

automechanika

SHANGHAI



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

Accessories / Customising

2 – 5.12.2020

National Exhibition and Convention
Center (Shanghai), China



Accessories / Customising

“ A front-runner for trends and development ”

Product coverage

Accessories

- Car care
- Oils & lubricants
- Infotainment electronics
- Car accessories

Customising

- High performance & customisation
- Interior & exterior accessories
- Vehicle lighting

2020 highlights

Accessories

• Global sales channels support market exploration

It is anticipated that the sector will attract professional visitors from 149 countries and regions, covering established markets in Europe and the US, as well as emerging markets in Southeast Asia, Eastern Europe, South America and Africa. Exhibitors can reach out to dealers, wholesalers and chain store buyers from these markets where products for accessories are in high demand.

• Extensive resources create more cross-sector cooperation

Integrated fair resources, seven comprehensive sectors and three specialised zones that accommodate exhibitors in OE right through to the aftermarket, create cross-sector business opportunities.



2019 key players

Accessories

Amsoil, Aokly, AVIA, BOTNY, Bullstone, Chepu, CSIC, CTEK, ENEOS, Eni, FUCHS, Gazpromneft Oil, LIQUI MOLY, MA-FRA, MOTUL, Nanfu, Sinopec Lubricant, SK Lubricants, SONAX, Tongyi and Zero Mileage Lubricant

Customising

AIDO, Azoza, CARLAS, K-MAN, MP Concepts, Shuangxing Color Plastic, STRONA, TEIN, Unionevo, WINBO and YAKIMA



Customising

• New policies and market diversity drive the growing customising segment

Customising will remain a standalone sector so that it can continue to inject momentum into industry development and unleash China's aftermarket potential. Recent and favourable policies in China are supporting consumer demand for auto modifications. These advancements also encourage the progression of motorsport and car customising-related markets.

• Discover state-of-the-art vehicles at the Motorsport and High-performance Area

Motorsport and high-performance customisation will, once again, demonstrate racing culture, trends and technical analysis on the show floor. The interactive nature of the area will allow fans to see the latest customising techniques first-hand.



Learn more:



Ms Lizzy Gu, Brand & Marketing Manager, Yakima (Nanjing) Precision Industry Co Ltd (the US)

"We have been exhibiting our roof racks since 2013 as we value the show's influence and popularity. Its internationalism and professionalism are reflected in all aspects of the exhibition. It is the perfect platform to facilitate our business network growth. The show helps us to promote the market, increase brand exposure and explore targeted customers. As a result, I can see more exhibitors joining this sector of the show. I believe as it continues to strengthen, even more key market players will join."

Fair facts

Date

2 – 5 December 2020

Opening hours

09:00 – 17:00 (2 – 4 December)

09:00 – 15:00 (5 December)

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

Accessories / Customising

Standard package (min 12 sqm) RMB 1,400 / sqm

Raw space (min 36 sqm) RMB 1,100 / sqm

REIFEN (Tyres & Wheels)

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.

Contact

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