

# Press

Automechanika Shanghai  
Shanghai International Trade Fair for Automotive Parts,  
Equipment and Service Suppliers  
National Exhibition and Convention Center, Puxi, Shanghai  
29 November – 2 December 2017

Hong Kong,  
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## **Automechanika Shanghai 2017 opens, and celebrates another year as Asia's largest trade fair for the region's booming automotive industry**

It's the time of year where the world's automotive industry turns its eyes to China, to welcome what is now the 13<sup>th</sup> edition of Automechanika Shanghai. Opening its doors on 29 November 2017, the fair continues to be seen as the industry's most vital tool for information exchange, marketing, trading and education. Its continued success is once again demonstrated through the fair's growing exhibition space, which in 2017 has increased by 9% to 340,000 sqm, and for the first time ever will cover 15 halls of the National Exhibition and Convention Center in Shanghai.

In line with the rapid speed in which the Chinese and Asian automotive market is evolving, the show's exhibitor numbers have climbed to a record 6,051 from 40 countries and regions, which itself is a 5% increase on last year. During the course of the show, these exhibitors will cross paths with an estimated 130,000 trade visitors, which represents a 8% rise on the previous edition. Thanks to these considerable rises in the show's size and scale, Automechanika Shanghai is this year celebrating its largest ever and highest quality edition.

### **Enhanced show coverage and expanded zones**

To cater to these rising figures, and to further enhance the experience for the fair's visitors and exhibitors, this year's show will provide comprehensive coverage across all product sectors in the automotive industry. The halls will once again display hundreds of industry leaders working in parts & components, electronics & systems, repair & maintenance, accessories & customising, as well as in the sectors of tyres, alternative drive systems, digital solutions, car wash, care and reconditioning.

A high number of new brands are exhibiting at the fair this year, such as ADAYO, Carzone, ENEOS, Fangxing Tyre, Fleetguard, FUCHS, Gazele 3, Henkel, Isuzu, Linglong, MTA and Tyreplus.

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
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Meanwhile, This year's returning exhibitors include the likes of ACDelco, BILSTEIN, Bosch, Brembo, Continental Automotive, Dana, Delphi, Denso, Dongfeng, FAWER, Hitachi, Interstate Batteries, LIQUI MOLY, Magneti Marelli, Mobiletron, Motul, NTN-SNR, RAV, Rotary, SATA, Schaeffler, Snap-on, SONAX, Valvoline and ZF.

On top of these, the Automechanika Shanghai also features the brand new **REIFEN Zone**, where the world of tyres, wheels, rims and related products will be displayed at a dedicated area in the West Hall, for the sector's most innovative products and research. REIFEN is the world's leading fair for the tyre industry, and its partnership with Automechanika is a reflection of the consistently strong relationship between the tyre and aftermarket sectors.

'The automotive industry's digitalisation trend' has gradually gained an extremely strong foothold in the global auto sector, which is now filtering through to the show floor at a fast pace. In total, an estimated 1,200 exhibitors, such as ADAYO, Asia-Pacific Electrical Group, CRRG, Gazele 3, HSAE, Jing-Jin Electric, Mobiletron, Tielu Clutch, Vie, and many more will be demonstrating their most recent Electronics & Systems advancements during Automechanika Shanghai. Following suit with the industry's gradual shift in interest towards more advanced production methods such as for energy cars, electric vehicles, autonomous driving, advanced car safety and related technologies, the **Electronics & Systems (E&S)** sector has a much better representation across the entire show floor this year.

Many of the developments in this sector will be most prevalent at the fair's **E-Mobility & Infrastructure Zone** in the North Hall, which will have a larger exhibitor participation and enhanced product coverage this year. The area will showcase the many different aspects of electric vehicles, such as electric controls, batteries, charging infrastructures and key auto parts. It will also place emphasis on the entire manufacturing chain by joining together the likes of material suppliers, manufacturers and product testing equipment. The Suzhou Automotive Research Institute from Tsinghua University will be displaying its research achievements at the zone, which includes panoramic parking systems, driver fatigue monitors, advanced driver assistant systems, driverless electric vehicles and much more.

Visitors can find the show's **Motorsports & High Performance Zone** in Hall 6.2, which will feature a wide range of products, activities and demonstrations for car racing, high performance vehicles and motorsports. This year will in particular explore high quality parts for customisation, and will showcase the culture of motorsports whilst exploring the future of car customisation. A number of industry leaders will share their skills, experiences and vehicles, including the Mustang Shelby GTE, which will be debuting in Shanghai for the first time, and the Nissan GTR, which holds the world record for the fastest 0 – 400 mph acceleration. Meanwhile, Mr Rao Long, past winner of the Touring Car Series in Asia (TCSA), will share his personal experiences of car racing at the zone.

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## Increased internationalism

A total of 19 country and region pavilions can be found on the show floor at Automechanika Shanghai 2017, as well as an increase in 14% of overseas exhibitors compared to last year. This marks the largest ever international representation at the show, and includes a brand new pavilion dedicated to industry leaders from the United Arab Emirates (UAE).

Meanwhile, the German pavilion has expanded its presence by an impressive 44%. The area will house many of the country's key automotive players, including the likes of Amboss, Eurolub, Febi Bilstein, Georg Oest, Meyle, Osram, and Protec. The Korean pavilion will also include many well known names, such as DH Lighting, Eagleye & Eaglite, and Samsung Brake. The remaining international pavilions at the show will represent France, Hong Kong, Indonesia, Italy, Japan, Malaysia, Pakistan, Poland, Russia, Singapore, Spain, Taiwan, Thailand, Turkey, the UK and the US.

On top of this, a total of 149 domestic and international visitor groups will be attending the fair, which is an increase of 15% compared to last year. These groups come from 20 different countries and regions, and each will be looking to source the industry's most innovative products and network amongst leading international names and local businesses. This also reflected in the show's Premium Buyers' Club, designed to invite high-level buyers including car manufacturers, distributors, workshops, chain stores, OEMs and tier one suppliers. This year, 276 international professional buyers have been invited, which represents a 35% increase on last year's figures.

Mr Cheng Yongshun, Vice President of China National Machinery Industry International, commented on the show's anticipated success this year: "The expanded scale and the increasing international participation at Automechanika Shanghai exemplifies the growing interest and the promising future of the market in China. It creates equally invaluable opportunities to Chinese automotive manufacturers too. All aspects of the current environment are in favour of innovation, and support the rapid development of the automotive industry."

## Fringe programme to compliment industry trends

In total, 57 individual fringe events have been scheduled during the course of Automechanika Shanghai 2017, covering multiple industry sectors. This includes the highly anticipated **Connected Mobility Conference**, which will discuss the race towards autonomous driving, the technological challenges, applications, standardisation, and the future of the industry.

Meanwhile, the **AIAG Auto Parts Purchasing Leadership and Suppliers Summit** will bring together many purchasing executives from the world's leading automotive firms, to discuss their sourcing strategy needs and experiences, as well as their supply chain developments and automotive supplier progress in Asia and China.

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The fringe programme for this year also includes the **China Auto Technology Achievement Transformation & Investment Forum**, jointly organised with the China Electronics Chamber of Commerce (CECC). This forum will focus on the automotive industry's hottest topics across electric vehicles, automation, intelligent systems and connected mobility, and will also look into solutions for commercialising academic collaborations within these sectors.

Also scheduled is **The 3<sup>rd</sup> Summit: Merger and Acquisition Strategies for Chinese Automotive Corporations in the Overseas Markets**, which will focus on communication strategies for the 'One Belt, One Road' initiative, as well as for domestic and foreign governments, industry organisations and associated cooperations.

For the Repair & Maintenance sector, this year's fringe programme includes the **China Collision Industry Summit**, jointly organised by the China Automotive Maintenance and Repair Trade Association (CAMRA). The event covers a wide range of topics for the collision industry such as insurance and financing, new repair technology and training and education, in a bid to boost the industry's development and collaboration. The **Application of Advanced Composite Materials in New Energy Vehicles Summit 2017** will talk through manufacturing technology and materials applications for vehicle lightweighting in new energy vehicles.

### **Exhibitor insights at a new format of press conference**

Ahead of the opening of Automechanika Shanghai 2017, an official press event took place on 28 November at the Intercontinental Shanghai NECC. Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, offered insight into this year's show details, before welcoming a number of exhibiting companies to present their latest product innovations and thoughts on some key industry developments.

Speaking ahead of the press conference, Ms Chiew said: "It's a great achievement for Automechanika Shanghai to have significantly expanded its size and scale for the 2017 edition. We are excited that this expansion represents a record year for the show, and to welcome the entire industry to our fair once again. To mark the official opening, we stand side by side with some of the industry's biggest innovators, which demonstrates how the growing scale is in line with the higher quality of product developments on display."

Exhibitors featuring at the press conference included ACHR (China), Adayo (China), Baolong (China), Delphi (USA), Magneti Marelli (Italy) and Schaeffler (Germany).

For more information about the show, please visit [www.automechanika-shanghai.com](http://www.automechanika-shanghai.com) or contact Messe Frankfurt (HK) Ltd, +852 2802 7728 [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com)

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our websites at: [www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

**Background information on Sinomachint**

China National Machinery Industry International Co Ltd. (Sinomachint) is a wholly-owned subsidiary of China National Machinery Industry Corporation (SINOMACH), a large state-owned group. Sinomachint specializes in areas such as international exhibitions, trade and project contracting. International exhibition is a core business for Sinomachint, which are recognized because of many years of exhibition organizing experience and a professional organization team. Sinomachint held exhibitions that combine internationality and locality in over 30 large and medium-sized Chinese cities. The total exhibition area of exhibitions that Sinomachint independently organizes or jointly do with partners each year exceeds 3 million square meters. For more information, please visit the website at: [www.sinomachint.com](http://www.sinomachint.com).