

Press release

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## Automechanika Shanghai 2020 introduces new digital platform

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**Automechanika Shanghai is tackling global sourcing needs for the automotive industry by launching AMS Live, a new integrated platform that looks beyond the geographical boundaries of onsite and online participation. The value-added service will be available from 30 November to 6 December 2020, which will run alongside the physical show itself. During the fair, on 2 to 5 December 2020, over 5,000 exhibitors will continue to display their latest products and services across 300,000 sqm of space in the National Exhibition and Convention Center, Shanghai.**

Automechanika Shanghai will be one of the few large-scale automotive trade shows held in 2020. Buyers around the world are relying on the fair to inform their next purchasing decisions, capture the latest market information and find the latest solutions that have come into fruition as a response to COVID-19. These business needs will make the final exhibition on the circuit even more valuable for next year's industry development.

With this in mind, the show is radically transforming its web-based tools to meet market demand, so that it not only takes place onsite, but also simultaneously in a virtual setting. Its latest innovation, AMS Live, aims to unlock imperative knowledge-based sharing and collaborative opportunities along the supply chain that empower remote participants to become a part of the show.

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, commented: "By creating a digitally hybrid event, AMS Live is a lifeline for overseas visitors who cannot physically attend the show. Exhibitors at the exhibition ground can still take advantage of in-person interactions, as well as engage with global stakeholders online, whether it be for business exchange, marketing, trade or education. After all, it is the synergy of auto players that allows businesses, as well as the fair itself to thrive."

### **Networking opportunities utilising live chats, video calls and more**

New and long-time buyers tuning in electronically can network and connect in real-time with exhibitors through one-to-one online meetings, business matchmaking, chat rooms, live comments during streamed programmes and more. These functions allow buyers to discuss and learn about potential suppliers.

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### **Create enquiries to match with the right exhibitors**

When buyers launch product or service queries, the platform will automatically match potential suppliers. Interested exhibitors can start a conversation to discuss further business opportunities.

### **Get involved with live streamed onsite activities**

Whether there are conferences, in-depth interviews with industry leaders, live demonstrations or performances, online participants can engage with onsite activities through the three live channels:

1. **Auto Discovery Channel** presenting key conferences and training sessions;
2. **Interactive and Entertainment Channel** where online participants can partake in onsite interviews and tours, as well as watch the Motorsport & High Performance Event and other entertainment; and,
3. **Exhibitor Live Channel** featuring a collection of exhibitor events ranging from product presentations, pitches, launches and more.

### **Tools to help plan a physical and virtual visit efficiently**

AMS Live allows users to re-watch conferences on-demand, along with record noteworthy products and exhibitors for future reference. On top of this, the personal online calendar can help manage meetings and has a built-in notification function for appointments.

To this degree, the fundamental idea to offer a platform like AMS Live is to replicate these crucial face-to-face interactions and onsite exchanges by utilising digital services while the market continues to bounce back. The interactive nature of this newly coined hybrid event will therefore continue to unite overseas participants and exhibition goes along the supply chain, in addition to industry associations, government bodies, media and research institutes across every corner of the automotive ecosystem.

Automechanika Shanghai will become one of the first exhibitions in the brand's portfolio to present this type of digital stage, and feeds to its long term roadmap of delivering and developing a sustainable event. It is also in response to the heightened demand for the more online exhibition services that add value to overall event experience. Mindful of the COVID-19 outbreak, organisers are also working with local authorities to ensure appropriate safety parameters are upheld. These measures are to safeguard the health and safety of all stakeholders so that the show remains a secure platform for business.

To find out more about AMS Live, please visit the official website at [www.automechanika-shanghai.com/ams-live](http://www.automechanika-shanghai.com/ams-live) for details.

If participants are interested in AMS Live promotional and marketing packages, contact Digital Services at [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com).

Automechanika Shanghai is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint). For general information about the show, visit [www.automechanika-shanghai.com](http://www.automechanika-shanghai.com). Please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728 or via email [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com) for further enquiries.

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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 about 2,600 employees at 29 locations, the company generates annual sales of around €736 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).