

automechanika

SHANGHAI



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

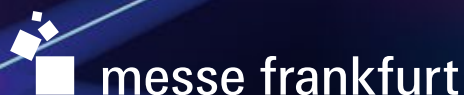
3 – 6.12.2019

National Exhibition and Convention Center (Shanghai), China

REIFEN Zone



15th
edition



The global tyre industry at Shanghai's one-stop automotive sourcing platform

Automechanika Shanghai gathers world-renowned industry leaders across the entire automotive ecosystem, and serves as a dedicated platform for professionals to connect at one of Asia's most influential automotive trade fairs. This year, visitors will expect to see over 6,270 exhibitors covering 350,000 sqm of space.

In just a short amount of time, the REIFEN sector has continued to attract more and more attention throughout the industry. In 2019, the sector will build upon its newfound momentum and collaborate even further with other sectors.



Global networks facilitate the growth of future market leaders

Together with over 200 public and automotive media partners, as well as a strong global network, Automechanika Shanghai's audience extends around the world. As a result, both globally-established brands and local businesses have the tools to become more visible in different markets.

An impressive scope of high quality buyers

The exhibition continues to attract professional buyers from China and overseas. This year, the show welcomes visitors from both mature markets like Europe, as well as emerging markets such as South Africa and South America. Exhibitors can generate even greater brand exposure and business exchange with buyers from repair workshops, tyre retailers, OEMs and dealers.

Future-focused fringe programme

Once again, a range of conferences, seminars and forums dedicated to the tyre industry will continue in 2019. Overseas and domestic experts will be invited to share their insights into the current tyre trends. They will also offer valuable advice on how to expand business both locally and abroad.

Integrated tyre research hotspot

The sector will focus on developing automotive tyre technology, products and concepts. Exhibitors will showcase their most advanced products and services including intelligent, green and high-performance tyres. As such, the evolving automotive ecosystem will offer those in research, production, circulation and workshops a place to communicate and enhance knowledge-sharing.

REIFEN sector continues to expand



8,000 sqm

(Estimated figures for 2019)



150 Exhibitors

Comprehensive product coverage

- Tyres
- Wheels and rims
- Accessories for tyres, wheels and installation
- Manufacturing equipment and facilities
- Raw material
- Tyre/wheel retreading and recycling
- Tyre/wheel repair and disposal
- Tyre storage
- Others

2018 Key players

The REIFEN sector has gained great support from domestic and overseas businesses. In 2018, leading companies who exhibited included Aeolus, Doublestar Tyre, Fangxing, Huasheng, Jinfei, Petlas, Pirelli, Tuhu and more.



This is the first time exhibiting at Automechanika Shanghai. The show is extremely impressive and has attracted a number of professional and potential clients. Having met so many buyers here, we are very excited by our prospects.

Ayktut Kutlu
Assistant Export Manager
Petlas Tyre Industry and Trade

Exhibitor

Automechanika Shanghai's dedicated REIFEN sector and fringe events perfectly match our purchasing needs. The show reflects current trends and integrates industry resources; not only does it offer a variety of choice, but also provides direction for future development.

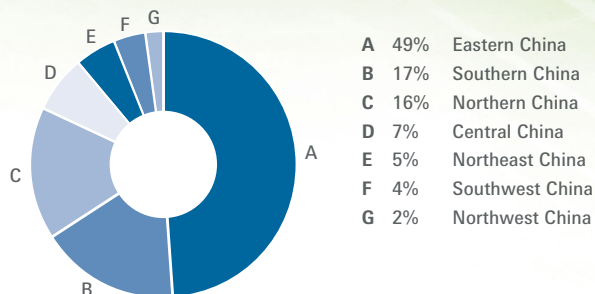
Mr Gao Dongqiang
General Manager
Guangzhou Gaoyue Trade Ltd Co

Visitor

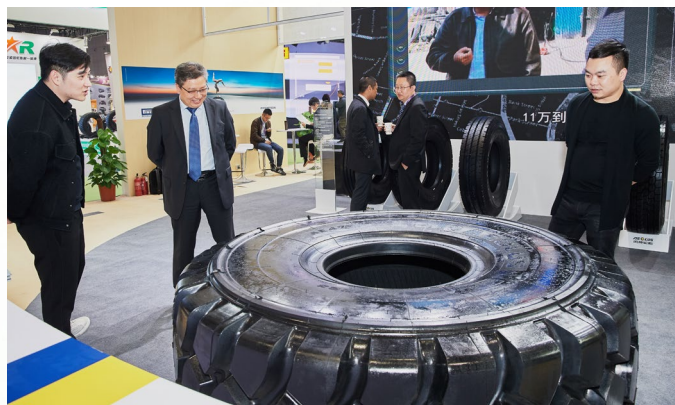
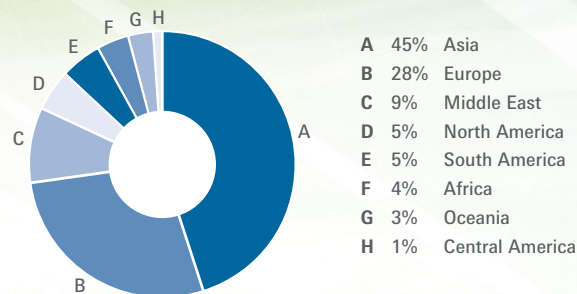
2018 show review

Automechanika Shanghai 2018 recorded an impressive upswing in participation compared to previous editions. The number of visitors rose by 15%, reaching a total of 150,568 delegates, while overseas attendance also increased by 25%. The fair hosted 6,269 companies from 43 countries and regions, which covered 350,000 sqm of exhibition space. These positive figures highlight the fair's global network and resources.

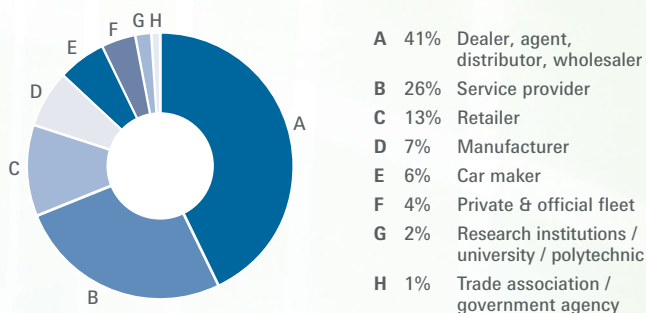
Chinese visitors by geographical location



Overseas visitor geographical origin



Visitor's nature of business



Date	3 – 6.12.2019
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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