

Press release

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Automechanika Shanghai announces new show dates: 1 to 4 December 2022

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Players throughout the global automotive ecosystem can look forward to the 17th edition of Automechanika Shanghai returning on 1 to 4 December 2022 at the National Exhibition and Convention Center (Shanghai). The show was initially put on hold in a swift response to the country's efforts on containing the spread of emerging COVID-19 cases. Nonetheless, the fair offered several value-added services to support players across the value chain during the interim period.

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, said: "Over the last few weeks, we have considered a number of factors during our discussions with all the relevant parties on the new show date. These include further consultations with the authorities, in addition to assessing an appropriate timeslot in the global Automechanika brand calendar. In this respect, holding the show from 1 to 4 December 2022 is the most viable outcome for all. We appreciate the support, patience and understanding of everyone in the automotive ecosystem during this interval."

Mr Xia Wendi, Chairman of China National Machinery Industry International Co Ltd, said: "Owing to China's strong export market and healthy domestic demand, the country's automobile and car parts markets remain strong. In this regard, we are fully confident in future prospects. We are committed to constructing a trade fair platform where high levels of flexibility, efficiency, focus and sustainability are central to serving industry needs. I believe this will propel the entire automotive supply chain towards higher levels of quality."

Automechanika Shanghai is one of the most influential global trade fairs in the automotive industry, offering an arena for marketing, trade, networking and education. Each year, the show effectively communicates developments in the macro operating environment and filters them into activities across the show floor and fringe programme. As such, its comprehensive coverage can bridge players across the domestic and international supply chain. From this perspective, the fair will continue supporting business development by exploring effective ways to connect the automotive industry in the year leading up to the new show dates.

By the same token, Automechanika Shanghai had a duty to bring industry players together during the original show dates, and a strong

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response on AMS Live further highlighted the rising need for a resilient digital toolkit while global markets recover.

Buyers could begin sourcing from over 2,900 potential suppliers on 10 November. This further opened up on 24 to 27 November 2021, where players fully leveraged AI matchmaking, lead management tools and real-time analytics. So far, the platform has marked 226,400 online visits (in terms of page views) from 135 countries and regions, such as China, Germany, Russia, Turkey, and the US. Functions on the platform will remain open until 15 December allowing users more time to explore the show's aggregated resources. Please follow the link to access AMS Live: www.ams-live.com.

Over 50 video recordings and livestreamed events on AMS Live also proved immensely popular. For example, 2,049 viewers tuned into How AIoT is Transforming the Active Safety of Commercial Vehicles. Elsewhere, a Dialogue with Automotive Entrepreneurs (Shanghai Stop) collected an audience of 2,440. Several exhibitors also leveraged the show's global reach by holding their product demonstrations and launches on the platform.

On top of this, a dedicated team from the organisers have produced 1,900 appointments and recommendations on Match Up since its launch in August.

For further enquiries about participating, please visit: www.automechanika-shanghai.com, or contact Messe Frankfurt (HK) Ltd on +852 2802 7728 and email auto@hongkong.messefrankfurt.com, in addition to China National Machinery Industry International Co Ltd on +86 10 8260 6772 and email autosh@sinomachint.com.

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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).

Automechanika Shanghai
Shanghai, 1 – 4 December 2022

For more information, please visit our website at: 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.