

Co-located zone

# automechanika

## SHANGHAI



Asia's largest trade fair for automotive parts,  
accessories, equipment and services

28.11 – 1.12.2018

National Exhibition and Convention Center (Shanghai), China

Driving trends on a global platform

350,000  
sqm

140,000  
buyers

6,250  
exhibitors



# Join the fast lane with Asia's prime automotive trade show

# Where is the automotive market booming?



Automechanika Shanghai is a very good platform to introduce new products and full package services, as well as increase our brand awareness.

*Mr Martin Hyar, Regional Sales Manager Asia  
Thyssenkrupp Bilstein (Germany)*



**Explore** over 140,000 international professionals from the entire automotive supply chain

**Experience** the very latest industry trends and innovations, including electronics, connectivity and new energy

**Execute** your own product launches and technological advances in front of the perfect audience

**Expose** yourself to the Automechanika brand's expertise, reputation, global network and resources

## Aftermarket

- The global automotive aftermarket industry was US\$643 billion in 2016 and will reach a record US\$847 billion by 2022 (CAGR: 4.7%)<sup>1</sup>
- China's automotive aftermarket industry value was US\$118 billion in 2015 and will reach US\$214 billion by 2020 (CAGR: 12.7%)<sup>2</sup>

## Electric vehicles

- Fully electric vehicles will account for 90% of all global car sales by 2050<sup>3</sup>
- In 2016, Chinese OEMs produced 43%<sup>4</sup> of all electric vehicles built worldwide and will account for half of global electric vehicle sales until 2030<sup>3</sup>

## Connected cars

- By 2030, connected car services will expand the global automotive industry's revenue by 30%<sup>5</sup>
- At the same time, the penetration rate of autonomous vehicles will reach up to 20%<sup>6</sup>

## E-commerce

- The global e-commerce automotive aftermarket will rise to US\$137 billion by 2025 (CAGR:18.5%)<sup>7</sup>
- China accounts for 34% of Asia Pacific's automotive e-commerce market<sup>7</sup>

References (all accessed on 2 May 2018)

1 "Global Automotive Aftermarket Products Market", Globe Newswire. <https://bit.ly/2qXs1MZ>

2 "The Boom of China's Automotive Aftermarket is Imminent", IPSOS. <http://bit.ly/2HWRxpb>

3 "China to account for half of global electric vehicle sales until 2030", SCMP. <https://bit.ly/2xLDx3l>

4 "China's electric-vehicle market plugs in", McKinsey. <https://mck.co/2rqdXem>

5 "Disruptive Trends That Will Transform the Auto Industry", McKinsey & Company. <http://bit.ly/2yalGze>

6 "China Automotive Market: Witnessing the Transformation", PwC. <https://pwc.to/2ptld7Y>

7 "E-Commerce Automotive Aftermarket", Transparency Market Research. <http://bit.ly/2pvpyZn>

# Dedicated zones in 2018

The automotive industry is always the frontrunner for technological developments and is continually developing more advanced products and systems. Automechanika Shanghai is a good reflection of this.

*Mr Alan Xu, International Market Centre Director  
Launch Tech Co Ltd (China)*

## Chain Stores Zone

Newly established in response to the supply chain's evolving distribution network and service chain stores, this zone's exhibitors will reflect the industry's transforming landscape in recent years. The show's latest addition will shed light on the future development of the service sector.

## REIFEN Zone

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.

## Car Connectivity Zone

This dedicated area will combine special showcases, insightful forums and various interactive events to lay out the very latest trends in some of the industry's fastest evolving areas, including car connectivity, autonomous technology, digital solutions, and much more.

## Remanufacturing Zone

Auto parts remanufacturing has huge potential for future growth in China. In fact, remanufactured parts represent up to 8% of China's auto parts market<sup>1</sup>, compared to 50% in Europe and the USA<sup>2</sup>. In a bid to assist the market in competing on a global scale, this zone will feature various domestic solutions for engines, gearboxes, generators, starters, steering and more.

## Auto Manufacturing Zone

The zone will present the very latest automobile engineering solutions and pave the way for the innovations and future applications. A wide range of integrated automotive engineering solutions will be on display, including materials and designs, technologies and equipment, parts assembling and quality assurance, to engineering technologies and services.

References (all accessed on 2 May 2018)

1 "China's auto part remanufacturing industry development", Sohu. <https://bit.ly/2Hvh2R2>

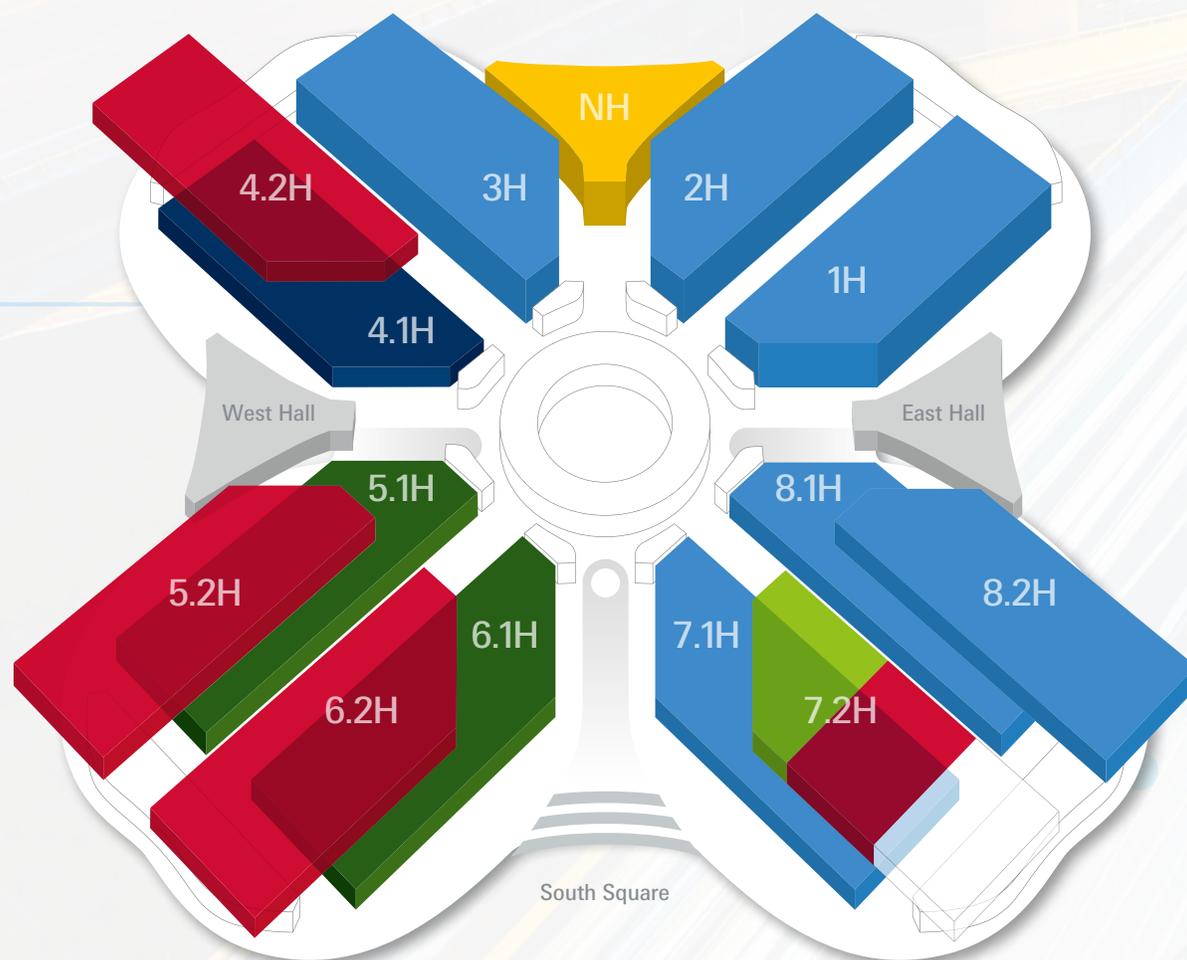
2 "Automotive remanufacturing's rapid development", www.hc39.com. <https://bit.ly/2FeGAAC>



# Connecting the entire supply chain on a global platform

I believe we're now in the 'golden age' of development for car maintenance, electronics, repair, spare parts and many other sectors. In my opinion, Automechanika Shanghai helps bring all of these sector developments together.

*Mr Arthur Cai, Senior Business Development Manager  
Transpo Electronics Co Ltd (China)*



## ■ Parts & Components

This sector covers a wide range of products from the likes of powertrain, chassis and bodywork, to standard parts, interiors, remanufacturing and charging accessories. During the 2018 show, an ever larger international presence can be found across the Parts & Components sector, with refined product zoning to enhance sourcing and efficiency for participants.

## ■ Electronics & Systems

Here, a number of leading global OE and aftermarket suppliers will display their most innovative solutions in car connectivity and smart technology, including intelligent traffic, vehicle safety, comfort electronics, vehicle lighting, power supply systems and much more. Additionally, a host of associated Electronics & Systems fringe events will take place, in the form of lectures, seminars and workshops.

## ■ E-mobility & Infrastructure

This ever-evolving aspect of the industry will have an even stronger exhibitor participation and enhanced product coverage this year. In response to the shift towards a more connected industry, it will showcase the many different aspects of the entire electric vehicle ecosystem, such as controls, charging and battery technology, connected cars, key auto parts, material suppliers and product testing equipment.

## ■ Repair & Maintenance

A number of solutions for painting and collision repair will be showcased in the show's Repair & Maintenance sector, whilst an array of fringe events will offer practical guides for the successful transformation of repair workshops. New displays for remote maintenance, diagnostics, new workshop technologies and workshop management solutions are in line with vehicles' growing electronic capabilities.

## ■ Accessories & Customising

As one of the fastest growing aftermarket sectors, Accessories & Customising plays a vital role in terms of car performance, maintenance, safety, comfort and entertainment. Some of the key focuses on display at this year's show include connected cars and infotainment, customisation, car care, new business models such as chain stores and e-commerce for the aftermarket.

## ■ REIFEN Zone

Now in its second year at Automechanika Shanghai, the REIFEN Zone will gather leading suppliers for tyres, wheels, rims, and related products and services. The area will shine a spotlight on some of the sector's very latest trends, including products for more fuel efficiency, higher performance and environmental consciousness.

# Ensuring a successful exhibitor experience

# Key participating industry players

There are few trade fairs which can gather such a strong level of key domestic and international players under one roof. It is exciting to be part of such a huge and successful show!

*Ms Janice Chen, Marketing Manager, UPS (the USA)*

Automechanika Shanghai provides its exhibitors with a unique experience to enhance their opportunities and to guarantee a smooth, successful experience before, during and after the show.

- Customised services are on offer to all of our exhibitors, with dedicated staff providing direct communication and assistance during the entire build up to Automechanika Shanghai
- Maximised exhibitor exposure comes with the show's comprehensive global marketing campaigns, including advertisements, press activities, digital marketing activities and global partnerships with industry associations
- Optimised product showcases are available through the New Product Launch Programme, allowing exhibitors to further promote their newest products at no extra cost, as well as an array of free easy-to-use tools



Mobile platforms



Postcard



Online exhibitor search



Personalised invitations

ACDelco	China North Industries	GSP	RAV
ADAYO	Continental Automotive	Hella	Rowe
AISIN	ContiTech	Hengst	SAIC Motor
Alight	Cummins	Henkel	Sankyo
AMSOIL	Dali	Hitachi	SATA
APG	Dana	Huf	Schaeffler
APSYS	DAYCO	HUITIAN	SDS
Autobacs	Dcenti	Isuzu	SINOTRUK
AUTOYONG	Delphi	Jonnesway	SK
BAIC	DENSO	KYB	Snap-on
Balance	Dometic	Launch	Sofima
Bantam	DuPont	Lawrence	SONAX
BASF	EAE Automotive	Linglong Tire	STP
Baturu	ENEOS	Liqui Moly	STRONA
Beissbarth	Fangxing Tire	MA-FRA	SUMEC
Bilstein	FAW	Magneti Marelli	Tech International
BorgWarner	FAWER	MAHLE	Technovector
Bosch	F-Diesel	MANN+HUMMEL	Telwin
Botny	Federal Mogul	Maxima	Tenneco
Brembo	FIX AUTO	Mercedes-Benz	TESD
Bright	Fleetguard	Motul	Tyreplus
Bullson	FLYAUDIO	MS Motorservice	UPS
Candid	Fly-Eagle	MTA	Valeo
Carlas	Foshan Lighting	NAVECO	Valvoline
CARORI	FUCHS	NGK	VIE
Carzone	Gates Unitta	NTN-SNR	Walker Products
Chery	Gazele 3	OSRAM	Weichai
Chief	Gold Phoenix	Panasonic	Xianghong
China Changan		Potevio	ZF

Key player list of past editions.

# Leveraging global resources

“ We represent around 250,000 Australian aftermarket businesses. The show is fantastic, the venue and the way that the layout is setup makes it really easy to navigate and find key suppliers right throughout the show. It also provides us ideas on the latest trends, new products and new technologies.

*Mr Nigel Bishop, Membership Development Manager  
The Australian 4WD Industry Council*

With a strong global network and reputation, the Automechanika brand naturally attracts the most influential and leading buyers from every corner of the world to join the Premium Buyers Club. Also, 149 buyer delegations from 20 countries and regions visited last year's show. Thanks to the further support from the show's international media partners, trade associations and government bodies, Automechanika Shanghai is seen as a vital tool for information exchange, marketing, trading and education on a global scale.

## 2017 show review



**130,928**  
Trade visitors

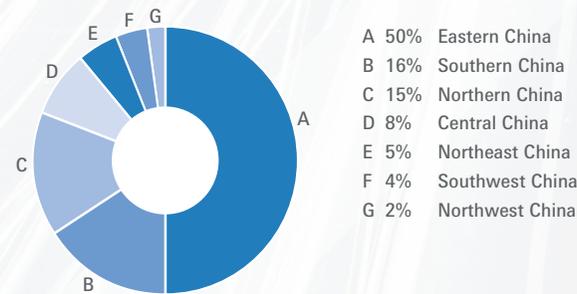


**26%**  
Overseas visitors

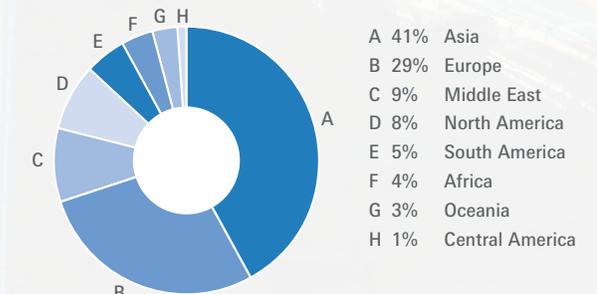


**142**  
Visiting countries and regions

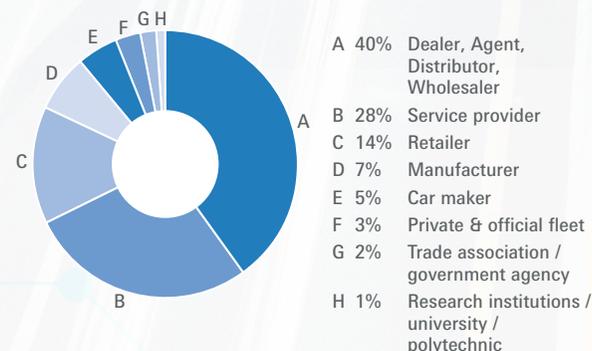
Chinese visitors by geographical origin



Overseas visitors by geographical origin



Visitor's nature of business



**97%**

Were satisfied with their visit to the show

**96%**

Achieved their visiting objectives

**89%**

Had an influence on purchase decisions



# Fair facts

Date 28 November – 1 December 2018

Opening hours 09:00 – 17:00 (28 – 30 November)  
09:00 – 15:00 (1 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 Hall

Standard package (min 12 sqm)	RMB 1,200 / sqm
Raw space (min 36 sqm)	RMB 900 / sqm

### REIFEN Zone

Standard package (min 12 sqm)	RMB 1,200 / sqm
Raw space (min 36 sqm)	RMB 900 / sqm

\*Media package fee of RMB 1,500 is compulsory for all exhibitors.

Subject to change, as of May 2018

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More about Automechanika Shanghai

[www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)

