

Press release

June 2019

Automechanika Shanghai 2019 embraces the evolving automotive ecosystem

Suzy Heston
+852 2238 9907
suzanna.heston@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.automechanika-shanghai.com
AMS19_PR1_ENG

Long-time supporters of Automechanika Shanghai eagerly await the 15th edition of the fair, and following another record breaking year, anticipation is higher than ever. The show stands as a dedicated platform for world-renowned industry leaders to connect at one of Asia's most influential automotive trade fairs. This year, the show expands on the automotive ecosystem concept by not only covering the entire supply chain but also exposing more opportunities for research and development, insurance, investment, future technologies and more.

The upcoming edition of Automechanika Shanghai is set to take place at the National Exhibition and Convention Center (NECC) on 3 to 6 December 2019 (Tuesday to Friday). The show expects to host over 6,270 exhibitors across the impressive 350,000 sqm of exhibition space, which will occupy the venue's current exhibition area. A growing number of special sectors, zones and fringe programme events will amplify many of the latest advancements and rising trends throughout numerous areas of the industry.

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, said: "Over the past 14 editions, Automechanika Shanghai has continued to thrive alongside Asia's automotive industry; China has now become the world's largest auto market. When the show first opened its doors back in 2004, it hosted just 235 exhibitors and 9,000 visitors. In 2018, a staggering 150,568 visitors filtered through every corner of the NECC. It has continued to embrace change and nurtured development by way of new themes and elements. Looking to the future, we plan to collaborate further with research institutes, universities, industry organisations, finance and insurance firms, and the wider automotive community, so that we can work together and advance the fair's automotive ecosystem."

Developing an automotive ecosystem

Automechanika Shanghai will echo the progressing concept of the automotive ecosystem. The developing term comes as a result of rapid advancements in the industry that are currently remapping the automotive value chain. It zooms in on the concept of connectivity; not just through emerging technology, but also the notion of networks and knowledge sharing. As a result, Automechanika Shanghai will place more focus on digitalisation, future technologies and services, as well as shaping more opportunities in the fringe programme, to work closer with

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

research institutes and the wider auto community.

Digital trends spark new opportunities

The **Tomorrow's Service & Mobility** sector will, once again, become a central area of the fair to demonstrate the show's strengthened ability for emphasising digital trends and connectivity. For instance, research suggests that the connected vehicle market in Asia Pacific is expected to reach USD 47.4 billion by 2023, expanding at a CAGR of 20 percent¹. As such, the sector shines a light on communication between the vehicle, infrastructure, pedestrians and networks. With this in mind, exhibitors will cover the latest innovations for electromobility, intelligent vehicle technology, car connectivity, mobility services, as well as lightweight materials and more.

The Tomorrow's Service & Mobility sector also looks beyond the bonnet of the car by examining the automotive technologies that are currently transforming intelligent roads and public transportation systems. A series of future-focused fringe programme events will convene industry leaders to explore the latest trends, opportunities and challenges in smart bus innovation, connected mobility, 5G and AI applications, new energy vehicles and autonomous vehicle technology to name a few.

Exhibitors will also showcase the most recent technological breakthroughs in the collision, diagnostics, car care and workshop technologies in aftermarket services at the fairground.

The evolving supply chain and aftermarket

The automotive service sector continues to be one of the most important aspects of the fair, as many maturing automotive markets, like China, are becoming more established.

For example, last year, cars aged between four and nine accounted for 50 percent of vehicles on the road, consequently bringing the demand for auto repairs and maintenance to an all-time high². The rise of China's automotive aftermarket will bring forward new business opportunities to its underlying sectors and will rely on the continuous smart transformation of the supply chain. On account of this, the **Supply Chain and Chain Store zone** returns to address many of the changing needs in the transforming local auto market.

The zone is set to spotlight these advancements and welcomes a strong collection of domestic and overseas dealers, retailers and service providers who are currently utilising e-commerce and new business models in the service value chain. Through automation powered by big data, predictive analytics, mobility and IoT (Internet of Things), they highlight many of the ways that connectivity is helping to establish more

¹ "Asia-Pacific Connected Vehicle Market (2018-2023)", Business Wire. <https://www.businesswire.com/news/home/20180725005618/en/Asia-Pacific-Connected-Vehicle-Market-2018-2023>. Retrieved 16 April 2019

² "Automotive aftermarket set for fast growth, prompting digital transformation of auto accessories supply chain logistics", Deloitte. <https://www2.deloitte.com/cn/en/pages/about-deloitte/articles/pr-automotive-aftermarket-set-for-fast-growth.html>. Retrieved 16 April 2019.

ties with consumers as the sector moves closer to an end-user approach. These efforts will allow companies to manage inventory better, as well as enhance communication between upstream and downstream channels to improve efficiency and cost advantage.

Customisation continues to soar

Customisation is another area that is seeing a steady progression. Reports project that the global market is likely to yield more than USD 253,000 million by the end of 2024³. Automechanika Shanghai recognises the potential by giving **Customising** its very own sector.

Sitting side-by-side, Customising will span across Hall 6.2 and 7.2, to cover an expansive total of 44,000 sqm of space. The sector is set to include the latest trends for exterior, interior and high performance customisation. It will feature sport exhaust systems, sport air filters, and sport chassis, as well as engine tuning, audio modification, seats, recreational vehicles (RV) and off-road vehicle modification. Personalisation will also be a key element in the sector with interior design, bodywork elements, car wrapping, spray painting, and airbrush systems on display.

Additionally, the automotive lighting industry has undergone a new wave of transformation. Organic light-emitting diode (OLED), laser and intelligent lights have led to more creative and technological innovation throughout the sector.

Mr Cheng Yongshun, Vice President of China National Machinery Industry International, the show's co-organiser, noted: "In conjunction with China's auto market becoming more diverse, the speed at which efficiency and quality have accelerated significantly too. On top of this, the overwhelming increase for customisation will continue to play a vital role in bolstering the demand for interior and exterior accessories and modification. The shift in consumer preference has led to more emphasis on aesthetic appeal and enhanced performance, as well as the delivery of entertaining driving experiences. As such, the new sector will amplify buzz around the fast-growing customisation and racing markets."

In addition to the Tomorrow's Service & Mobility and Customising sectors, the exhibition will host thousands of other exhibitors across five other product categories. **Parts & Components, Electronics & Systems, Accessories, Repair & Maintenance** and **REIFEN (Tyres & Wheels)** will offer comprehensive coverage of the entire supply chain.

For more information about the 15th edition of Automechanika Shanghai, please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728 or auto@hongkong.messefrankfurt.com.

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³ "Growth in Car Customization Trend to Fuel the Demand for Exterior Car Accessories", Persistence Market Research. <https://www.persistencemarketresearch.com/mediarelease/global-exterior-car-accessories-market.asp>. Retrieved 16 April 2019.

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 2,500* employees at 30 locations, the company generates annual sales of around €715* 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 website at: www.messefrankfurt.com

*preliminary figures 2018

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.