

automechanika

SHANGHAI



Where the future automotive ecosystem begins

Show review 2019



15th

Automechanika
Shanghai



Celebrating the 15th edition

Seamlessly incorporates its automotive ecosystem

With a wider scope of players, Automechanika Shanghai 2019 experienced more industry participation than ever before. The record-breaking show leveraged its own unique concept of an automotive ecosystem. It captured the latest automotive advancements, expanded its impressive range of fringe programme events and flawlessly integrated more vertical and horizontal segments of the industry.



6,590 exhibitors from **46** countries and regions

↑ 5%



360,000 sqm across **14** halls

↑ 3%



159,728 visitors from **149** countries and regions

↑ 6%



165 buyer groups from **24** countries and regions



19 country and region pavilions



65 concurrent fringe programme events



Exhibitor profile



360,000
sqm



6,590
exhibitors



46 exhibiting countries and regions

Argentina, Australia, Austria, Belarus, Brazil, Bulgaria, Canada, China, Czech Republic, Denmark, France, Germany, Greece, Hong Kong, India, Indonesia, Israel, Italy, Japan, Kazakhstan, Korea, Lebanon, Lithuania, Macau, Malaysia, Mexico, the Netherlands, Pakistan, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, the UAE, the UK, the US and Vietnam

19 country and region pavilions

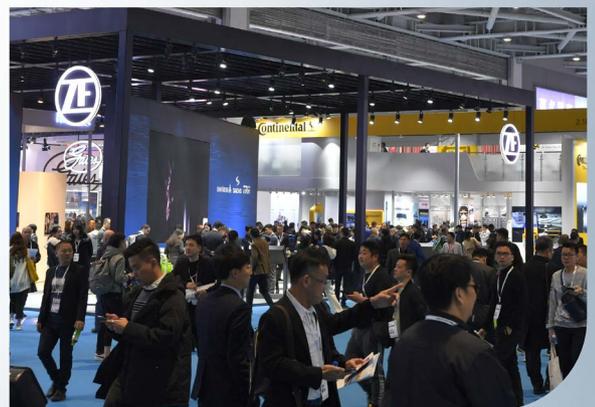
- France
- India
- Japan
- Pakistan
- Spain
- Turkey
- the US
- Germany
- Indonesia
- Korea
- Poland
- Taiwan
- the UAE
- Hong Kong
- Italy
- Malaysia
- Singapore
- Thailand
- the UK



91% intend to participate next year

85% were satisfied with the participation in this trade fair

85% agreed the exhibition fulfilled their objectives



“ *The fair provides the best opportunities to maintain, build and grow our network. It is also a great tool to entertain new sales leads. Asia Pacific has great potential, which I believe we can expand our business into. Our company exports to places like Indonesia, India, Pakistan, Sri Lanka, Bangladesh and more. These countries and regions are reflected very well across the show.*

Exhibitor: Mr Gianni Tonelli, Asia Pacific Manager, Ravaglioli, Italy



Exhibitor profile

Key global players cover the entire supply chain



Parts & Components

ACDelco, Aisin, Bando, Bosch, BPI, Brembo, China Changan, China North Industries, Continental Automotive, ContiTech, Cummins, Dayco, Delphi, DENSO, Dongan, DRB*, DRiV™*, EURO REPAR, FAW-Volkswagen*, FAWAY*, FAWDE*, FAWER, F-Diesel, FMG, Gates Unitta, GSP, HASCO POWERTRAIN COMPONENTS*, Hengst, IBI, Knorr-Bremse*, KYB, Luoshi, Mahle, MANN+HUMMEL, Michelin Lifestyle*, MS Motorservice, NAVECO, NGK, NTN-SNR, NYDK*, Quanchai, SAIC MOTOR, SAMPA, SOFIMA AUTOMOTIVE FILTER, TMD*, Toyota Tsusho, Valeo, Wanxiang, WEICHAI, ZF, Zhongmou and Zynp Group



Accessories

Amsoil, Aokly, Auto Finance & Service*, AVIA*, Bangbang*, BOTNY, Bullstone, Carzone, Cassmall, Chepu, CSIC*, CTEK, ENEOS, Eni, FUCHS, Gazpromneft Oil*, Harson*, Jauto, Kzmall, LIQUI MOLY, MA-FRA, Mancando, MOTUL, Nanfu, Sinopec Lubricant*, SK Lubricants*, SONAX, Tongyi and Zero Mileage Lubricant



Electronics & Systems



Tomorrow's Service & Mobility

ACHR, APG, CATARC*, CHAOLI, CRRC, DEYE, Futurus Technology*, GoHigh Data*, Halla, Hitachi Chemical*, JILONG, JUGUANG, KUS, Magneti Marelli, Mobiletron, Qiming, Riyong-JEA, SIEKON, SMVIC*, SOGREAT, Sumitomo Bakelite*, Taiyun*, VIE, Walker, Wanan, YABOLAN, Yangming and Yunyi



Customising

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



Repair & Maintenance

Autel, BANTAM, Baozhongbao, Beta, BETAG, Bright, CELETTE*, CEMB, Dali, Doocar, EAE, FLIR*, Friend, GAOCHANG, GUANGLI, GYS*, Hofmann, Hunter, Jonnesway, Launch, Liberty, Piusi, RAVAGLIOLI, REAL, Rotary, SATA, Snap-on, Stertil-Koni, Stronger, SUNSHINE, Tech, Triens, UNITE, Würth, YATU* and YOKISTAR



REIFEN (Tyres & Wheels)

Anchi, DOUBLE COIN*, HAOHUA*, Huasheng, I-reach*, Kyoto*, Nankang*, Ouchi*, Rockbuster*, SUNFULL*, TRIANGLE*, Xinfan and Zhengshang

*Exhibiting for the first time



“ It is our responsibility to communicate with players across the automotive ecosystem including auto parts manufacturers, dealers, e-commerce platforms and other related units. The show is an international metropolis that attracts many global professional visitors. Therefore, it can help our companies open communications and utilise the show's resources.

First-time exhibitor: Mr Wang Chen Yang, New Business Department Director
China Automotive Technology and Research Center Co Ltd



Exhibitor profile

Amplifying pivotal development areas in the industry

Tomorrow's Service & Mobility

The sector epitomised the show's ecosystem by supporting network building and knowledge sharing. The ICVIC zone and the Korean Plug-in zone facilitated greater **industry-academia-research cooperation**, opening channels for collaboration and showcasing digital innovations amongst startups. The **future smart bus stop** and **electric energy bus** demonstrated the latest data management solutions. The interactive displays integrated real-time transport information and utilised emerging technology in the public transportation system.



Customising

Visitors enjoyed the extended product range in the dedicated Customising sector, as displays responded to rising market demand. **Interior, exterior, high performance customisation** and **vehicle lighting** were amongst the advancing products available. The associated **Motorsport & High Performance zone** was a crowd favourite and amplified international racing competitions, modified parts and high performance vehicles.



Repair & Maintenance

Exhibitors magnified the growing sector and displayed new products, tools, services and equipment for workshop, diagnostics, car washing and more to answer the needs of a maturing automotive industry. It even welcomed categories like **Body & Paint** to highlight **collision repair, eco-friendly sprays, anti-corrosion protection** and advance spraying systems and equipment. Professionals noted the coverage accented the rising need of collision repair specialists.



Visitor profile



Top 10

visiting countries and regions*
(excluding Mainland China)

Taiwan, Korea, Russia, Malaysia,
Iran, Thailand, India, Japan, Turkey
and the US.

*Descending order



159,728

trade visitors

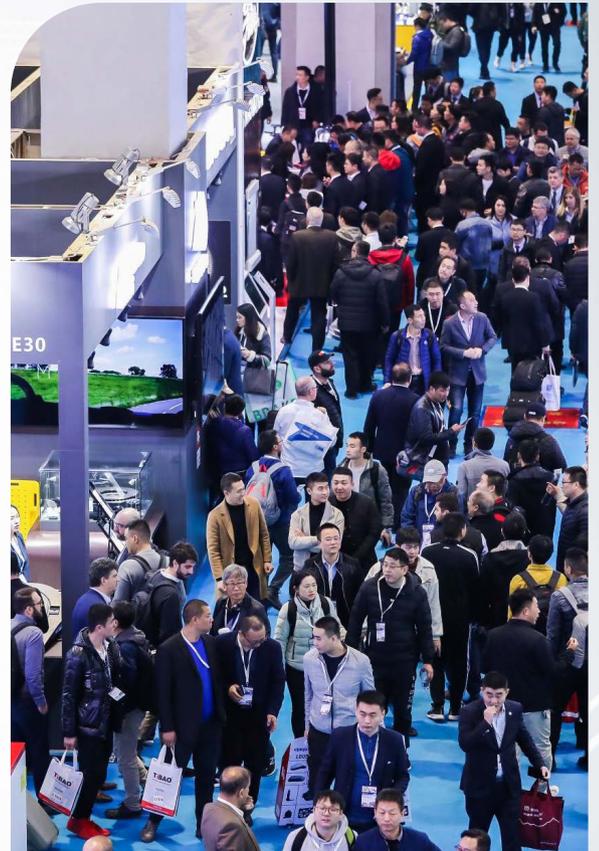


25%

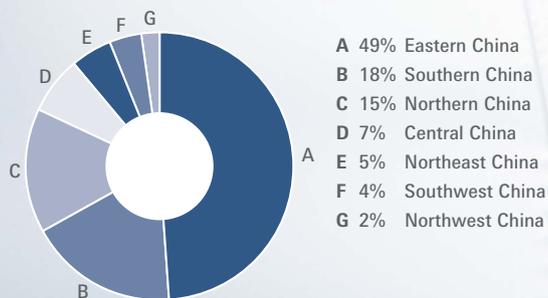
overseas visitors

98% were satisfied with their visit to
the show

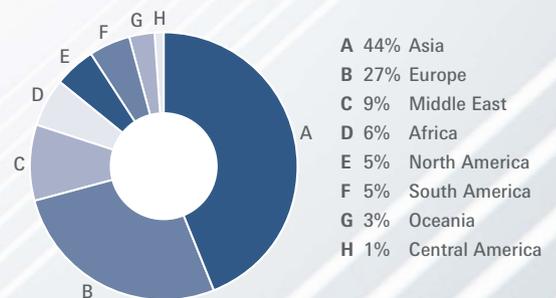
98% achieved their visiting objectives



Chinese visitors by geographical location



Overseas visitors by geographical origin



“ The show is diverse and has a great range of information about AI, electric vehicles, 5G and future mobility. It is clear that players around the world visit as it effectively demonstrates the future industry, not just in China but throughout the world. I would encourage anyone from the industry to visit.

Visitor: Mr Than Htaik Lwin, President

Automotive Components, Spare Parts & Accessories Association, Yangon Region, Myanmar



Visitor profile



299 invited
premium buyers



149 visiting
countries and regions

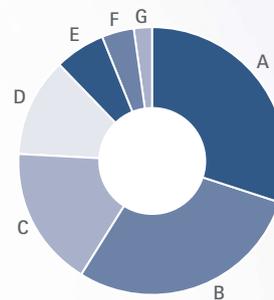


165 buyer groups
24 countries and regions

88% had influence on purchase decision

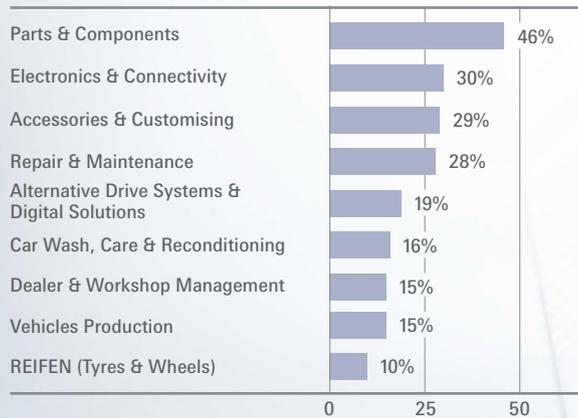
72% senior management

Position in the company

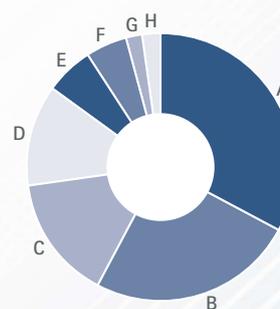


- A** 30% Division manager, operations / plant manager, branch manager
- B** 29% Self-employed entrepreneur, co-owner
- C** 17% Department head, group head
- D** 12% Managing director, board member
- E** 6% Employee
- F** 4% Others
- G** 2% Trainee

Product category interest*

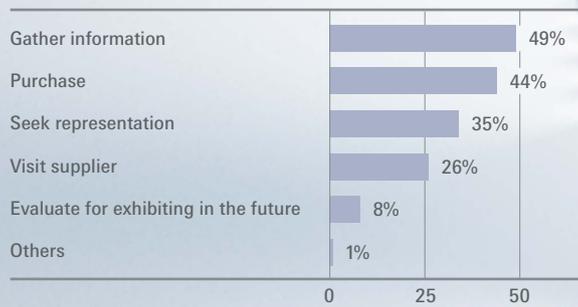


Visitor's nature of business



- A** 33% Dealer, agent, distributor, wholesaler
- B** 25% Service provider
- C** 15% Retailer
- D** 12% Manufacturer
- E** 6% Car maker
- F** 5% Private & official fleet
- G** 2% Research institutions / university / polytechnic
- H** 2% Trade association / government agency

The intended purpose of visit*



*Source: Exhibitor and Visitor Survey 2019

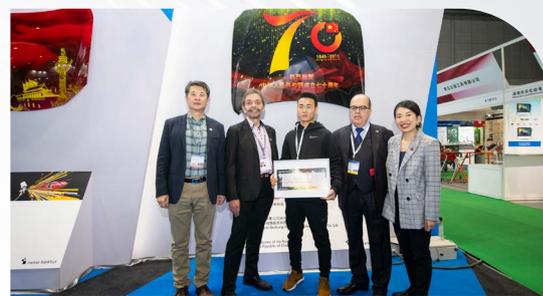
65 future-focused fringe events receive industry praise

International Bodyshop Industry Symposium (IBIS) China 2019

- First time to cooperate with Automechanika Shanghai
- Topic: 'Embracing transformation: how to seize the opportunities of change in the Chinese collision repair market'

Body & Paint World Championships

- In association with the new Body & Paint category and round three in the international competition
- Four local bodyshops designed a customised car bonnet each featuring special Chinese cultural elements



China Auto Dealer Supply Chain and Financial Innovation Summit

- Analysed development trends from the perspective of automotive dealers and the aftermarket finance industry
- Discussed how to positively lead change under industry transformation



Tomorrow's Service & Mobility Summit

- Examined regulations related to car connectivity in China
- Topics included 5G, C-V2X, artificial intelligence, ADAS, autonomous driving and safety



Other highlights:

- Automotive Aftermarket Summit
- China International Tyre Industry Conference
- Connected Mobility Conference
- AIAG Auto Parts Purchasing Leadership and Suppliers Summit
- Tomorrow's Service & Mobility Innovative Technology Conference
- SAE Vehicle Electrification and Intelligent Technology Conference
- The 12th International Automotive Technology Congress cum Automotive Innovation and Technology Award Ceremony

Learn more:



Media coverage

Global networks in the mass media, trade and online news journals

Argentina

- Grupo Faros

Australia

- Bodyshop News

Brazil

- Mercado Automotivo

Canada

- Car Care Business
- Le Gegerster

China

- 360CHE.com
- 86wheel
- Acqiche
- Anhui Radio and Television Station
- ASWORLD
- Auto Business
- Auto Business Review
- Auto Driving & Service
- Auto Electric Parts
- Auto Equipment
- Auto Maintenance & Repair
- Auto Manufacturing Engineer
- Auto Mintenance
- Auto Parts
- Auto Parts Commercial Express
- Auto Parts Talk
- Auto Review
- Auto Sports
- Auto.qq.com
- Auto1688
- Autochina-iain.com
- Autochina360.com
- Autochinazh.com
- AUTOHOME Inc
- Autoknow
- Automobil Industrie
- Automobile & Parts
- Automobile Parts Magazine
- Automotive Electronics Information
- Automotive products newspapers
- Baijiahao
- Beijing Automotive News
- Beijing Communication Radio
- Beijing Evening News
- Beijing Media Network
- Bent.com.cn
- Carnets.cn
- CCTV
- Changchun Daily
- Chebailian
- Chebrake.com
- Chehoumofang Channel
- Cheychez
- China Auto Supplier
- China Automobile and Apare Parts Purchase Guide
- China Automotive News
- China Communication Television Broadcasting Network
- China Daily
- China Economic Herald

- China Economic Net
- China Foundry Machinery & Technology
- China International Conference Exhibition
- China Media Group, Global Chinese Broadcasting Corporation
- China News Service
- China Report
- China Science and Technology Daily
- China Trade News
- China's Foreign Trade
- Chongqing Daily
- Chongqing Radio and Television Station
- Commercial Vehicle
- Commercial Vehicles and Parts
- Design and Manufacture of Diesel Engine
- Dcdapp.com
- Dongchediapp.com
- Economic Daily
- Eefocus
- Eeworld
- EOAuto
- Gasgoo
- German Chamber Ticker
- Global Times
- Greenjn
- Guangdong Radio and Television Station
- Guangzhou Daily
- Hc360.com
- Hebei Radio and Television Station
- Huanquauto.com
- Huaxi City News
- Huzhou Traffic Economic Radio
- Industry sourcing.cn
- International Business Daily
- Jiangsu Broadcasting Corporation
- Juqi Network
- Kun Peng
- Laser International China
- Ldrubber.com
- Liaoning Radio and Television Station
- Lubricant Guidebook
- Lubricant Information
- Lubricant Market
- Made-in-China.cm
- MAX
- Media Name
- Modern Automobile Industry
- Modiauto.com.cn
- Motor China
- Ningbo Radio and Television Station
- Ofweek
- PCauto.com.cn
- People's Transportation
- Qctester
- Qctms.cn
- Qilu News
- Rubb.cn

- Rubber Vision
- Shanghai Auto News
- Shanghai Morning Post
- Shanghai Online Information Network
- Shanghai Science and Technology
- Shanghai Television Station
- Shanghai Traffic Radio (FM105.7)
- SICHUAN NATIONAL RADIO
- Sinolub.com
- Super CV
- Suzhou Traffic Economic Radio (FM104.8)
- The First Automobile Group
- The Paper
- The People's Daily
- The Rubber & The Tires
- The Travel Channel
- Tire Industry
- Tire World
- Toman-Micro Electronics
- Transpo World
- Wen Hui
- Wenzhou Daily
- World Vision
- Xcar
- Xingyuanauto.com
- Xinhua News Agency (Shanghai Branch)
- Xinhua News Network
- Xinmin Evening News
- Yhsq.com
- YIMA
- YOUKU
- Youth Daily
- YP361.com
- Zhejiang Radio and Television Station
- Zhu Wei Hua Channel
- Zjol.com.cn

Egypt

- Spark Consultancy

France

- Apres-Vente Auto

Germany

- Arrive
- Autohaus

India

- Auto Motor World
- Automotive Technology
- Motor India
- 10 Times

Indonesia

- Otomotif

Italy

- Notiziario Motoristico
- Parts Magazine

Japan

- Automation News
- Japan Automotive Daily
- MONOist

Korea

- Auto Journal Korea
- Automotive Electronics Magazine
- Car & Tech
- Carpos
- Global AutoNews
- Weekly Automotive News Korea

Malaysia

- Asian Buses
- Asian Trucker
- The Tyreman
- TopGear Malaysia
- Truck & Bus

the Philippines

- AutoIndustriya

Poland

- Nowoczesny Warsztat

Russia

- Automotive Parts and Prices
- Avtoinstrukcia

Singapore

- Channel News Asia

South Africa

- Automotive Business Review
- Automart Africa

Spain

- Posventa.info

Taiwan

- Asia-Pacific Magazine
- Benchmark Media
- Taiwan Automotive Insider

Thailand

- Thai Automotive Industry Association

Turkey

- Auto Sub Industry
- Vehicle Interior And Exterior Parts
- Vehicle Seat World

the UK

- Auto Biz
- CAT Magazine
- Just Auto
- Tyre Trade News

the US

- Aftermarket Business World
- Aftermarket Intel
- Aftermarket International
- Automotive Industry

Vietnam

- Otoxemay
- Vietnam Business Forum Magazine

Partners and supporters

Organisers

Messe Frankfurt (Shanghai) Co Ltd
SINOMACHINT - China National Machinery Industry International Co Ltd

Associate supporters

China Chamber of Commerce for Import & Export of Machinery & Electronic Products
China Ocean Aviation Group Incorporation

Local supporters

- Anhui Association of Automobile Trades
- Auto & Motor Parts Chamber of Commerce of National Federation of Industry and Commerce
- Beijing Association of Automobile Manufacturers
- Beijing Automotive Maintenance and Repair Trade Association
- China Aluminium Wheel Quality Association
- China Auto Maintenance Equipment Industry Association
- China Automotive Maintenance and Repair Trade Association
- China Council for the Promotion of International Trade, Ningbo Sub-Council
- China Council for the Promotion of International Trade, Shandong Sub-Council
- China Council for the Promotion of International Trade, Shanghai Pudong Sub-Council
- China Council for the Promotion of International Trade, Taizhou Branch
- China Council for the Promotion of International Trade, Zhenjiang Branch
- Circulation Industry Promotion Center of Ministry of Commerce, People's Republic of China
- Cixi Auto Parts Industry Association
- Commercial Vehicle Branch of China Association of Automotive Manufacturers Aftermarket Committee
- Committee for Vehicle Use Motor & Electrical Appliances of CAAM
- Guangzhou Motor Vehicle Repairing Association
- Hebei Auto Maintenance Equipment Industry Association
- Hebei Auto Parts Industry Association
- HKAPIA – Hong Kong Auto Parts Industry Association
- Related Industry Branch of China Association of Automobile Manufacturers
- Ruian Automobile Motorcycle Parts Industry Association
- Shanghai Automobile Maintenance & Repair Trade Association
- Shanghai Automotive Parts and Accessories Trade Association
- Shanghai Federation of Industry and Commerce of Auto Maintenance and Repair Equipment Chamber of Commerce (SAMRC)
- Trade Development Bureau of Ministry of Commerce, People's Republic of China
- Yingkou Auto Maintenance Equipment Industry Association
- Yuhuan Automobile & Motorcycle Fittings Association
- Zhejiang Association of Automobile Manufacturers

International supporters

- | | | | |
|--------|--|----------|---|
| AAAA | – Australian Automotive Aftermarket Association | MARii | – Malaysia Automotive, Robotics & IoT Institute |
| AASA | – Automotive Aftermarket Suppliers Association (USA) | MEMA | – Motor & Equipment Manufacturers Association (USA) |
| ASA | – Federal Association of Manufacturers and Importers of Automobile Service Equipment (Germany) | NAPAC | – Nippon Auto Parts Aftermarket Committee (Japan) |
| BEM | – German Federal Association for eMobility | OAC | – Overseas Automotive Council (USA) |
| EEC-EG | – The Engineering Export Council of Egypt (Egypt) | OIB | – Uludag Automotive Industry Exporters Union (Turkey) |
| EGEA | – European Garage Equipment Association (Belgium) | SERNAUTO | – Spanish Association of Automotive Suppliers |
| HDMA | – Heavy Duty Manufacturers Alliance (USA) | SMMT | – The Society of Motor Manufacturers and Traders (UK) |
| JAPIA | – Japan Auto Parts Industries Association | ZDK | – German Federation for Motor Trades and Repairs |

Automechanika Shanghai 2020

Date : 2 – 5 December 2020

Venue : National Exhibition and Convention Center (Shanghai), China

www.automechanika-shanghai.com



Enquires

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