

Press release

3 September 2019

## Automechanika Shanghai reveals its future roadmap at the 15<sup>th</sup> edition celebrations

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AMS19\_PR3\_ENG

**Promotional activities rev up ahead of Automechanika Shanghai's 15<sup>th</sup> edition. On 2 September, celebrations jumped into action at the Bellagio Shanghai. Over 180 industry leaders, organisers, long-time supporters, partners and media came together to reflect upon the show's history and place in the market. The event also laid out the show's future roadmap under the backdrop of development across the entire automotive industry, both in China and abroad.**

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, said: "Deemed as one of the prime automotive fairs in Asia, Automechanika Shanghai has the ability to pull in highly influential industry players from around the world. Throughout the years, the growing platform has moved beyond just a traditional trade fair as it looks to a more dynamic future, embracing the automotive ecosystem in every way. As such, the footprint of its roadmap can be felt across the show."

### **Automechanika Shanghai's roadmap at the fair**

Sustainability is one of Automechanika Shanghai's fundamental objectives. Each year, the show strives to explore different trends and encourages more participation from players across all corners of the industry. Activities around the fairground support trade, network expansion and business development as the show grows into a focal meeting point for the industry. As a result, companies are now proactively choosing this event as part of their strategic development plans.

Going forward, participants will be able to reap the benefits of more vertical and horizontal integration from across the entire supply chain. It will continue to highlight many of the future tools and technologies that are changing the automotive landscape. It also aims to incorporate more participation from finance and investment, start-ups, research institutes, talent acquisition and development. As such, this pull factor will help facilitate many important international events, cooperation meetings, product launches and more amongst companies, organisations and policymakers.

Elsewhere, organisers endeavour to maintain the social and environmental integrity of the show by vigorously supporting and responding to local eco-friendly policies. Under the Green Trade Fair Initiative, building or construction materials and other matter that the

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organisers use should now be recyclable or reusable. Additionally, the fair also enthusiastically promotes the guidelines to its exhibitors.

### **The future roadmap begins to shape the 2019 show edition**

This year, the **Tomorrow's Service & Mobility** sector embraces the automotive ecosystem concept and environmental protection. The area supports the industry's shift towards more digitalisation, connectivity, alternative drives, autonomous driving, road infrastructure and new mobility services, as well as new energy vehicles that bring China's ambitious green goals to life. The exhibitor Hitachi Chemical will exhibit their low VOC insulation for new energy vehicles. APG will also bring along new 5G autonomous driving technology to fully utilise the driving experience.

**Customising** is also set to become a thriving area as it is singled out as an independent sector. The move comes as a result of the market's growth potential and underscores its future importance in the sector. For instance, new local policies such as the Implementation Plan for Improving the Mechanism of Promoting Consumption Systems (2018-2020) aims to stimulate the consumption of car racing, tourism, culture and customisation by eliminating many of their barriers. Exhibitors such as YAKIMA and WINBO will launch many of their lightweight racing seats, motor oils for racing, high performance window films and heat-resistant brake pads, along with other exterior and interior products at the fair.

In fact, exhibitors in every sector, including **Parts & Components, Electronics & Systems, Accessories, Repair & Maintenance** and **REIFEN (Tyres & Wheels)** are responding to industry updates as they work to improve safety, fuel efficiency, environmental protection, electronics and devices, as well as driver comfort.

Returning exhibitors include the likes of Aisin, Blue-Point, Bosch, Brembo, Carzone, Continental Automotive, ContiTech, Delphi, DENSO, EURO REPAR, FAWER, Launch, Magneti Marelli, MAXIMA, MOTUL, SAIC MOTOR, Valeo, Walker and Wanan. New exhibitors to this year's event include Bangbang, CATARC, CELETTE, CSIC, DOUBLE COIN, Huasheng, Knorr-Bremse, Sinopec Lubricant and SUNFULL.

Visitors can also learn about some of the evolving business models across the exhibition as the show engages a wider auto community. Supply chain and chain store operators, independent aftermarket players, e-commerce platforms, as well as insurance and finance providers, will make their presence known in the **Supply Chain and Chain Store zone**.

Away from the show floor, over 50 fringe events are expected to reveal the latest industry updates. Some of the most highly anticipated events of the year are the **International Bodyshop Industry Symposium (IBIS) China 2019, Body & Paint World Championships, Connected Mobility Conference, Tomorrow's Service & Mobility Summit** and the **China International Tyre Industry Conference**. The conferences will bring together a number of experts, covering the entire supply chain,

from around the world to discuss some of the challenges and opportunities that the industry is currently facing amid a rapidly developing market.

### **The history and people behind Automechanika Shanghai's endurance in the market**



In 2004, Automechanika Shanghai found itself situated in one of the most promising and fastest-growing markets worldwide. It hosted 235 exhibitors and 9,138 visitors. 2006 experienced even more traction. In this light, organisers turned the show into an annual event. Since 2015, it relocated to the National Exhibition and Convention Center (Shanghai) to accommodate the influx of participants.

Mr Cheng Yongshun, Vice President of China National Machinery Industry International, the show's co-organiser, noted: "At the same time that Automechanika Shanghai was founded, China's automotive industry also entered a period of rapid development. Industry transformation began from scratch to become stronger as time progressed; in the past two recent years, the industry has experienced further transformation and has continued to grow steadily. The development prospects as a whole are exceeding expectations. Thus, the exhibition will see more internationalisation and specialisation, playing a greater role across future automotive markets both domestically and abroad."

Longtime participants at the promotional kick-off event also shared their insights into Automechanika Shanghai's contribution to the industry.

Mr Xiang Youheng, CEO, GSP Automotive Group Wenzhou Co Ltd, said: "Automechanika Shanghai is a true asset to the industry. As a local exhibitor, I can connect with the global market. Year-upon-year, both domestic and overseas exhibitors, continue to push the boundaries with the products and services they exhibit. On top of this, the fair acts as a gateway for businesses trying to expand into different markets. Therefore, the show has become a key driver for industry growth, collaboration and technological development."

Mr Johnson Shen, Chief Representative of Shanghai Office, Hitachi Automotive Systems Espelkamp GmbH, followed up by adding: "I have always been a keen visitor of the show as it is a great platform to make

connections and advance my business. Over the years, it is clear that the show has become even more business-oriented, through the offerings across the show floor and fringe events. I have always been able to find new partners, as well as products, services and technologies that meet my end-user needs. It has been interesting to listen to the future direction of the show, which I firmly believe will expose new opportunities across the board.”

During this edition, Automechanika Shanghai will feature over 6,300 exhibitors. With the addition of Hall 2.2, the exhibition will span across 360,000 sqm of space in the National Exhibition and Convention Center (Shanghai). From 3 – 6 December 2019 the show will cover the entire automotive supply chain. For more information about the 15<sup>th</sup> edition, please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728 or [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com).

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**Background information on Messe Frankfurt** (as of Jun 2019)

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 €718 million. We have close ties with our industry sectors and serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group’s key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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](http://www.messefrankfurt.com).

**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).