

Press release

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Participants at Automechanika Shanghai – Shenzhen Edition set their sights to the show’s homecoming in November

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After journeying to Shenzhen for the 17th edition of Automechanika Shanghai, attendees reflect upon their experiences at the show. Many appreciated the efforts to incorporate resources from the automotive manufacturing cluster in the Greater Bay Area. The organisers vow to return to Shanghai with key learnings and a stronger development plan for the Innovation4Mobility concept, offering a more rounded outlook on the future automotive ecosystem.

Key figures from Automechanika Shanghai – Shenzhen Edition:

- Onsite visitors: 106,383 from 89 countries and regions
- Exhibitors: 3,302 from 19 countries and regions
- Scale: 220,000 sqm
- 58 fringe events
- Online visits through AMS Live: over 400,000
- 43 hybrid programmes broadcast on AMS Live

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, said: “After a two-year hiatus, it was very rewarding to see the fairground burst into action and transform into an assembly point for the overseas and domestic market. The Innovation4Mobility Showcase was a triumph as it offered a wider perspective on new mobility solutions, market trends and policy updates. Showcases and discussions also echoed the focus on next-generation technologies from exhibitors across the show floor. For the show’s return up north in November, we will further build upon the concept to act as a window into tomorrow’s industry.”

Echoing the upswing of Automechanika Shanghai’s adventure down south, Ms Li Zhang, General Manager of China National Machinery Industry International Co Ltd, noted: “Thanks to an industry-wide effort, China’s resilient automotive market achieved impressive results in exports, new energy vehicle sales and shares of domestically manufactured cars. The successful 17th edition of Automechanika Shanghai brought fresh ideas to both the automotive ecosystem and the exhibition industry as a whole. We will continue to support market openness, stay in touch with industry trends and explore supply chain optimisation. New business opportunities will flow in as long as everyone actively embraces change, and so we look forward to working closely with industry players moving towards the next edition.”

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Local participants encouraged by international exchanges

Mrs Juanjuan Zhan, General Manager of Shenzhen Shentou Supply Chain Management Co Ltd, highlighted: “We have been exhibiting at Automechanika Shanghai for over ten years. The Shenzhen Edition exceeded our expectations as we had a constant flow of people at our booth. This included potential customers from China, as well as overseas regions like the Middle East and Central Asia. International platforms like this are more important than ever in helping to navigate the macro operating environment and penetrate the global supply chain.”

Overall, participants expressed great optimism about market activity for the year ahead, with many agreeing the show supported international exchange and valuable business encounters. While the fair did not fully benefit from the relaxation of inbound travel-related policies due to a short turnaround, domestic participants were extremely pleased by the engagement and turnout of overseas buyers.

Exhibitors joined from 19 countries and regions. The list included Canada, China, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, Malaysia, the Netherlands, Poland, South Africa, Sweden, Taiwan, Türkiye, the UAE, the UK and the US.

Companies across the show floor consisted of ABT, Autel, AUTOBACS, Baturu, Carzone, CELETTE, CHAOLI, China Changan, Chuhang Technology, Continental, CRRC, CSIC, Dali, Doublestar, FAW, FAWER, Festool, Kuaishou, KZMALL, mancando, PSA, Riyong-JEA, SAIC MOTOR, Sensata, Shuangxing, SORL, Tianjin Nisseki, TIANRUN, TotalEnergies, TOYOTA BOSHOKU (CHINA), VIE, Wanli, and Zynp Group, to name a few.

Innovation4Mobility

The Innovation4Mobility Showcase rendered a well-balanced view of how the automotive ecosystem is evolving in line with a forward-thinking outlook. The four areas included the **Innovation4Mobility Mainstage, Green Repair, New Era of Commercial Vehicles, and Motorsport & High Performance.**

Furthermore, the synergy of facilities at the Mainstage, comprising of a forum area, networking lounge, start-up arena and product showcases, helped exhibitors improve their overall experience. Ms Phoebe Gong, Brand Director of Nanjing Chuhang Technology Co Ltd, found: “The show pivots on innovation and technology with a focus on new energy vehicles and connectivity; very much in tune with our company's research and development and long-term direction. The integrated area was very useful for our results. For example, after we presented at the forum area, a lot of the audience came to our booth to enquire about our radar products. Therefore, we were very pleased with the opportunity to converse with like-minded industry leaders.”

In addition, ADD Industry (Zhejiang) Corporation Limited, Jrone Turbocharger System, Shanghai Baolong Automotive Corporation, Zhejiang Gold Intelligent Suspension Corp and Zhuzhou CRRC Times

Electric Co Ltd were among the key industry players using the Showcase to launch products into the market and meet existing and potential clients. The area also housed Automechanika Innovation Award 2022 winners like Celette with their Electronic Car Body Measurement System.

Autel also brought their prized MaxiCharger DC fast charging station. Mr Peng Cai, Director of Global Sales China, mentioned: "In terms of innovation, whether from the same sectors or across fields, exhibitors at the show are making great efforts to design products that serve the market. We are using Automechanika Shanghai to promote our new portfolio. Visitors were highly engaged in wanting to understand more, leaving me very optimistic about our sales in the coming year."

In addition, an overseas buyer from Morocco, Mr Hamza Chandid, Managing Director of SigmaTauri, further expressed: "There is an extensive conversation surrounding electric vehicles, batteries, hydrogen cars and software for self-driving automobiles. So we should look closely at these innovations for the Moroccan industry."

Fringe events and AMS Live

In total, 58 fringe events took place over four days. Participants praised the efforts of communicating trends, product innovation, market transformation, and economic globalisation.

Reflecting on the Automotive Aftermarket Summit, one of the speakers, Mr Phillippe Thegner, General Manager of Rheinmetall (China) Holdings Investment Co Ltd, mentioned: "When looking at China's market, we all know that car sales are strong, but it is also a good location to study because of the rapid implementation of trends like digitalisation, electric vehicles and autonomous driving. On the other side, the global supply chain is a really hot topic. We offered as much intel as possible from experts in China, Europe, and the US during our discussion about future opportunities and strategic planning. Therefore, I think the special edition in China's innovation hub offered a great opportunity to meet suppliers from the tech industry and other aftermarket sectors. It helped facilitate new partnerships and communicate industry trends."

Replays of flagship events can still be accessed on AMS Live until 17 March 2023.

Furthermore, visitors agreed that AMS Live helped to make initial introductions with exhibitors before meeting in person to carry on the conversation. Participants also appreciated the organiser's approach to onsite-to-online events as experts on the ground could converse with remote speakers in various global locations like Germany, Italy and the US.

More feedback from Automechanika Shanghai – Shenzhen Edition

Exhibitor: Mr Hao Jiang, General Manager, Hui Run Electrical Machinery Co Ltd

We continue leveraging Automechanika Shanghai to promote our new

products due to its powerful global network and communication functions. The particular arrangement in Shenzhen has also helped to expand our customer base in North and South China. Many partners visited us to strengthen their cooperation. Furthermore, innovative ideas and forward-looking perspectives at the show are very important references for our company's strategic planning.

Exhibitor: Mr Ruiwei Li, Co-Founder/Chief Executive Officer, AutoX3

The industry is currently facing a significant reshuffle, so learning how to operate in the external environment and get ahead in the domestic market is very important. Likewise, digitalisation and connectivity are also trends that companies must embrace for long-term competitiveness. Therefore, Automechanika Shanghai is indispensable as it combines the entire supply chain, global resources and dives into industry trends.

Buyer (China): Mr Quan Shen, Senior Purchasing Manager, Aftermarket Sales Management, China Region, Hitachi Astemo Automotive Systems (China) Ltd

As a benchmark for the automotive exhibition industry, support, value-added events, and services make Automechanika Shanghai very unique. I gained a lot as many buyers and suppliers can come together and communicate in the same place at the same time. So the physical elements of the show are irreplaceable. I hope that the organisers can continue delivering professional platforms and services that guide the industry in the market's new direction.

To access even more onsite quotes, please visit: www.automechanika-shanghai.com/AMS22_feedback

The next edition of Automechanika Shanghai will take place from 29 November to 2 December 2023 at the National Exhibition and Convention Center (Shanghai). The event is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint). Please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728, visit www.automechanika-shanghai.com or email auto@hongkong.messefrankfurt.com for further enquiries.

In addition, the brand's flagship show, Automechanika Frankfurt, will return to the stage from 10 to 14 September 2024. Meanwhile, other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Kuala Lumpur: 16 to 18 March 2023
www.automechanika-kl.com
- Automechanika Ho Chi Minh City: 23 to 25 June 2023
www.automechanika-hcmc.com

Press information and photographic material:

www.automechanika-shanghai.com/press

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#AMS #innovation #technology

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. 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 for 2022

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.