

Press release

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## Global automotive industry gears up for Automechanika Shanghai 2023

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**Expectations for this year's edition of Automechanika Shanghai are naturally high as the global automotive industry looks to China for new energy vehicle solutions and next-generation technologies. Continuing to serve as one of the most influential gateways for information exchange, marketing, trade and education, the show will lean upon Innovation4Mobility to reinforce areas of the supply chain that are rapidly evolving. The end-of-year gathering from 29 November to 2 December 2023 expects to host 4,800 exhibitors in 280,000 sqm of the National Exhibition and Convention Center (Shanghai).**

As a whole, the automotive ecosystem is undergoing a massive transformation, with the influence of sustainability and environmental protection heightening the demand for new energy vehicles and innovative mobility solutions alike. With this, the international automotive community is expressing a great interest in knowing more about China's advancements, especially as the country is a forerunner in one of the most complex turns towards electrification, digitalisation and connectivity.

To answer the industry's call for sharing and collaboration, the 18<sup>th</sup> edition of Automechanika Shanghai is set to present a much-needed meeting point for players around the world to navigate these changes. It will be the first time that many global buyers and suppliers can meet face-to-face in Shanghai since 2019.

Therefore, it is no surprise that the organisers have already seen an influx of exhibiting enquiries from participants looking to evaluate performance in 2023 and communicate upcoming plans for business development in the year ahead. So far, companies from 32 countries and regions like Australia, Brazil, Belgium, Canada, China, France, Germany, Hong Kong, Italy, Japan, Malaysia, Singapore, South Africa, South Korea, Spain, Taiwan, Türkiye, the UK, and the US have reserved their space on the show floor.

These leading brands include AUTOBACS, Bilstein, Borgwarner, Bosch, Brembo, Corgi, Doublestar, EAE, FAWER, Haige, Jekun Auto, Launch, Leoch, Liqui Moly, Mahle, MAXIMA, QUANXING, SATA, Sogreat, SPARKTRONIC, Tech, TMD Friction, Tuopu, VIE, Wanxiang, YAKIMA, ZF, ZTE, and Zynp Group.

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## **Innovation4Mobility Showcase Areas**

Following a positive introduction to the Chinese market, Innovation4Mobility will continue to transcend through the fairground, providing a fresh perspective on the key trends dominating automotive reformation. The Showcase is set to converge the latest innovations and research to provide a window into segments with long-term prospects. Displays will not only highlight technological breakthroughs but also upgrades in traditional solutions.

For instance, the scenario-based displays at the newly-formed **Future Mobility Area** will give prominence to rising business opportunities developing from new energy vehicles and connectivity. The other debuting **Customising x Tech Area** prepares to draw attention to the latest trends and advancements in the customising market. It will feature a collection of customised cars, car wrapping, accessories, infotainment, lighting, and products for driving activities like car camping.

The **Innovation4Mobility Mainstage** and **Green Repair Area** will also return to complete the Showcase. Integrated facilities for product displays, start-ups and networking across the spaces aim to help foster meaningful business exchanges between exhibitors and prospective buyers. Moreover, lectures will touch upon the hottest topics on car technology and mobility solutions.

## **Year-round activities catalyse industry development**

The collaboration between industry, academia and research during live demonstrations, buying missions, training workshops, open forums and other fringe events create an ideal environment to share new ideas and exchange technical information.

For example, Automechanika Shanghai is arranging a number of factory visits to car manufacturers in the build up to the show. Both local and overseas participants can gain a stronger understanding of the unique advantages that each manufacturing hub brings to the supply chain and generate a better picture of where the industry is heading. During these activities, manufacturers will share insights on new energy vehicle development and solutions for autonomous driving, creating more opportunities to disperse knowledge about trends that are heavily influencing automotive transformation.

Players can also join Match Up, Buyers Group Programme, Premium Buyers Club and Auto Tech Club for highly personalised and targeted approaches to networking and business expansion.

In addition, the show will return with its renowned line-up of conferences, seminars and workshops. These include the **International Automotive Industry Conference 2023 Powered by Automechanika Shanghai**, **Tomorrow's Service & Mobility Summit**, and **Automotive Aftermarket Summit**.

While many topics will place more focus on digitalisation, future technologies and services, speakers are set to also talk on wider global challenges relating to energy, sustainability, the supply chain,

infrastructure and skilled labour.

For more information about speaking at these events, please contact:

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Automechanika Shanghai 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](http://www.automechanika-shanghai.com) or email [auto@hongkong.messefrankfurt.com](mailto: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 Ho Chi Minh City: 20 to 22 June 2024  
[www.automechanika-hcmc.com](http://www.automechanika-hcmc.com)
- Automechanika Kuala Lumpur: 8 to 10 May 2025  
[www.automechanika-kl.com](http://www.automechanika-kl.com)

**Press information and photographic material:**

[www.automechanika-shanghai.com/press](http://www.automechanika-shanghai.com/press)

**Automechanika Shanghai@Social Media**

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[www.instagram.com/automechanikash](https://www.instagram.com/automechanikash)

#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 2,160 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 €454 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](http://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](http://www.messefrankfurt.com)

Automechanika Shanghai, Shanghai, 29  
November – 2 December 2023

**Background information on Sinomachint**

China National Machinery Industry International Co., Ltd. (SINOMACHINT) represents a

subsidiary of China National Machinery Industry Corporation, a centrally administered conglomerate on the Fortune Global 500 list. It stays committed to creating an integrated platform for technical exchange and trade promotion between Chinese and foreign businesses. And it has now built well-known exhibition brands – CIMT, CMECEXPO, and CNMTC – in a way to deliver a full range of convention and exhibition services that it focuses on, from event organization to operation. A parent company of more than 20 investment enterprises, SINOMACHINT holds over 50 self-organized exhibitions domestically and nearly 20 overseas, while acting as the agent of about 200 foreign trade shows. In 2020, SINOMACHINT ranked first in the total number and area of exhibitions hosted on the mainland, according to statistics from the China Council for the Promotion of International Trade. And its position as China's largest agent of overseas expos has for years stayed unchanged. As always, SINOMACHINT will remain a responsible innovator that values collaboration and shares benefits. That means it promises to spearhead the development of China's convention and exhibition industry and grow the Chinese business community for shaping the new dual-circulation development pattern. It stands ready to work more closely with all sectors of society for greater innovation, for more win-win scenarios, and for a thriving economy in China and beyond. For more information, please visit the website at: [www.sinomachint.com](http://www.sinomachint.com)