

Press release

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## Automechanika Shanghai 2020 unites international and domestic markets

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**As the automotive industry transitions alongside the backdrop of COVID-19, Automechanika Shanghai navigates these new roads through its innovative hybrid event. The show commences from 2 to 5 December at the National Exhibition and Convention Center (Shanghai), while players across the world will be able to tune in digitally from 30 November to 6 December. In sectors like Tomorrow's Service & Mobility and highly-anticipated fringe events, first-time exhibitors, participants and industry experts are set to steer business development into the new year.**

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, said: "Over the years, Automechanika Shanghai has built up a strong global network synonymous to its highly influential reputation in the market. In light of current challenges, the show is an important hub for innovation and collaboration; it will continue to unite players from all corners of the world through its new hybrid platform AMS Live and support industry development along the way."

To illustrate, as one of the few chances to take part in automotive trade fairs this year, companies are recognising the brand building opportunities that Automechanika Shanghai presents. Through their digital booths, onsite exhibitors can further increase their exposure, image and visibility in the market, as well as host launches to reveal their latest products, technologies and services.

A number of companies are also prepared to debut at this year's show. Arnott Air Suspension (the Netherlands), Baumann Springs (Switzerland), Cartender Japan, and FR Team International (Luxembourg) will sit alongside some of China's biggest names such as ChangAn Ford, Dong Feng, Foton (a leading parts and components manufacturers), SORL (a commercial vehicle service chain) and Wanli Tire (one of the largest radial tyre exporter domestically).

Returning exhibitors include ACHR, Anchi, APG, Bangbang, Brembo, Carzone, DeVilbiss, EAE, Eni, FAWER, FUCHS, GSP, Hengst, Jauto, Launch, LIQUI MOLY, Lucas, Mahle, Michelin Lifestyle, Mobiletron, MP Concepts, Riyong-JEA, SAIC MOTOR, SATA, SOGREAT, SONAX, TEIN, Toyota Tsusho, VIE, Wanli, Wanxiang, Zhongmou and Zynp Group.

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**Exploring wider industry engagement for automotive advancement**  
**Tomorrow's Service & Mobility** further enhances its position as an incubation and innovation hub for start-ups, research and more. The sector will be filled with exhibitors specialising in digitalisation, alternate drives, autonomous driving, new energy and new mobility services.

Several returning domestic companies include APG, VIE and Suzhou DSM Green Power. Internationally, the Israeli Chamber of Commerce has chosen host a pavilion in the sector for the first time. Eyesight Technologies, Gauzy, Opsys, Stratasys, UPPRO and VisIC will share their 3D manufacturing solutions, GaN transistors, LiDAR sensors, ADAS, AI-enhanced driving experiences and more.

Approximately 30 companies led by the Intelligent Connected Vehicle Innovation Center (ICVIC) will demonstrate their most recent breakthroughs for connected cars, new energy vehicles, key components, testing and equipment at the **ICVIC Innovation zone**.

The China Civil Engineering Society Urban Transportation Branch is also teaming up to present the **Yangtze River Delta Public Transport Integration Pilot zone**. The area will reveal the evolving public transportation trends, 5G, the development of smart driving and vehicle-to-road connectivity for cross-regional networks.

Furthermore, the sector will highlight the application of advanced composite materials. For example, the **China Automotive New Energy Motor Electronic Control Industry Alliance** is set to host a collection of the top new energy companies from CRRC, Changhui Group, Sogreat, Spartktronic, SCII and more, covering solutions in the new energy supply chain.

Mr Cheng Yongshun, Vice President of China National Machinery Industry International, noted: "With more global investment into new energy and future mobility services, Automechanika Shanghai is playing a pivotal role in amplifying the technologies and infrastructure needed to stimulate green industry growth. Both local and overseas exhibitors will highlight the profound impact of new inventions and manufacturing, as well as the collaborative opportunities across both borders and industries."

#### **Live streamed onsite events and activities**

Automechanika Shanghai will host an impressive line-up of fringe events running concurrently with the online platform. The 50-strong programme will see an expected 215 speakers sharing their insights on current and future market trends, as well as touch upon the aftereffects of COVID-19.

For the first time, the **Automotive Aftermarket Summit** is going hybrid. During one of the highly anticipated panel discussions Mr Ricky Wang, AASA CAF Vice Chairman, Vice President and General Manager of APAC Brake Parts Inc, will discuss the impact of the pandemic in the aftermarket with onsite and remotes speakers from various countries and regions, including:

- Mr Paul McCarthy, President and Chief Operating Officer of AASA;
- Mr Gaël Escribe, Chief Executive Officer and Member of the Board of Directors Nexus Automotive International SA;
- Mr Christian Kuechlin, Director and GM of MAHLE Aftermarket Asia/Pacific;
- Mr Hans-Peter Tuerk, GM of MS Motorservice Asia Pacific Co Ltd; and,
- Mr Jin Jun, Automotive Industry Leading Partner of PwC China.

Elsewhere, prominent industry players guiding global OEMs and suppliers through supply chain trends and challenges during the **AIAG Auto Parts Purchasing Leadership and Suppliers Summit 2020**, to name a few, are:

- Mr Ashwani Muppasani, Head of APAC Purchasing & SCM, FCA Asia Pacific;
- Ms Du Mei, Vice President, China Certification & Inspection Group Managing Director, China Quality Certification Centre;
- Mr James S. Bruin, IAOB Executive Director, IATF Strategic Development International Automotive Oversight Bureau (IAOB);
- Mr Michael Kemmer, Vice President Purchasing Mobility Solutions, Bosch; and,
- Ms Sharon Gao, Vice President, Purchasing, Greater China, Ford.

Automechanika Shanghai will feature approximately 3,900 exhibitors across 280,000 sqm of space. 'Navigating a dynamic automotive ecosystem' has become a driving force behind the integration of seven sectors and three specialised zones. At the same time, its new platform AMS Live will allow overseas players to connect with onsite exhibitors through key features for live streaming, video calls, live chats and more.

The event is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint). In light of the COVID-19 outbreak, organisers are 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.

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

Automechanika Shanghai  
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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).