

Press release

September 2021

Leading brands at Automechanika Shanghai 2021 hint at opportunities along the value chain

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AMS21_PR2_ENG

Consumer behaviour and growing environmentally-conscious practices are steering industrial changes across the global auto market. Amongst others, these active trends are propelling new energy vehicle and green repair markets forward, as well as stimulating growth in the logistics and commercial vehicle segments. But, how are leading players adjusting their strategies to meet new needs in OE and the aftermarket? Automechanika Shanghai speaks to Bosch and ZF to find out more.

In recent years, public opinion has continued to shift in favour of more sustainable and eco-friendly mobility options. The new energy passenger vehicle market illustrates this direction with a record surge of sales by over 40 percent during 2020 and a separate one million new energy commercial vehicles on the road¹. Of this, China accounted for nearly 38 percent of last year's electric vehicle purchases².

The country's strong market shares reveal the scale of its consumer pool and demand for green transportation. An upshot of Government efforts in the 14th Five Year Plan (FYP) is also strengthening the infrastructure that makes the market more accessible to private car owners, public transportations and commercial vehicle users. From this, the aim is for new energy vehicles to account for 25 percent of all auto sales by 2025².

With this movement firmly influencing upstream manufacturing and related on-board technologies, opportunities in the aftermarket value chain are now gaining ground. ZF is just one of the leading companies at Automechanika Shanghai reflecting this market transformation. Mr Haitao Gao, Head of the Greater China Region, ZF Aftermarket, noted: "We are accelerating our long-term aftermarket strategy to reflect the advancements in electronics, software and autonomous driving. These comprehensive aftermarket solutions integrate various products, services and operational development approaches, including our high voltage training project and repair and maintenance workshop solutions for transmissions and related systems. These address the gaps in knowledge that skilled labours from independent workshops face in the new aftermarket era. From this, empowered players can start incorporating new services into their business models that ultimately

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¹ Global electric car sales set for further strong growth after 40% rise in 2020, April 2021, International Energy Agency, <https://qr.messefrankfurt.com/m6TP> (Retrieved: 16 September 2021)

² How China is charging ahead in the electric vehicle race, August 2021, JUST AUTO, <https://qr.messefrankfurt.com/b9PW> (Retrieved: 16 September 2021)

benefit car owners.”

Echoing the rising demand for skilled workers in the new energy aftermarket, Automechanika Shanghai will update a number of events, activities and areas on the show floor. For example, a deeper focus will be placed on workshop technologies, equipment, testing and diagnostics for new energy vehicle maintenance. The **Green Repair area** in Hall 6.2 will introduce green workshop technologies through live demonstrations, training, displays and open forums.

A related three-day training course with conferences aims to educate aftermarket service providers about the essential skills and equipment for new energy vehicle repair. Representatives from renowned institutes in Australia, China, and the UK will discuss the best practices for workshops and 4S stores. For instance, Coppola will delve into the maintenance of batteries, electric power control units and electric motors in insulated workshop environments. Sessions will also touch upon volatile organic compounds, exhaust control, collision repair for high-end composite materials and ADAS calibration.

E-commerce revving up the commercial vehicle segment

The growing population of digital natives has led to a boom of e-commerce, which is accelerating the technological advancement of the commercial vehicle segment. Bosch, another key exhibitor, is cooperating with fleet operators to develop an interconnected cloud-based management system with real-time information and on-the-go support in charging, repair, maintenance, route planning and more. The data will help OEMs and fleet operators improve safety, efficiency and business continuity in the fast-paced e-commerce environment where end-user expectations tend to be high.

The Regional President of Bosch Automotive Aftermarket, Greater China, Mr Songtao Wang, further highlighted: “With digital transformation across the industry, we expect to experience deep technological changes in the aftermarket. Owing to our strong connections with carmakers and OEMs, as well as investment into innovation, Bosch can anticipate and react quickly to the forward-looking market trends. With this in mind, we have a comprehensive aftermarket portfolio of parts, diagnostic equipment and repair services.”

In this regard, the **Tomorrow’s Service & Mobility** sector prepares to elevate the coverage of logistics and transportation. Displays will highlight some of the most discussed topics about hydrogen-powered fuel cells, electric drive systems, and synthetic fuels in commercial vehicles, in addition to smart logistics systems with integrated management solutions. The associated **Tomorrow’s Service & Mobility Summit** will probe into these showcases as speakers discuss the development of smart highway systems, applications of hydrogen fuel cell energy, and the development of auxiliary systems for connected commercial vehicles. Mr Bill Russo, Founder and Chief Executive Officer, Automobility Limited, and Mr Philippe Vangeel, Secretary General, The European Association for Electromobility (AVERE), will be

amongst the remote speakers on the livestream interacting with onsite participants.

Elsewhere, a seminar about **How AI is Transforming Active Safety in Commercial Vehicles** will explore ways that AI sensors, ADAS and vision perception systems are transforming fleets and influencing the driver's decision making, autonomous driving, road safety, and policies in China.

Automechanika Shanghai is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint). This year, the fair will take place from 24 to 27 November 2021 at the National Exhibition and Convention Center (Shanghai) where approximately 3,200 players will present their latest products, technologies and solutions. From 10 November 2021, players can enjoy early access to the online platform, AMS Live, while its full services will run concurrently with the physical show.

Along with Bosch and ZF, other returning exhibitors include APALT, Bangbang, Borgwarner, CAMEL, Carzone, CRRC, CSIC, Dayco, Doublestar, EAE, FAWER, Ford, Foton, FUCHS, Gates, Homotor, LIQUI MOLY, Mahle, Mancando, MAXIMA, Michelin Lifestyle, MP Concepts, NGK, SAIC MOTOR, SATA, Shuangxing, SONAX and TotalEnergies.

In light of the COVID-19 outbreak, organisers of Automechanika Shanghai will continue to ensure appropriate measures are in place to safeguard the health and safety of all stakeholders at the show.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

Automechanika Shanghai
Shanghai, 24 – 27 November 2021

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.