

Press release

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## With record-breaking figures Automechanika Shanghai celebrates more than just its 15<sup>th</sup> edition milestone

Suzy Heston  
+852 2238 9907  
[suzanna.heston@hongkong.messefrankfurt.com](mailto:suzanna.heston@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)  
AMS19\_FR2\_ENG

**Automechanika Shanghai 2019 ended its 15<sup>th</sup> edition on a high note by experiencing even more industry participation, with a wider scope of players, than ever before. The record-breaking show leveraged its own unique concept of an automotive ecosystem. It captured the latest automotive advancements, expanded its range of fringe programme events and integrated more vertical and horizontal areas of the industry. Key participants shared their feedback about the developments of the show.**

Key figures:

- 6,590 exhibitors from 46 countries and regions (+5%)
- 360,000 sqm across 14 halls (+3%)
- 159,728 visitors (+6%) from 149 countries and regions
- 165 buyer groups from 24 countries and regions
- 19 country and region pavilions
- 65 concurrent fringe programme events

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd, said: "The 15<sup>th</sup> edition of the show exceeded our expectations in every capacity. It achieved a strong increment in both exhibitor and visitor numbers, thanks to the show's broader coverage with the wider community and its key development areas in the market. Exhibitors in every sector provided a holistic insight into the industry's future direction, which we are constantly incorporating into the show. Not to mention, the scope of participating bodies continues to indicate Automechanika Shanghai's influence and leading position in the automotive industry."

In fact, Automechanika Shanghai's development of the automotive ecosystem proved to be immensely popular. The term was coined in response to the rapid advancements currently remapping the automotive value chain. Attendees complimented the organisers' initiative to produce an even more inclusive fair, with not only manufacturers, distributors, retailers and service providers but research institutes, education and training institutes, auto finance firms, startups and related organisations. By consequence, the exhibition achieved record-breaking results across various areas of the fair.

A number of key returning exhibitors included the likes of Aisin, Blue-Point, Bosch, BPI, Brembo, Carzone, CassTime, China Changan, Continental Automotive, ContiTech, CRRRC, Delphi, DENSO, EURO REPAR, FAWER, Jauto, Launch, Magneti Marelli, Michelin Lifestyle,

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

MOTUL, SAIC MOTOR, SATA, Valeo, Wanan and ZF. The show also played host to a multitude of new exhibitors such as Bangbang, CATARC, DOUBLE COIN, FAW-Volkswagen, Hitachi Chemical, Huasheng, Knorr-Bremse, Sinopec Lubricant, SMVIC, SUNFULL and TRIANGLE and more.

The show's performance and growth were evident through the expansion of many sectors and new areas. For example, **Tomorrow's Service & Mobility** showcased emerging technology, as well as embodied the idea of networks and knowledge sharing. Such areas that epitomised this evolving concept were the **Tomorrow's Service & Mobility – ICVIC zone** and the Korean **Plug-in zone**. Both were designed to facilitate greater industry-academia-research cooperation by encouraging more meaningful discussions and opportunities for collaboration, in addition to showcasing some of the latest digital innovations amongst startups and emerging companies. What's more, the future smart bus stop and electric energy bus became a focal point, demonstrating the latest data management and connectivity solutions for attendees by integrating real-time information.

Elsewhere, the show addressed many of the transformations currently prevailing in the aftermarket. To illustrate, changing consumer behaviour has led to more emphasis on personalisation and automotive leisure experiences, which are redefining the automotive lifestyle in China. As a result, visitors enjoyed the extended product range in the newly established **Customising** sector, as displays responded to rising market demand. Interior, exterior, high performance customisation and vehicle lighting were amongst the advancing products available. Once again, the associated **Motorsport & High Performance zone** was a crowd favourite and amplified international racing competitions, modified parts and high performance vehicles.

On top of this, **Repair & Maintenance** magnified further areas of the rising sector including workshop and diagnostics equipment, tools, body and paint, and car washing to answer the needs of a maturing automotive industry. A collection of highly influential players like Baozhongbao, BETAG, CELETTE, Doocar, GYS, MAXIMA, Stronger, YATU and YOKISTAR, to name a few, took centre stage.

The sector provided comprehensive product coverage, even welcoming categories like **Body & Paint** to highlight collision repair, eco-friendly sprays, anti-corrosion protection and advance spraying systems and equipment. Workshop professionals noted this accented the growing need for quality services from collision repair specialists.

Attendees praised the organisers' efforts to forge new relationships, ringing in a new era of collaboration for the automotive industry. Fringe events also welcomed a wider scope of participants from finance and insurance, as their supporting role in new projects across the automotive supply chain becomes ever more pertinent.

The 2019 edition's future-focused fringe programme received high acclaim from both speakers and attendees. Each reflected on the show's

adept ability to elaborate on the trends to visitors, as well as the notable impact they have on shaping the industry's future. Amongst the 65 concurrent events was the **Tomorrow's Service & Mobility Summit, Automotive Aftermarket Summit, China Auto Dealer Supply Chain and Financial Innovation Summit, China International Tyre Industry Conference, AIAG Auto Parts Purchasing Leadership and Suppliers Summit 2019** and the **International Bodyshop Industry Symposium (IBIS) China 2019**.

The **Body & Paint World Championships** saw Mr Sun Xiao Shuai, Shanghai Zhingguo Baohong Automobile Sales & Services Co Ltd win top prize and a ticket to the grand finale in Automechanika Frankfurt 2020 with his piece "The 70<sup>th</sup> anniversary of the founding of the People's Republic of China".

Mr Cheng Yongshun, Vice President of China National Machinery Industry International, also noted: "This year, Automechanika Shanghai was able to successfully drive its automotive ecosystem concept and deliver it to all participants effectively. There was a big emphasis on networks and industry connectivity. Going forward, our show aims to grow its influence throughout the year, pursuing more opportunities for partnership and cooperation, not just in China but overseas too, thus expanding its ecosystem beyond the show itself."

#### **A snapshot at Automechanika Shanghai's international scope**

For another year running, Automechanika Shanghai also saw an increase in overseas participation throughout the four-day show. The doors opened to 159,728 visitors, of which 25 percent came from 149 countries and regions around the world. The top 10 visiting countries and regions included Taiwan, Korea, Russia, Malaysia, Iran, Thailand, India, Japan, Turkey and the US.

Positive figures followed with 46 exhibiting countries and regions. New countries including Kazakhstan and Macau, along with the return of Belarus, Lithuania and Saudi Arabia, resulted in an increase in internationalism across the board. Visitors were also able to connect with even more exhibitors in the 19 country and region pavilions including France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea, Malaysia, the Middle East, Pakistan, Poland, Singapore, Spain, Taiwan, Thailand, Turkey, the UK and the US.

#### **Participants' feedback on Automechanika Shanghai 2019**

**Parts & Components exhibitor: Mr Kato Toshihiro, Connected Business Development, Aftermarket Sales & Marketing, Customer Service Department Senior Director, Denso (China) Investment Co. Ltd Shanghai Branch (Japan)**

We trust Automechanika Shanghai as it plays a very important role in Asia, and is one of the largest automotive platforms in the world. With the market experiencing a once-in-a-century reform, the show can help us understand future developments and associated challenges. We are very satisfied with our exhibiting results. Professionals across different sectors, including workshops, highlights that the market has high expectations for DENSO products.

**Accessories exhibitor (the US): Mr Oliver Zhu, Sales & Marketing Director, East Asia, ITW Polymers & Fluids**

Automechanika Shanghai's influence is gradually growing into the aftermarket. We are launching two new product lines in China to increase brand awareness in accordance with our expansion plans in the Chinese market. The show has attracted more professionals, car lovers and overseas buyers. It gives us an arena to show off our products as traffic is very high. The fair continues to exceed my expectations; the high quality and numbers of buyers here gives me great confidence.

**Customising exhibitor (the US): Ms Lizzy Gu, Brand & Marketing Manager, Yakima (Nanjing) Precision Industry Co Ltd**

We have been exhibiting our roof racks since 2013 as we value the show's influence and popularity. Its internationalism and professionalism are reflected in all aspects of the exhibition. It is the perfect platform to facilitate our business network growth. A number of potential global buyers, from the likes of Mongolia and elsewhere have made enquiries at our booth. The show helps us to promote the market, increase brand exposure and explore targeted suppliers. As a result, I can see more exhibitors joining this sector of the show. I believe as it continues to strengthen, even more key market players will join.

**Repair & Maintenance exhibitor (Italy): Mr Gianni Tonelli, Asia Pacific Manager, Ravaglioli**

We have exhibited at Automechanika Shanghai for 10 years as the fair provides the best opportunities to maintain and grow our network. It is also a great tool to entertain new sales leads and build relationships with customers. Our company exports to places like Indonesia, India, Pakistan, Sri Lanka and Bangladesh and more. Asia Pacific as a whole has great potential, which I believe we can expand our business into. These countries and regions are reflected very well across the show.

**REIFEN (Tyres & Wheels) exhibitor (Taiwan): Mr Alan Chang, Marketing Specialist, Nankang Rubber Tire Corp Ltd**

Compared to other automotive exhibitions, Automechanika Shanghai has many advantages like more exhibitors and clearer product classification, making it easier for visitors to find products. We have come to expand our business network, forge cooperation and reach players in the Chinese and Southeast Asian markets. We have met a number of high quality and potential domestic buyers from Xinjiang, Jiangsu and other places as far as Africa. We are very satisfied with the results making the show our first choice for exhibiting.

**Tomorrow's Service & Mobility exhibitor (China): Mr Wang Chen Yang, New Business Department Director, China Automotive Technology and Research Center Co Ltd**

This is our first time participating at Automechanika Shanghai. We believe it is our responsibility to communicate with players across the automotive ecosystem including auto parts manufacturers, dealers, e-commerce platforms and other related units. Here, we aim to spotlight certification and advancing technology, as well as related policies and standards, especially within the aftermarket. The show is an international metropolis that attracts many professional visitors from both home and abroad. As a result, it can help our companies open communications and utilise the show's resources.

**Supply Chain and Chain Store zone exhibitor (China): Ms Lu Zhang, Brand Director, Shenzhen CassTime Tech Co Ltd**

As the largest auto parts exhibition in Asia, CassTime uses the Automechanika Shanghai stage as a strategic platform for brand promotion within aftermarket e-commerce platforms. I believe that as automotive technology and internet-based platforms are continuing to develop rapidly, we will see more internet-based solutions in the aftermarket. Through the show, we have held cooperation ceremonies with three companies. Also, compared to last year, we can see that there is an increasing number of upstream buyers visiting our booth.

**Fringe event organiser (the UK): Mr Jason Moseley, Chief Executive Officer, International Bodyshop Industry Symposium (IBIS)**

Through 20 years of developing our global networking platform, IBIS, we have created an ecosystem of networks in the collision repair industry. We continue to expand our regional events, and the Asian market is a big part of this. With our cooperation, we believe that we can leverage Automechanika Shanghai's resources to gain a foothold in the Chinese market. What's more, the show can also utilise our international expertise and know-how to bring more knowledge to domestic industry professionals. Thus, participants can learn locally about what is happening globally.

**Audience of China Auto Dealer Supply Chain and Financial Innovation Summit 2019 (China): Mr Caibao Gu, President, Xin Yuehai Holding Group**

I have learnt more about opening up policies in China and how they positively tie into the industry to promote sourcing and communication. Auto finance within the industry will play an important role in the coming years to stimulate vehicle sales and repair and maintenance services. This summit bridges opportunities for cooperation with financial firms in the industry. The sessions have given us a clearer understanding of the changing landscape, new auto finance tools, as well as an overview of the global auto industry and economic climate. It has offered a positive guiding role for the development of our company.

**Buyer (China): Mr Xing Jin, PhD, Chairman, Autorock Electronics (Zhejiang) Co Ltd**

Automechanika Shanghai is forward-thinking and looks ahead to the future direction of the industry both locally and abroad. It brings forward the latest research and development advancements in the Tomorrow's Service & Mobility sector amongst startups and tech companies. Here, they showcase some of the most cutting-edge breakthroughs that the industry has to offer. In the future, I believe this sector will continue to grow and develop alongside the rapidly developing industry.

**Buyer (Myanmar): Mr Than Htaik Lwin, President of Automotive Components, Spare Parts & Accessories Association/Managing Director, Proven Group of Companies**

China is a global manufacturing hub, and its automotive industry has a major influence on the global market. Automechanika Shanghai is, by far, the largest and most diverse automotive trade fairs currently. It has a great range of aftermarket services and extensive information about AI, electric vehicles, 5G and future mobility, which are all areas that my

group is interested in. It is clear that visitors around the world are coming to the show as it sets a good example of where the industry is heading, not just in China but throughout the world. I would encourage anyone from the industry to come and visit.

**Premium Buyer Club (Poland): Mr Wiesław Ksel, Purchasing Director, Martex**

Since 2007, we have found over 50 suppliers in China through Automechanika Shanghai. We work with key players in the European industry selling spare parts for commercial vehicles. Over the years, I believe that our business has grown by virtue of the quality of suppliers we find at the show. Inevitably, this has had a positive impact in the domestic market too. We always visit the show to connect with our existing suppliers, as it is a great opportunity to touch base with them all. We also look for new suppliers and products that continue to evolve in relation to the changing market needs.

The next edition of Automechanika Shanghai will take place from 2 – 5 December 2020. For more information, please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728 or [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com).

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**Background information on Messe Frankfurt** (as of December 2019)

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. 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. 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). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2019

**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](http://www.sinomachint.com).