

Co-located zone

automechanika

SHANGHAI



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

28.11 – 1.12.2018

National Exhibition and Convention Center (Shanghai), China

REIFEN Zone



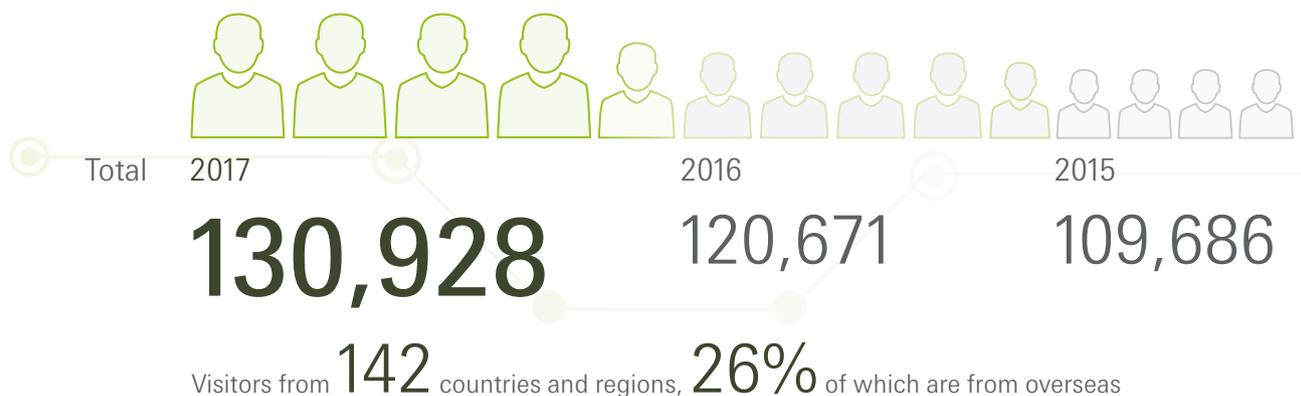
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Automechanika Shanghai

Automechanika is one of the largest trade fair brands for automotive parts, accessories and service industries worldwide, with 17 shows taking place across 15 countries. Automechanika Shanghai is part of this international network, and represents Asia's largest fair of its kind, facilitating business exchange, marketing, networking and education on a global scale.

The fair showcases the entire automotive supply chain and brings together key market players from around the world. Leveraging its global resources and network, the show is a vital platform in connecting the industry in China with the rest of the world.

Continued success reflected in visitor growth



Records broken in previous edition



Automotive sectors



Parts & Components



Electronics & Systems



E-mobility & Infrastructure



Repair & Maintenance



Accessories & Customising



REIFEN Zone

REIFEN Zone for tyres, wheels and rims

Complimenting the show's existing coverage

Closer collaboration with automotive sectors

The new location of the REIFEN Zone in Hall 7.2 for tyres, wheels, rims, and related products and services will provide participants with even more opportunities for cross-sector collaboration across the entire supply chain.

Special showcase – green and high performance tyres and wheels

Advanced materials, green technologies and smart innovations will be one of the REIFEN Zone's key focuses this year. This is also tied to the show's Motorsport & High Performance area, allowing for an even stronger spotlight on high performance tyres, accessories, wheels and rims.

Diverse target buyers to expand business reach

Automechanika Shanghai will welcome an estimated 140,000 domestic and international decision makers from 142 countries and regions from the entire automotive supply chain, including carmakers, manufacturers, dealerships, retailers, fleets and service providers.



There is an increasing strategic overlap between the tyre industry and the workshop market. More and more tyre dealers offer automotive services, whilst car dealerships are further extending the range of tyre options they offer.



By 2022, the global tyre market¹ will reach **2.5** billion units



By 2020, the tyre market in China will grow at CAGR² of **11%**

We feel optimistic about the future potential of the dedicated REIFEN Zone, because it really helps link up key players from the tyre sector with the entire automotive industry. Exhibiting here has allowed us to meet many overseas professional visitors.

*Ms Liqin Liu, Manager
Fangxing Rubber Co Ltd (China)*

Exhibitor

I am interested in the impressive range of testing equipment and tyre changers on display. I particularly like the new REIFEN Zone, since segmentation is very useful in helping customers to find what they want.

*Mr Bong Uk Kim, Tech. Sales Manager
GAINest (Korea)*

Visitor

Reference:

¹ "The Global Tires Market", Global Industry Analysts. www.strategyr.com/Marketresearch/Tires_Market_Trends.asp. Retrieved 20 March 2018

² "China Tyre Market Forecast and Opportunities, 2020", TechSci Research. www.techsciresearch.com/news/310-china-tyre-market-anticipated-to-grow-at-over-11-cagr-through-2020.html. Retrieved 20 March 2018



2017 show review

Debut REIFEN Zone creates synergy effect

Leading international brands

Some of the most renowned tyre manufacturers participated in the previous edition's REIFEN Zone, including Huasheng Rubber, Linglong Tire, Guizhou Tyre, Active Tools, Fangxing Tire, Zhengxing Tyre, and more.

Product portfolio expansion

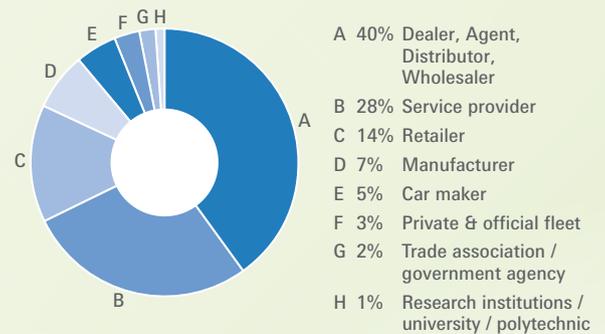
The very first REIFEN Zone at last year's Automechanika Shanghai was designed to meet the trends created through increasing overlap between the tyre sector and the automotive aftermarket.

The entire supply chain under one roof

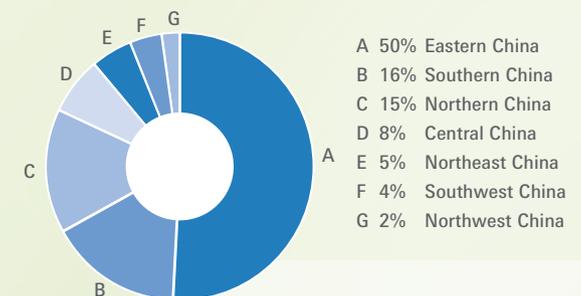
Apart from a strong showcase of tyres, wheels and rims, the show also offers a plethora of tyre products and services related to the entire automotive aftermarket including tyre changers, wheel bearings, tyre cleaners, and much more.



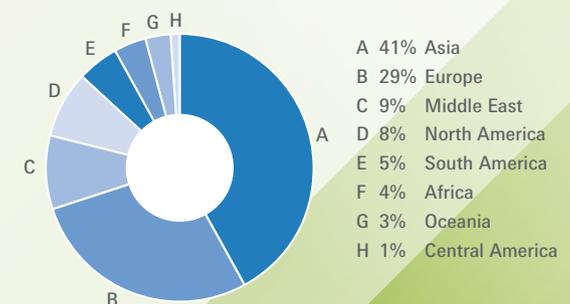
Visitor's nature of business



Chinese visitors by geographical origin



Overseas visitors by geographical origin



Source: Visitor Survey 2017

Fair facts

Subject to change, as of March 2018

Date	28 November – 1 December 2018
Venue	National Exhibition and Convention Center (Shanghai), China
Organisers	Messe Frankfurt (Shanghai) Co Ltd China National Machinery Industry International Co Ltd



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