics, and relevant policies and regulations. This year's edition shall also emphasise the need to build up industry professionals and a Gen Z workforce during the **International Automotive Industry Talent Development Conference 2025**. This will be accompanied by a talent development programme for participants to get to grips with the skillsets needed for wider market changes. Additionally, the **Automechanika Shanghai Technology Seminar Series** debuts with global experts discussing electric drive systems, thermal management, autonomous driving, intelligent chassis, new materials, and tyre technology.

Participants can further take advantage of other approachable networking activities to stay ahead in the ever-evolving industry landscape. One such opportunity is the **Global Collective**, covering investment and tools for expansion, as well as insights into overseas auto markets in Southeast Asia, the Middle East, and South America.

Local trade authorities will lead discussions about their country's automotive market, trade and investment prospects, while companies examine their successful global ventures. Furthermore, a series of themed networking receptions aim to connect like-minded professionals. **Press Connect** will also provide participants with the opportunity to engage in informed dialogues with journalists.

With a more tactile approach, **industrial visits** offer first-hand insights into key manufacturing hubs, automotive facilities and research institutes at the forefront of the development of new energy, autonomous driving, and intelligent vehicle progress in China. **Match Up** shall continue to offer customised one-to-one business matching for attendees to form strategic partnerships.

Automechanika Shanghai 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](http://www.automechanika-shanghai.com) or email [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com) for further enquiries.

- end -

**Press information and photographic material:**

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

**Automechanika Shanghai@Social Media:**

[www.facebook.com/AutomechanikaShanghai](https://www.facebook.com/AutomechanikaShanghai)

[www.linkedin.com/in/automechanika-shanghai-ams-a240a851](https://www.linkedin.com/in/automechanika-shanghai-ams-a240a851)

[www.instagram.com/automechanika\\_sh](https://www.instagram.com/automechanika_sh)

#automechanika #innovation #technology #automotive



**Your contact:**

Suzy Heston

Phone: +852 2238 9907

[Suzanna.Heston@hongkong.messefrankfurt.com](mailto:Suzanna.Heston@hongkong.messefrankfurt.com)

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

[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

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

**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. With a workforce of some 2,500\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780\* 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](http://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](http://www.messefrankfurt.com) \*Preliminary figures 2024

### **Background information on Sinomachint**

China National Machinery Industry International Co., Ltd. (SINOMACHINT), a holding subsidiary of China National Machinery Industry Corporation (Sinomach), is a professional exhibition organizer. The company offers a full range of industry chain services, including exhibition organization, conference activities, and operational & construction, covering seven major business sectors: self-hosted domestic exhibitions, self-hosted overseas exhibitions, overseas agency exhibitions, conference and forum activities, exhibition operations, exhibition project contracting, and integrated marketing. SINOMACHINT organizes over 50 exhibitions annually at home and abroad, with a total area of over 3 million square meters, ranking among the top in the list of the Top 50 Exhibition Organizers in China. It also organizes around 180 overseas agency exhibitions each year. For eight consecutive years, it has ranked first in the number of exhibition projects in the Annual Report on China's Exhibition Industry published by the China Council for the Promotion of International Trade, making it one of China's largest overseas exhibition organizers. With a global network, SINOMACHINT has set foot on over 100 countries and more than 300 cities, organizing over 3,100 international exhibitions. As the only machinery exhibition brand with over 70-year history in China's exhibition industry, SINOMACHINT is dedicated to the development of equipment manufacturing industry. By leveraging its market-oriented, professional, international advantages, it is committed to establish itself as a comprehensive exhibition service provider with core competencies that is first-class in China and recognized around the globe. Supporting new industrialization and high-quality Belt and Road cooperation, it aims to promote Chinese brands while becoming a leader in the China's exhibition industry, a contributor to the development of machinery industry, and a promoter of foreign economic and trade cooperation. For more information, please visit the website at: [www.sinomachint.com](http://www.sinomachint.com)