

news +++ Automechanika Shanghai

National Exhibition and Convention Center (Shanghai), 2 – 5 December 2024

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SHANGHAI

Paths to long-term sustainability in the automotive industry at Automechanika Shanghai 2024

Shanghai, 10 October 2024. The automotive industry is transitioning towards more sustainable mobility solutions that reduce carbon footprints and enhance environmental protection. With sustainability at its core, the theme of Automechanika Shanghai 2024 – innovate, transform: driving a sustainable future – will focus exhibits, conferences and onsite activities on promoting a greener automotive industry. In this regard, the trade fair stands as a beacon of innovation, serving as a platform for information exchange, marketing, business trading and education to offer compelling insight into the industry’s trajectory. This theme also guides back-of-house processes as an all-encompassing sustainably-conscious platform within China’s MICE industry.

In this regard, Messe Frankfurt and Sinomachint have taken significant steps to reduce their carbon footprint, implementing environmental measures to enhance sustainability. The 20-year anniversary edition of Automechanika Shanghai will take place from 2 to 5 December 2024 at the National Exhibition and Convention Center (Shanghai).

By increasing the use of recyclable materials and replacing conventional construction materials with reusable alternatives like aluminium profiles and stretched fabric printings, the exhibition is taking charge of an eco-friendlier approach to organising large-scale industry events. Notably, all fascia boards on standard booths comply with E0 environmental gradings to ensure recyclability and adherence to fire safety.

In addition, all 6,500 exhibitors across the 350,000 sqm venue are encouraged to adopt sustainable practices, including the use of recyclable materials, modular constructions, energy-saving lighting, and waste separation to minimise environmental impact. The transition to a paperless system was also recently prioritised, digitising processes such as mapping, layout design, and production.

The focus on green protection extends beyond operational aspects to promotional and advertising efforts. For instance, the show has significantly reduced the use of printed materials, replacing them with digital modes of communication. Visitors can now also access AMS Live, a convenient online platform to explore products, search exhibitors, check booth locations, schedule meetings, and watch livestreamed conferences.

Innovation, transformation and sustainability in the market

Regarding the theme’s portrayal in the automotive market, technological innovations play a critical role in achieving sustainability goals. China’s ambitious efforts to transform the automotive ecosystem makes it a key player in the global market as significant investments in decarbonising the transportation sector have propelled advancements, particularly in passenger and commercial vehicles.

Exhibitors are embracing this direction with approximately one third offering new energy and connectivity related products. As such, the introduction of the **New Energy & Connectivity** sector aligns with this evolving landscape, emphasising sustainable mobility solutions and the increased adoption of new energy vehicles. This sector is set to showcase cutting-edge innovations driving sustainability in the industry. Spanning over 26,000 sqm of the entire Hall 5.1 with more than 450 exhibitors, displays will feature advancements in core electric components and systems, energy charging and storage, intelligent driving and chassis, and fuel cells, electric systems, battery technology, autonomous driving, and digital management solutions. This scope reflects a significant growth from previous editions.

It includes JMC's smart driving systems, SHedrive's electric drive system for new energy vehicles, Black Sesame's high-performance autonomous driving chips, Hesai Technology's LiDAR system, and more.

Building a circular economy in automotive industry

Automotive remanufacturing is becoming a vital part of the circular economy, playing a crucial role in promoting environmentally-conscious practices by significantly enhancing energy efficiency and reducing emissions. To meet the increasing demand, the **Remanufacturing Zone** in Hall 6.1 will expand to highlight a diverse range of remanufactured products, such as engines, transmissions, car lights, and turbochargers. The area will include the likes of Guangzhou Wanzhenda Power Technology's remanufactured engine, which uses 70 percent fewer resources than new alternatives. The zone will also host seminars on policies and sustainable development. Noteworthy participants include Stellantis, debuting a remanufactured electric vehicle power battery, alongside GEEVO, Sankaku and Yuchen, all set to introduce their latest offerings.

Showcase Areas and fringe events pave the way for sustainable development

The return of the **Innovation4Mobility Showcase Areas** will serve as hubs of innovation and transformation in mobility technology, with dedicated spaces for product showcasing, networking and information exchange. From this standpoint, over 30 seminars at the Innovation4Mobility Mainstage will cover topics ranging from automotive AI to sustainable development, helping professionals to engage with the latest trends and technologies shaping the future of mobility.

This year the show will host over 70 fringe events involving various sustainable development topics, like the **International Automotive Industry Conference 2024, Presented by Automechanika Shanghai** which will provide valuable insights and networking opportunities for industry leaders. With a focus on internationalisation, digitalisation, and sustainability, topics include electrification, intelligent technologies, and digital strategies in the supply chain. The event is also set to feature a panel discussion on green transformation, capital management, and practical ESG initiatives in the automotive industry. Bosch, CALB, Dongfeng Motors and Geely are amongst the leading companies with representatives speaking at the conference.

Furthermore, nurturing talent is key to the long-term development of the automotive industry, a perspective set to be emphasised during the **International Automotive Industry Talent Development Conference 2024**. The conference shall focus on cultivating high-tech capabilities and aims to integrate resources from various sectors to provide a well-rounded picture of how to build up skills, both at home and abroad.

Going the extra mile

With environmental protection at the forefront of Automechanika Shanghai, the show is launching a step-counting campaign called **Walk for Nature**, a special event celebrating the 20th anniversary of the exhibition. Participants are encouraged to count their steps

during the four-day show as the grand total will be matched with a monetary donation to support community tree planting. It is a tangible reminder that every small effort contributes to a larger environmental impact.

The show 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.

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Press information and photographic material:

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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. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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

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