

Press release

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Automechanika Shanghai – Shenzhen Edition puts technological innovation at centre stage

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Enthusiasm for Automechanika Shanghai – Shenzhen Edition continues to climb as travel restrictions in and around China subside. The opening up waves in a rejuvenated outlook of the global supply chain. In accord, 3,500 exhibitors offer a first-hand gateway into the market by pulling in resources that amplify home-grown inventions and overseas capabilities in production and aftermarket solutions. To prepare for strong collaborative opportunities in the year ahead, the 17th edition will take place at the centre of China’s innovation capital in the Shenzhen World Exhibition & Convention Center, from 15 to 18 February 2023.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, highlighted: “I am confident that resources in areas like the Innovation4Mobility Showcase offer the right conditions to stimulate international trade and global business exchange to advance the industry as a whole. The show is championing innovation from overseas and domestic exhibitors up and down the supply chain, and many are signalling that their solutions can make cars smarter, more fuel-efficient, more connected and even driverless. Therefore, we plan to draw attention to visionaries advancing the automotive industry.”

For example, Automechanika Shanghai will house winning technologies from last year’s Automechanika Innovation Awards. The show will feature Autel’s prized MaxiCharger DC fast charging station from the E-Mobility category, as well as Celette’s Electronic Car Body Measurement System, which took the top spot in the Body & Paint category.

Home-grown innovators gather momentum

For some time now, technological advancements and shifting supply patterns have been the main drivers of transformation in the global automotive industry. “The influence of electrification, intelligence, connectivity and sharing has sparked a catalyst of movement in the automotive manufacturing sector,” noted Ms Li Zhang, General Manager of China National Machinery Industry International Co Ltd. She added, “From this direction, China’s supply chain, in particular, has seen a rise of high-quality local manufacturers with breakthrough core vehicle technologies. This is helping to raise China’s status on the global stage. Therefore, we believe the show in February will paint a broad picture of the whole industry and shine a light on China’s key market movers.”

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From this perspective, notable domestic exhibitors across the show floor

include:

- Chuhang Technology's use of special materials in 77GHz mm-wave radars to improve the reliability of ADAS in complex environments.
- Suzhou Rui Drive's unique sealing formula tackles overheating issues in hydrogen fuel cell energy by preventing polluted oil from circulating back into the system.
- Baolong's intelligent air suspension resolves assembly and raw material challenges through a one-of-a-kind business model.

Production for next-generation vehicles

The forum area, product showcase, networking lounge and start-up arena at the **Innovation4Mobility Mainstage** create an all-inclusive backdrop for promoting advanced hardware and software across the supply chain.

To illustrate, a host of companies at the Israel pavilion will bring their enabling technologies for autonomous vehicles to the show. Joining the area remotely, Mr Alon Podhurtst, Chief Executive Officer, DriveU.auto, said: "I believe we are witnessing an accelerated rate of regulation. So, the fact that you can now step into a level five autonomous vehicle in Shenzhen and Shanghai, in addition to a few other global hotspots, is why we are keen to position our platform in the Chinese market." The company specialises in software for high-speed and low-latency autonomous vehicle teleoperations.

In addition, exhibitors like Gold Shock Absorber will demonstrate electronically controlled air suspension, while Jrone will present its cutting-edge Turbocharger system. Other products at the Mainstage involve cabin sensing and driver monitoring, radars, sensors, LiDAR, powertrain solutions, and testing models for large-scale autonomous vehicle operations.

Video screenings will also offer even more communication channels for product introductions. Through this, CRRC will reveal its state-of-the-art power motor control, and VIE is set to highlight its electro-mechanical brake (EMB), both showing developments in the electrification of powertrains.

Elsewhere, with support from the Shenzhen New Energy Vehicle Industry Association, the **New Era of Commercial Vehicles** area will present scenario-based displays to pinpoint commercial applications of autonomous driving. The greater attention to the field comes as many players turn to explore the opportunities from cross-country logistics and transportation. Here, AzureWave Technologies will present ultra-small wireless IoT modules for trucking, while Youkong will exhibit its autonomous driving control unit (ADCU) for the mining industry.

Aftermarket embraces new technological developments

As the aftermarket evolves according to the industry's overall direction, players in the downstream supply chain are working towards future-proofing their business operations now to stay afloat in the long run. This includes upgrading their tools, equipment and services to repair and

maintain new energy and intelligent connected vehicles.

For instance, AutoX3 will showcase its end-to-end solution for repair workshops. Powered by big data and AI, the integrated interface aims to build better end-user experiences and retention rates, helping to boost long-term revenue.

Other key aftermarket players at the show include Baturu, Carzone, Eurorepar, Fast Accurate Car, Mancando, and Yishan, to name a few.

The Innovation4Mobility Mainstage and New Era of Commercial Vehicles areas form part of the **Innovation4Mobility Showcase**. Other spotlights include the **Green Repair** and **Motorsport & High Performance** areas.

For more information about Shenzhen, please visit www.automechanika-shanghai.com/arrival-stay

Please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728, visit www.automechanika-shanghai.com or email auto@hongkong.messefrankfurt.com for further enquiries.

Automechanika Shanghai – Shenzhen Edition is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint).

Press information and photographic material:

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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

Automechanika Shanghai – Shenzhen Edition
Shenzhen, 15 – 18 February 2023

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.