

# automechanika

## SHANGHAI

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

Leveraging dual circulation in the  
automotive ecosystem

24 – 27.11.2021

National Exhibition and Convention Center  
(Shanghai), China





# Why exhibit at Automechanika Shanghai?

## Boost your presence in China's thriving automotive market

China stands as the world's largest automotive market and has recovered rapidly in the global ecosystem. This year, the country expects to sell over 26 million vehicles<sup>1</sup>, which will increase to 30 million units by 2025<sup>2</sup>. By this time, revenue from China's auto repair sector will touch RMB 1.7 trillion, almost twice the size of figures from 2015<sup>3</sup>. At the same time, the new energy vehicle market is already raising synergy within the Dual Circulation policy as it fosters collaboration and integration between the automotive industry, energy sector, transportation and fields of information technology. This is sending positive signals about China's capabilities and future prospects in the automotive supply chain across the world.

## Reap the benefits of Automechanika Shanghai's global networks

Automechanika Shanghai originates from Messe Frankfurt's globally-recognised brand in the Mobility & Logistics sector. The annual event has evolved through 17 years of experience, network growth and resource building. Players can benefit from the highly professional and widely acclaimed platform that offers effective channels for marketing, trade, networking and information exchange in the domestic and international automotive industry.

## Draw upon market trends in your business plan

The show's resources make it an ideal and reliable stage for players to gather information and strategically plan their next business move. Attendees can benchmark their goals and objectives against the latest business models and trends, as well as explore and collaborate with pioneering companies presenting innovative products and services across the entire supply chain.

## China's auto market at a glance (2020)<sup>1, 4, 5</sup>

### Vehicles

produced 25.225 million

sold 25.311 million

### Car ownership reaches

280 million units

### New energy vehicles\*

↑ 68%  
sold

↑ 48%  
produced

### Export value of auto parts\*

12.2% 22.7% 31.3%  
Aug Sep Oct

\*Compared to same period in 2019

### Sources:

1. Automotive Industry Operational Report 2020, January 2021, China Association of Automobile Manufacturers (CAAM), <https://qr.messefrankfurt.com/Kr5k>, Retrieved March 2021.
2. China's car sales will reach 30 million by 2025, January 2021, Sina Finance, <https://qr.messefrankfurt.com/e6QW>, Retrieved March 2021.
3. The aftermarket welcomes new change as China's car ownership is expected to surpass the U.S. in 2021, February 2021, caijing.com.cn, <https://qr.messefrankfurt.com/Fs82>, Retrieved March 2021.
4. New energy industry becomes crucial to the structural revolution on the supply-side mechanism, which is important to the success of the Dual Circulation Economic Strategy, October 2020, Sohu, <https://qr.messefrankfurt.com/q2XF>, Retrieved March 2021.
5. China automobile sales volumes rank number 1 for a consecutive 12-year, January 2021, People's Daily Overseas Edition, <https://qr.messefrankfurt.com/Jb9c>, Retrieved March 2021.

## Social buzz

"Congratulations on holding such a large event in these trying times! Many thanks to all the team who made this possible."

Mr Michel A Malik, CEO and Group Publisher at BodyShop News International Pty Ltd

"Thank you for the opportunity to exchange together with other industry leaders about the epidemic's impact on the automotive aftermarket in different regions and identify New Trends, New Challenges, and New Opportunities."

Mr Christian Kuchlin, Director and General Manager, Aftermarket Asia / Pacific, MAHLE

"A great Automotive Aftermarket Summit organised during Automechanika Shanghai in a pandemic year!"

Mr Ricky Wang, Vice Chairman, AASA China Aftermarket Forum (CAF)

"Automechanika Shanghai 2020 was a great success for us, presenting our supply chain services for the automotive industry."

Extracted from UPPro Ltd

"The show's hybrid events can be successful in the new normal."

Extracted from Motorindia

10 Online users review the show  
4.5 out of 5 stars.

Data from 10Times



"Thanks for all the support given! We will deliver a better show in 2021 for every automotive professional!"

Automechanika Shanghai organisers





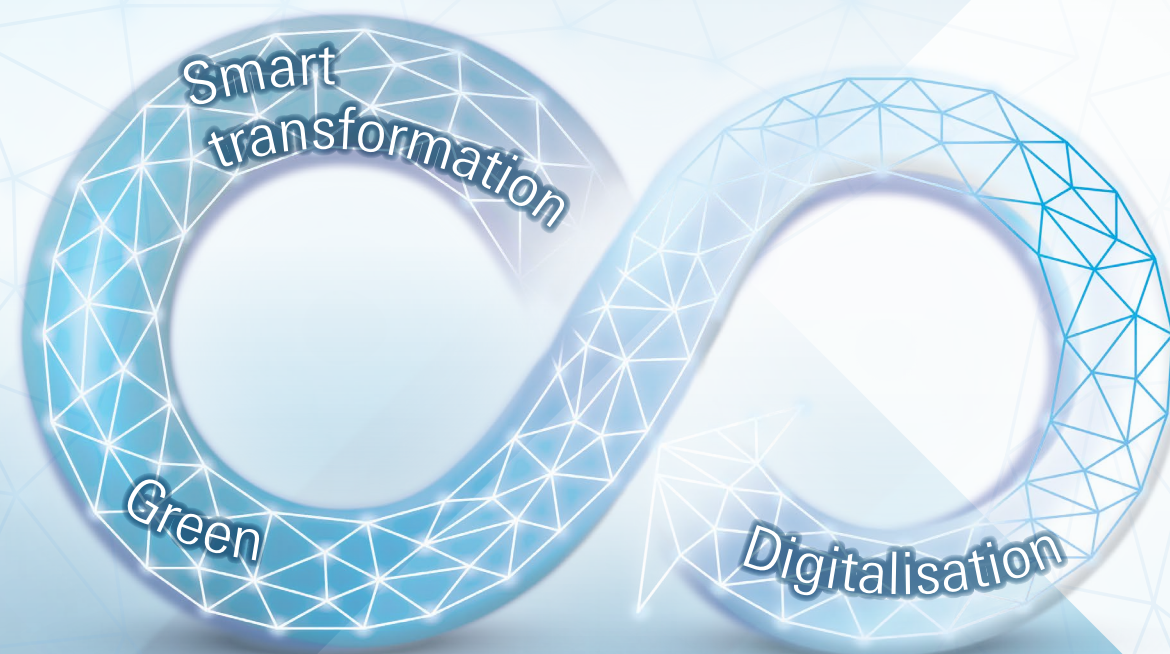
# Leveraging dual circulation in the automotive ecosystem

In May 2020, the Chinese Government introduced its new 'Dual Circulation' policy as a progression of its economic strategy. It refers to the synergy of the inner (domestic) and outer (international) markets, with an increased emphasis on the country's own domestic trade opportunities.

This forward-thinking scheme will elevate the auto industry's overall supply chains, promote innovation and industrial transformation, connectivity and digitalisation, in addition to creating routes for future development and green protection.

## How Automechanika Shanghai plays a part

Automechanika Shanghai will highlight how industry players can benefit from the policy. Technological exchange, education, and promoting domestic and overseas communication are set to expose opportunities for smart transformation, digitalisation and green development across the supply chain.



## Driving innovation through technological exchange

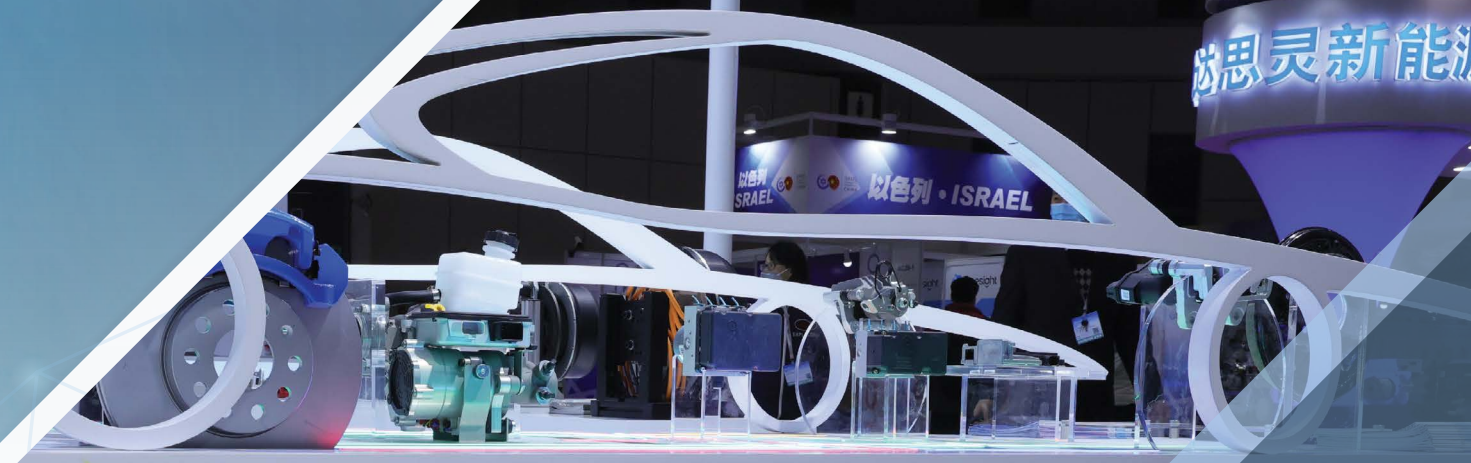
- The show is a vital platform for industry-academia-research collaboration. Research institutions and leading companies showcase and launch the latest achievements. Many participants from local industry clusters and key automotive parts manufacturing cities will attend.
- Growing scope of green and environmental protection, new energy, connected mobility, autonomous driving and smart transportation in OE and aftermarket sectors. Overseas players will introduce their experiences to the domestic market.
- The new Auto Tech Club is set to attract more decision-makers from research and development, as well as technical engineers from carmakers and parts manufacturers.

## Gateways to knowledge creation

- The show will address the fast-changing landscape of services in the automotive ecosystem. Exhibits and concurrent events shall delve into rising areas of capital management, technology, talent acquisition and strategic positioning, along with consultancy, training and more.
- The fair will spotlight new business models created in response to the latest digital trends and the ever-advancing supply chain.
- Over 65 onsite forums, sharing sessions, training activities, pre-show webinars and roadshow events are expected to deepen the awareness and understanding of core technologies, policies and operating strategies.

## Domestic and overseas cooperation

- A vast network of resources establishes far-reaching communication channels, helping companies expand their markets domestically and internationally. Under the backdrop of Dual Circulation, the fair's online platform, AMS Live, and business matching services create meaningful opportunities for business exchange and deliver efficient sourcing experiences between suppliers and buyers.





# Reach beyond your booth: Maximise your brand exposure with a series of fringe events

Effective brand promotion should not be limited to your booth. Exhibitors can engage in online and onsite events to share opinions about the latest market trends and gain wider brand exposure simultaneously. A number of events during the show will be broadcast on AMS Live so that domestic and overseas audiences who were unable to physically attend can still participate.

## Key speakers from renowned brands (2020)



## Must-attend events in 2021

- Automotive Aftermarket Summit
- Tomorrow's Service & Mobility Summit
- China International Tyre Industry Conference
- China Automobile Dealers Used Car Industry Development Forum
- Automobile Repair and Maintenance Industry Transformation Summit
- Tomorrow's Service & Mobility – New Product Presentation
- Connected Vehicle Policy and Regulations International Summit

Interested in becoming a speaker or sponsoring a fringe event?  
Contact [kate.wang@china.messefrankfurt.com](mailto:kate.wang@china.messefrankfurt.com) to find out more.

## China International Tyre Industry Conference 2020



## Fringe events spotlight digitalisation

"As a speaker in a fringe event, I found that Automechanika Shanghai is a must-attend communication platform that can nurture development and collaboration. The pandemic has rapidly altered the macro business environment, leading to structural changes within the automotive industry. We should, therefore, consider the end user's perspective to encourage digitalisation to stimulate effective market change."

Exhibitor: Mr Victor Zhang, Category Management and Marketing Director, Carzone

## #ams-live bridges onsite and remote participants

578,000 page views from 150 countries and regions (2020)

"The show is a fantastic opportunity to come together and reveal our new inventions. I was particularly pleased to take advantage of AMS Live as a means to showcase our new technologies to people who were unable to physically attend the show."

Exhibitor: Mr Ingemar Eriksson, General Manager,  
Global Head of Supply Chain,  
CabinAir Tech (Shenzhen) Co Ltd



## Business matching prompts collaboration and recovery

652 pre-arranged onsite-to-online meetings  
across 34 countries and regions (2020)

"This is the first time that we used the show's matchmaking activities. Through this value-added service, we were able to access numerous high-quality buyers. It was very efficient and saved a lot of time in my pre-show planning and onsite meetings."

Exhibitor: Mr GaoWen Li, Marketing Product Manager, Qingdao Copton Technology Co Ltd

Learn more about AMS Live:





# 2021 hall plan

280,000 sqm | 13 halls

## Tomorrow's Service & Mobility

The new Four Modernisations has fuelled the implementation of connected mobility in China. It has become a catalyst for the production and sales of new energy vehicles, together with the development of new infrastructure. Research institutions, carmakers, start-ups and leading companies in connected mobility will introduce charging facilities, hydrogen fuel technology, smart motorway systems and cloud-based human-vehicle-road networks.

## Parts & Components

## Electronics & Connectivity

International brands and a collection of companies from major domestic manufacturing bases will demonstrate higher levels of digitalisation in their product innovation seen through product launches, project presentations and other activities. There will be more emphasis on collaboration, technology sharing, and research and production capabilities in core parts of China.

## Diagnostics & Repair / Body & Paint

More smart and eco-friendly products for repair and maintenance will include tools and software for diagnostics, in addition to environmentally-sustainable sprays, to name a few. The sector sets to feature a scenario-orientated and interactive space that highlights maintenance for new energy and commercial vehicles.

## Three specialised zones

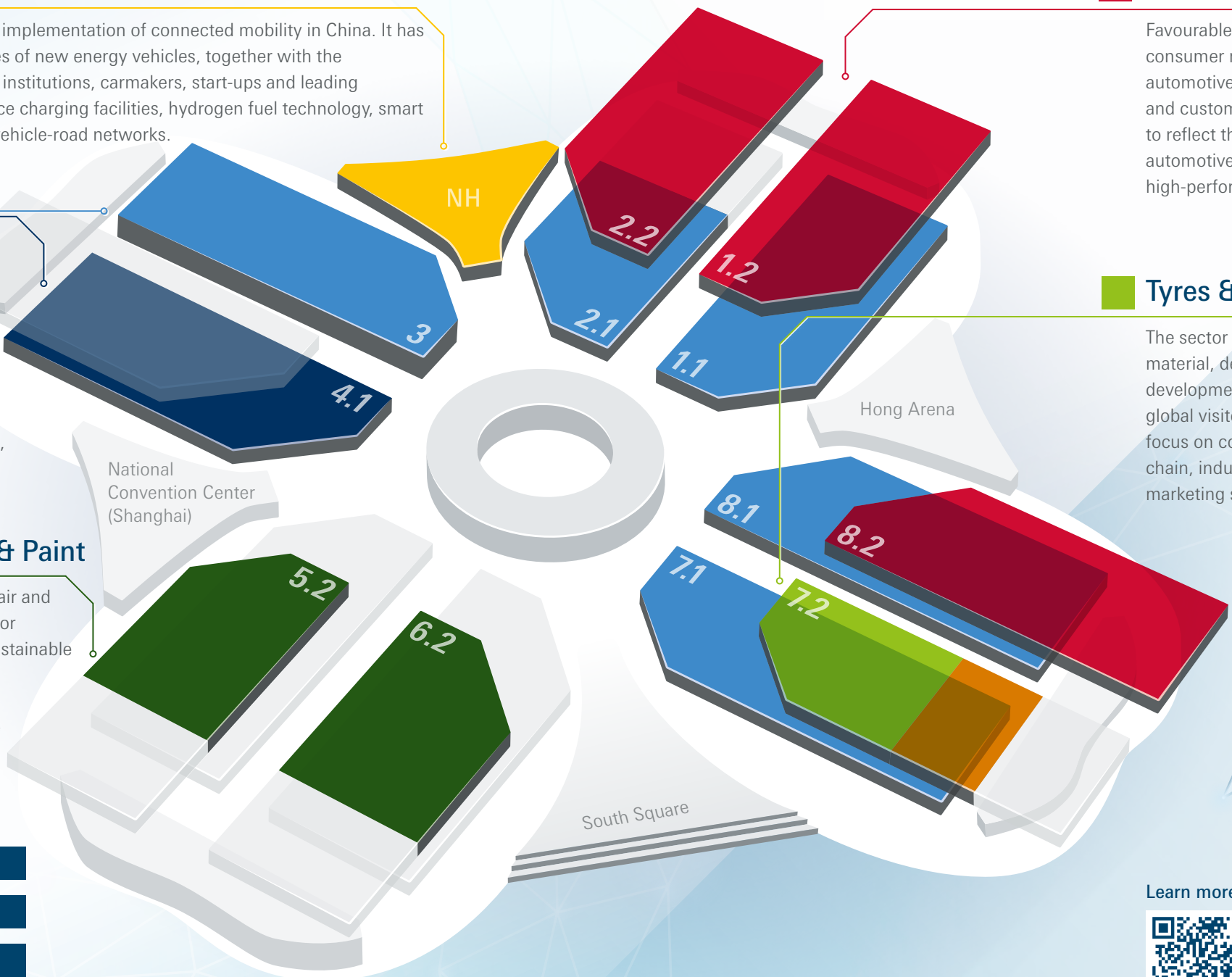
- Remanufacturing (Hall 8.1)
- Auto Manufacturing (Hall 7.2)
- Services & Supply Chain (Hall 7.2)

## Accessories Customising

Favourable policies and an extensive domestic consumer market stimulate the need for lubricants, automotive electronics, interior and exterior design, and customising products. The sectors continue to reflect the market's potential, as well as automotive lifestyle through product displays for high-performance modification and personalisation.

## Tyres & Wheels

The sector will display the latest trends in raw material, design, and electrification and smart development of manufacturing. A collection of global visitor resources and concurrent events will focus on collaborative opportunities in the supply chain, industrial policies, trade environments and marketing strategies.



Learn more:



\*This venue plan is for reference only



# Three specialised zones pinpoint trends

## Services & Supply Chain

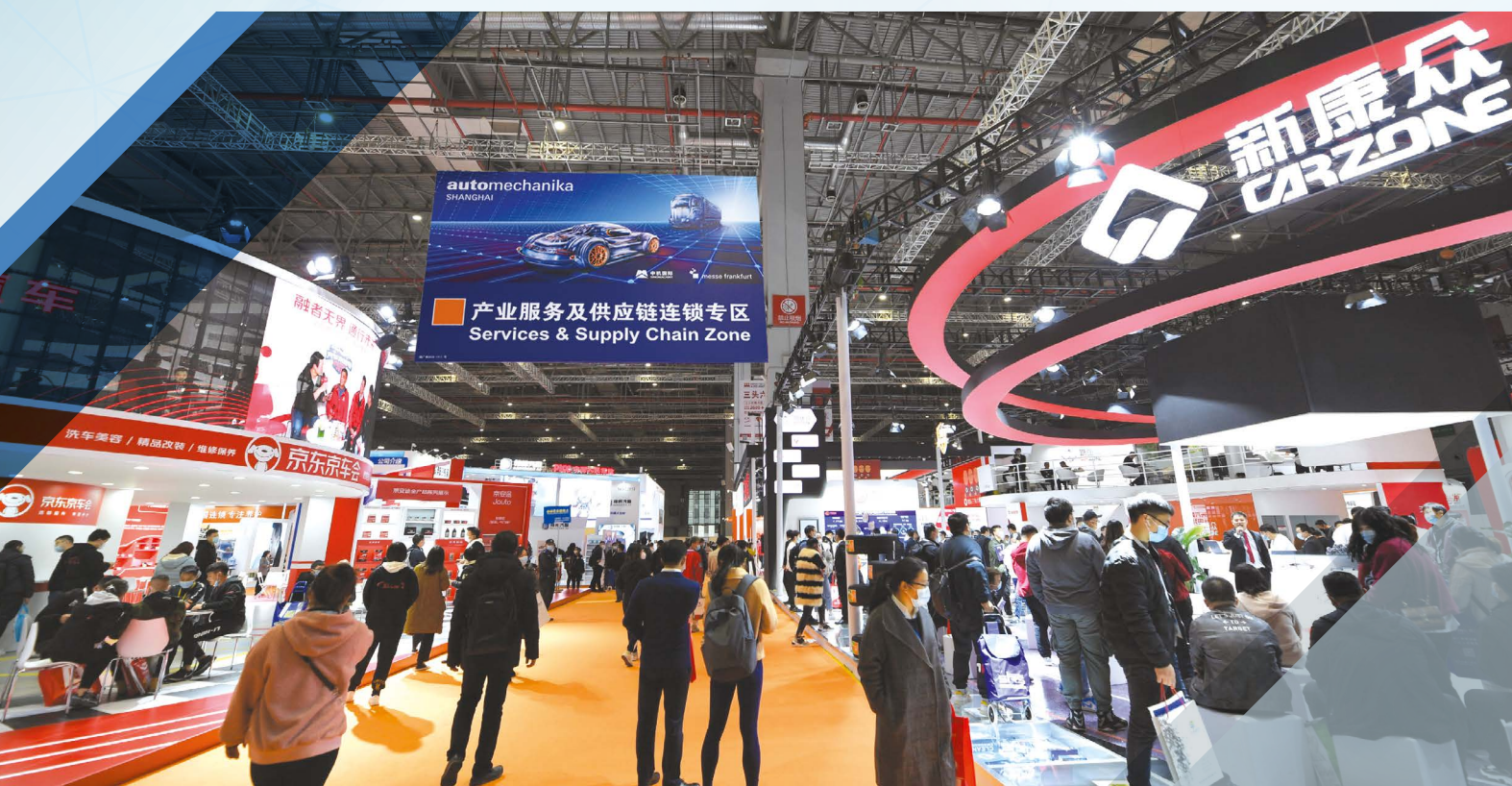
Digitalisation has changed consumer behaviour, stimulated the integration of supply chains and sales channels, and contributed to the development of internet-based business models. These continue to enhance the overall operational efficiency of services and chain stores. The zone is a one-stop destination for players in the automotive aftermarket. It will host chain stores and e-commerce providers in insurance, used-cars services, data management and consultancy.

## Remanufacturing

An objective from China's 14<sup>th</sup> Five-Year Plan aims to accelerate green development and reduce carbon emissions. The zone will feature exhibitors from research and development, testing, old parts supply and distribution. It will further develop the resource exchange between overseas and local remanufacturing institutes through technological displays and information sharing.

## Auto Manufacturing

The zone rings in the intelligent automotive manufacturing era by demonstrating the use of big data to connect the upstream and downstream supply chain in vehicles and parts engineering. Equipment manufacturers will present a variety of products and effective technical solutions.



# A congregation of global expertise

## Key players\*



\*Partial list from 2020



## 2020 show review

**3,845** exhibitors from 29 countries and regions

**79,863** onsite visitors from 53 countries and regions

**578,000** page views on AMS Live from 150 countries and regions

**62** fringe programme events

## Key visitors from previous editions

Alibaba, Amazon Services Europe, Ane, Anji Logistics, BAIC Group, Beijing Public Transport Corporation, BMW, Burson Auto Parts, BYD, CATARC, FIAT, FAW-VOLKSWAGEN, Ford, General Motors, Great Wall Motor, HNA, Honda, HYUNDAI-HMTC, Inter Cars SA, ISUZU, JAGUAR, JCBL, Jilin City Public Transport, Kärcher, Kyoto Japan Tire, Land Rover, LG Electronics, Mercedes-Benz, Navistar, New Zealand Zero Emission Vehicle, NISSAN, NRI, Olsa Parts Srl, PACCAR, Philips, Polcar Pph, PT Indomobil Sukses Internasional Tbk, SAIC Volkswagen, Sealey Tools, Shanghai Jiushi, Shanghai Haiju (Beijing) Investment Holding Co Ltd, Siemens, SMTRC, TOYOTA and TVH Parts NV.

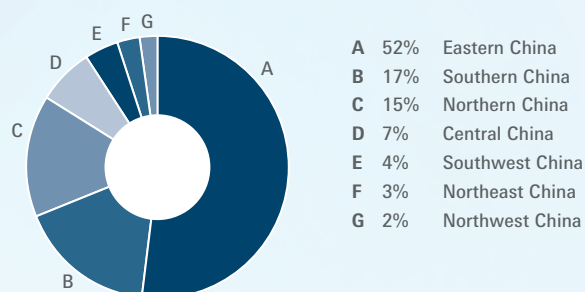
## Robust visitor resources in different sectors

The show cooperates with organisations, overseas supporters, government institutions, media and associations to boost cross-sector collaboration. Together, they invite visitors from all streams of the automotive supply chain.

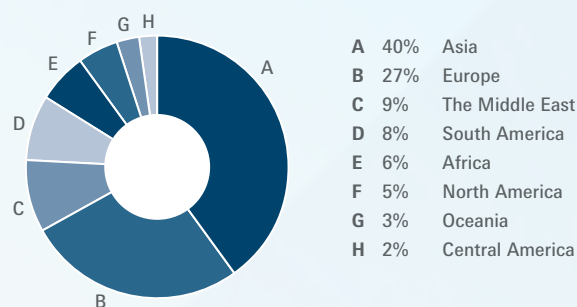
The Premium Buyers Club and Auto Tech Club also attracts high-quality buyers that participate in business matching activities.

## Global visitor resources

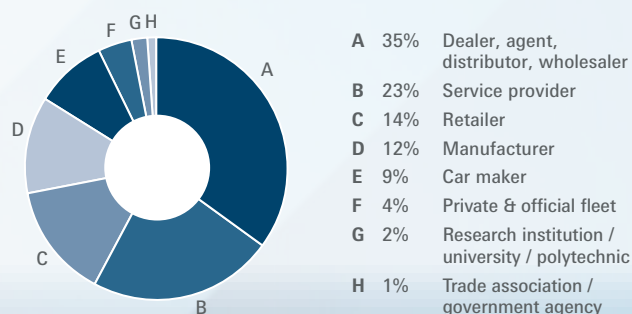
Chinese visitors by geographical origin



Overseas visitors by geographical origin



Visitor's nature of business



**89%** of buyers have influence on purchasing decisions

**72%** of buyers are from top management

*\*Automechanika Shanghai survey results from 2020*

# See you soon!

## Date

24 – 27 November 2021

## Opening hours

09:00 – 17:00 (24 – 26 November)

09:00 – 15:00 (27 November)

## 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

### Diagnostics & Repair / Body & Paint^

Standard package (min 12 sqm)	RMB 1,400 / sqm
Raw space (min 36 sqm)	RMB 1,100 / sqm

### Accessories / Customising^

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

^ Product hall

## Interested in becoming an exhibitor?

Contact our sales representative at

Gloria.ng@hongkong.messefrankfurt.com or +852 2238 9971



WhatsApp

## Contact

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