

automechanika

SHANGHAI



Where the future automotive
ecosystem begins

3 – 6.12.2019

National Exhibition and Convention Center
(Shanghai), China



15th

Automechanika
Shanghai



messe frankfurt

Automechanika Shanghai celebrates its 15th edition

Foreword

This year, Automechanika Shanghai, originating from a Messe Frankfurt brand in Germany 1971, celebrates its tremendous milestone of 15 editions. The show has grown alongside the industry's developments to continually redefine automotive innovation. It offers a highly professional and widely acclaimed platform, with an extensive variety of products, technology and services. The fair also goes above and beyond to amplify the hottest trends. It will place even more emphasis on connectivity, mobility and new energy, as well as customisation and the evolving aftermarket.

With all this in mind, Automechanika Shanghai has become a place for every participant in the automotive industry to thrive and seek transformation. Its growth has helped connect and shape an automotive ecosystem, and will echo this concept through new themed zones, sectors and events. As such, the show is no longer a one-dimensional sourcing platform, but rather a diverse assembly of automotive leaders. Therefore, enterprises, experts, industry organisations, universities, research and development institutes, and insurance and investment firms are able to connect and embrace change in every aspect of the show.

We wish you every success at this year's record breaking show!

The Automechanika Shanghai Team



Participants share their support

“

I am extremely happy with our results; I believe our company has also grown alongside the show. It helps to promote our brand and expand our business network. I would like to extend our best wishes to all those involved in delivering such an excellent automotive platform.

Exhibiting for 10 years: Mr Gao Liangjun, General Manager, Cangzhou Shengshiweiye Auto Accessories (China)

Every year, the show has become more extensive and professional. I see there are a number of meetings and conferences for future equipment and electric cars. These programmes reflect many industry developments and future trends.

Exhibiting for 10 years: Mr Ferdinando Moro, Commercial Sales Director, Ravaglioli Group (Italy)

Since the beginning, I have been to every edition of Automechanika Shanghai. I can remember it being quite small with very few attractions. Now, the fair is extremely established and provides even better services. It is one of the most influential auto shows on the circuit.

**Visiting 15 editions: Mr Johnson Shen, Chief Representative of Shanghai Office
Hitachi Automotive Systems Espelkamp GmbH (Japan)**

”



Automechanika Shanghai drives the times

Over the past 14 editions, Automechanika Shanghai has undergone a dramatic transformation. What once was a small auto parts trade fair, has gradually turned into a world-renowned platform, serving the entire automotive supply chain and showcasing the latest trends, upgrades and changes. The show reaches new heights for trading to become a platform that nurtures and inspires everyone across the auto value chain.

- 2004 – The premier of Automechanika Shanghai
- 2006 – The fair changes to an annual event to better serve the promising China market
- 2011 – Debut of new themes
The fair introduces the New Energy zone inspired by the rise of electric vehicles and their popularity, as well as the Accessories Hall and Remanufacturing Pavilion.
- 2013 – Premium Buyers Club
The club gathers influential buyers from leading companies throughout the world.

- 2015 – A new era
Bursting at the seams, Automechanika Shanghai moves to the National Exhibition and Convention Center (Shanghai) to accommodate the influx of participants. With this, the exhibition space jumps 27%.
- 2017 – REIFEN (Tyres sector)
The new Tyres sector complements the current offerings at the show and creates synergy between repair workshops, tyre dealers and suppliers.

- 2018 – Tomorrow’s Service & Mobility
From digitalisation and alternative drives to autonomous driving and new mobility, themes under Tomorrow’s Service & Mobility solidify the importance of future technology and developments in the industry.
- 2019 and beyond
Automechanika Shanghai will continue to enrich every corner of the fair. The show will echo the progressing concept of the automotive ecosystem to engage a wider auto community through a host of activities.

	2004	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Gross area (sqm)	10,000	23,500			103,500		160,000		210,000		280,000	306,000	340,000	350,000	3,400%				
Exhibitor	235	615			2,414		3,619		4,618		5,395	5,756	6,051	6,269	2,568%				
Visitor	9,138	12,039			38,551		61,178		81,936		109,686	120,671	130,928	150,568	1,547%				

2004 vs. 2018



Connecting the entire automotive supply chain

6,270 Exhibitors | 350,000 Sqm

Tomorrow's Service & Mobility

The Internet of Things (IoT) is shaping new opportunities in the market with reports predicting China will become the world's largest IoT market by 2020¹. Tomorrow's Service & Mobility caters for these inspiring developments and continues to amplify all aspects of the ever-evolving industry. In fact, the electric vehicle sector is projected to grow at a CAGR of 20% by 2023². The sector expects to cover an even wider range of alternate drives, fuels and charging, workshop technologies, car connectivity, autonomous driving, new mobility services and lightweight materials.

Customising

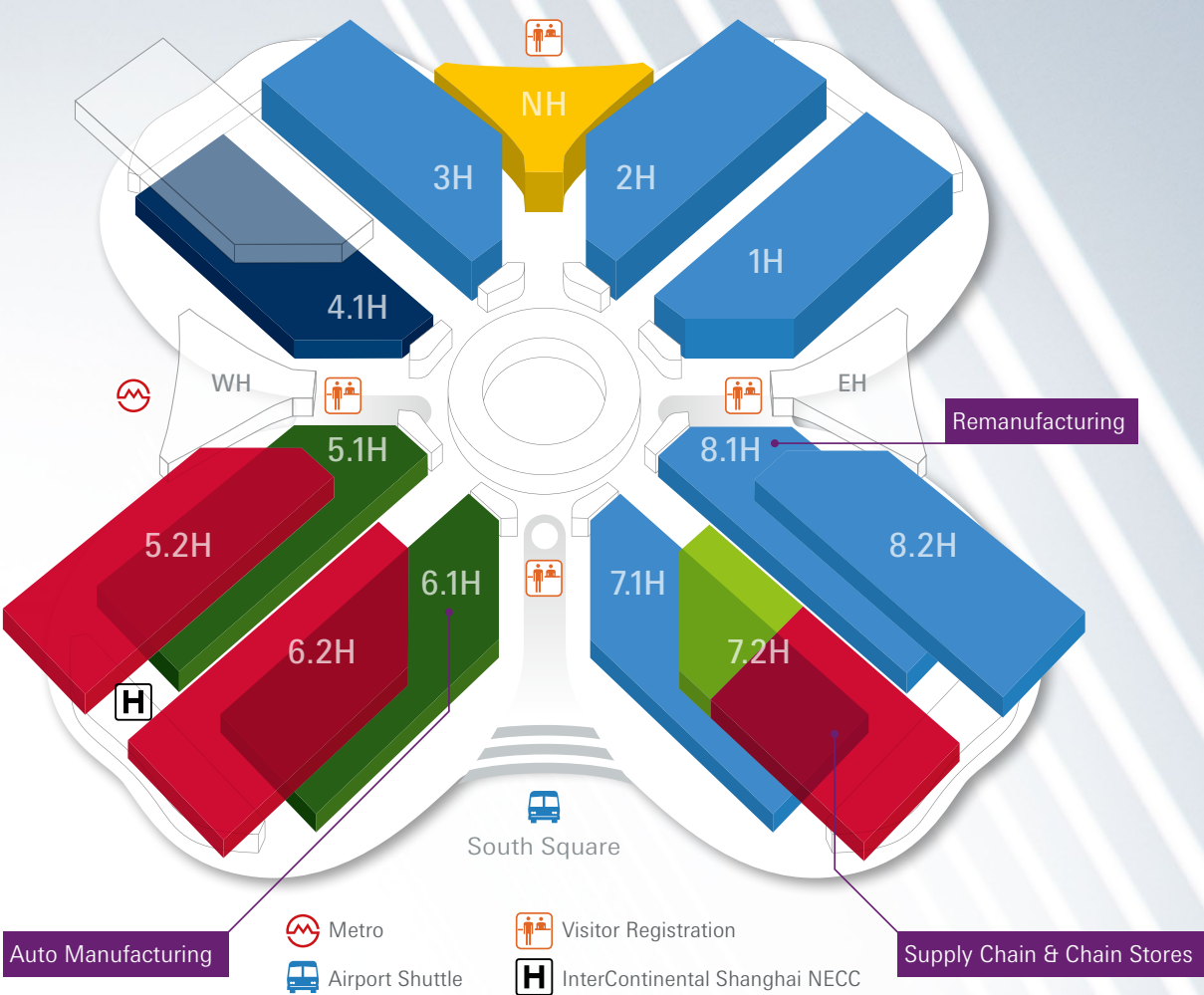
As a prominent trend in the industry, Customising has gained its very own sector. A huge shift in consumer behaviour has led to a rapidly growing luxury vehicle market. As such, two dedicated halls will expose the rising opportunities and developments in the segment. The area is also set to highlight the thriving motorsport, high performance customisation and racing markets in China. Additionally, a popular vehicle lighting range will sit alongside REIFEN (Tyres & Wheels) to draw attention to some of the interrelated tools and technology.

Repair & Maintenance

From tools and equipment to diagnostics and management solutions, more innovative products and solutions reflect the rising trends for new energy vehicles. Revenue from digital-based solutions will triple to a share of almost 20%, and service and diagnostics are likely to grow 3% faster than the wear-and-tear and crash-related parts sectors³. Additionally, the sector spotlights Body & Paint and its associated fringe events to showcase eco-friendly paint and washing solutions for workshops.

REIFEN (Tyres & Wheels)

Building on the success of the last edition, and attracting an impressive scope of high quality buyers, the sector will further expand both its scale and scope. It will become an integrated tyre research hotspot, focusing on the development of automotive tyre technology, products and concepts for intelligent, green and high-performance tyres.



Parts & Components

This sector spans across six halls and hosts many of the overseas country and region pavilions. Exhibitors in this area will present a wide range of products including powertrain, chassis, body, standard parts, air-conditioning systems, exterior, interior, exhaust gas treatment and charging accessories.

Electronics & Systems

This feature of the show remains one of the most fundamental areas for car electrification. Over 500 exhibitors will showcase engine electronics, electrical systems, and comfort electronics in response to the rising demand for automation.

Accessories

The hall will spotlight the services and technologies that are currently transforming the aftermarket. With this, the Supply Chain & Chain Store zone will expand upon e-commerce business and new models in the supply chain, chain stores and dealerships. Even more electronic devices also aim to emphasise on-board electronics that enhance driver safety, comfort and vehicle maintenance.

References (accessed 12 April 2019)

1. "Understanding China's vision and mission for connected cars", Techwire Asia. <https://bit.ly/2G7nrTi2>
2. "Asia-Pacific connected vehicle market (2018-2023)", Business Wire. <https://bit.ly/2G6er0x3>
3. "The changing aftermarket game – and how automotive suppliers can benefit from arising opportunities", McKinsey & Company. <https://mck.co/2J8PJ0L>

Leveraging an automotive ecosystem

Key players in 2018*



*partial list

Explore hot topics in the extensive future-focused fringe programme

Automechanika Shanghai is truly a place to master automotive transformation. Over 50 tailor-made fringe programme events zoom in on new ideas, the latest trends and future developments. Highly influential speakers will explore new services and mobility, customising, tyre technology, the ever-evolving supply chain and aftermarket. Here, the show develops its automotive ecosystem by creating more channels of communication, knowledge sharing and networking with the wider auto community.



“The speakers at the Connected Mobility Conference were all well-known industry players. Their forward-looking views on the connected digital mobility ecosystem were very inspiring. It has helped me catch a glimpse into the future of the digital mobility sector, which can provide a reliable reference for our company’s strategy.

Attendee: Mr Ni Haihua, Assistant Director, Shanghai Huizhong Automotive Manufacturing (China)

”

Be a part of the ever-growing network

Strength at every touchpoint

Automechanika Shanghai continues to provide first class experiences for its exhibitors. Customised services, online tools, optimised platforms, press activities and dedicated teams ensure a seamless, positive experience before, during and after the show.



9,500
Media contacts



50
Supporters



150,000+
Social media followers



Promotion channels reach
600,000+
global buyers

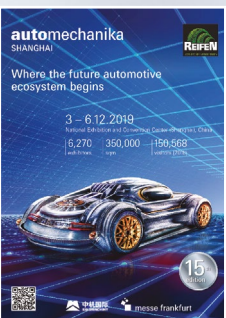


1.8M Views on
website pages per year

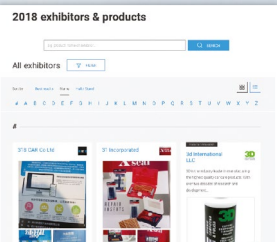
Multiple promotion platforms and tools



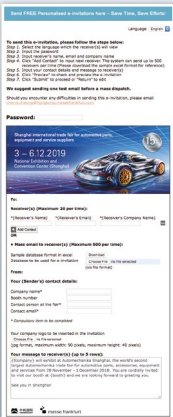
Mobile platforms



Postcard



Online exhibitor search



Personalised invitations

2018 show review



6,269
Exhibitors
↑ 4%



150,568
Visitors
↑ 15%



256
Invited
premium buyers



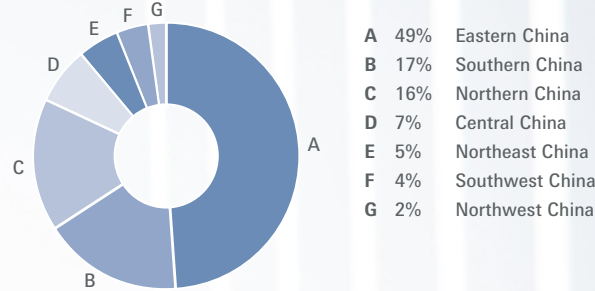
145
Visiting
countries and regions



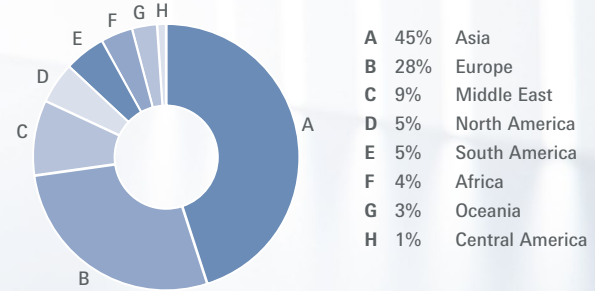
90%
Of visitors had
influence on purchase decision



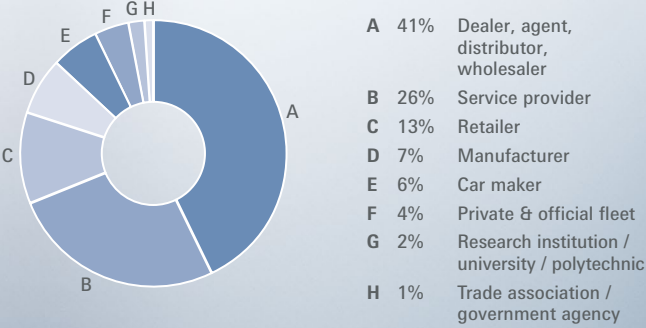
Chinese visitors by geographical location



Overseas visitor by geographical origin



Visitor's nature of business



*Source: Exhibitor and Visitor Survey 2018

Fair facts

Date	3 – 6 December 2019
Opening hours	09:00 – 17:00 (3 – 5 December) 09:00 – 15:00 (6 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

Messe Frankfurt (HK) Ltd

35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong
☎ +852 2802 7728
☎ +852 2519 6079
✉ auto@hongkong.messefrankfurt.com
www.automechanika-shanghai.com

More about Automechanika Shanghai



Follow us on



Automechanika Shanghai |