

Press release

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Automechanika Shanghai 2020 opens tomorrow, jump starting the resumption of trade fairs for the automotive industry

For the first time, Automechanika Shanghai establishes hybrid gateways for onsite and overseas players accessing one of the most valuable assemblies for the automotive industry in 2020. Under the prevailing “Dual Circulation” policy in China, the show’s new format opens up wider sourcing, networking and knowledge-sharing opportunities to address evolving market needs. While it physically opens tomorrow until 5 December, participants can begin using its online platform AMS Live to connect with 3,845 exhibitors across 280,000 sqm of the National Exhibition and Convention Center, Shanghai.

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Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd, said: “The team has worked diligently to ensure Automechanika Shanghai remains a relevant and safe platform for all participants, no matter if they are taking part onsite or tuning in online. Its global influence remains a huge pull factor for both international and domestic players wanting to gain insights into the current market situation, and strengthen their position following the latest “Dual Circulation” policy in China. On this account, we have tweaked the landscape of our themes and activities to reflect ongoing market demands and needs.”

In light of the COVID-19 outbreak, organisers have been working closely with local authorities to ensure appropriate safety parameters are upheld. These measures are to safeguard the health and safety of all stakeholders. Please visit <http://www.automechanika-shanghai.com/Covid-19> for the fair’s COVID-19 guidelines.

Reshaping hall plans to boost productive sourcing experiences

To reflect the transformations of a shortening supply chain and associated opportunities for cross-sector collaboration, the strategic planning around the fairground highlights many digital and technical innovations, as well as developments in design, manufacturing, commercialisation, distribution and service.

To illustrate, exhibitors across the entire lower level in **Parts & Components, Tomorrow’s Service & Mobility** and **Electronics & Connectivity** emphasise the growing influence of digitalisation in the market. On the upper level of the exhibition arena, the revamped **Diagnostics & Repair / Body & Paint, Accessories, Customising** and **REIFEN (Tyres & Wheels)** utilise synergy from OEMs, dealers, tyre servicing and workshops.

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Within these sectors, the **Auto Manufacturing, Services & Supply Chain**, and **Remanufacturing zones** spotlight the latest auto manufacturing processes, the evolution of the service sector and sustainability within the market, respectively.

The show continues to welcome 3,845 exhibitors from 29 countries and regions. It also presents country and region pavilions from Germany, Italy and Taiwan with the likes of Israel holding an area in Tomorrow's Services & Mobility for the first time.

New and returning exhibitors include ACHR, Arnott Air Suspension, Baumann Springs, Brembo, Cartender Japan, Carzone, ChangAn Ford, DeVilbiss, Dong Feng, Eni, Foton, FR Team International, FUCHS, GSP, Jauto, Launch, LIQUI MOLY, Lucas, Mahle, Michelin Lifestyle, Mobiletron, MP Concepts, Riyong-JEA, SAIC MOTOR, SATA, SOGREAT, SONAX, SORL, TEIN, Toyota Tsusho, VIE, Wanxiang, Zhongmou and Zynp Group.

The exhibition also amplifies the ever-growing importance of commercial vehicles in the logistics industry. The **Truck Competence**, established back in 2012, has continued to grow in all areas of research and development, manufacturing, distribution, the supply chain and aftermarket services. Now over 50 percent of exhibitors will offer commercial vehicle-related solutions.

These exhibitors include Aerospace Siyuan, APG, Autel, Balance, Bangbang, Bohai Piston, COPTON, Dehong, DSM Green Power, Double Star Tire, EAE, Haina, Hengst, NengGongQiaoJiang, Kailong, Lianzhong Engine, Ruili Group, Shanghai Motor Vehicle Inspection Certification & Tech Innovation Center, Wanli, Wutingqiao, Würth and Zero Mileage.

Mr Cheng Yongshun, Vice President of China National Machinery Industry International, said: "In recent years, commercial vehicle manufacturing and the aftermarket has grown steadily. The local Government's continued investment into better road infrastructure and support of alternate energy commercial vehicles has reinforced its position in the market. Its rising demand is clearly reflected in the expansion of the Truck Competence. Through this, we are seeing more prospects for collaboration and innovation, much of which has been led by the increased digitalisation in the segment."

AMS Live draws in richer global resources

The fair's visitor scope extends to its remote users as well; initiatives on AMS Live, the show's digital platform, which went online yesterday (30 November 2020), bolster services for overseas players with built-in smart tools to simulate onsite personal interaction, removing current geographical boundaries. For example, the first ever **Hybrid & Trade Promotion zone** for overseas exhibitors aims to connect onsite visitors through real-time interactions over the internet.

On top of this, over 400 online meetings between overseas buyers and exhibitors have been pre-arranged. Buyer presentations also offer a stage for global buyers to communicate their sourcing requirements.

What's more, participants can review their international expansion strategies and associated business opportunities with experts from Africa, Australia, the Middle East and Russia.

Domestically, many buyers in specially organised visitor groups have descended into Shanghai. This comes as a result of extensive local promotion in five-tier cities, covering dealers, workshops, 4S stores and service centres in order to reach a wider automotive community.

During the four-day show, the newly established **Auto Tech Club** unites a number of players in research, development and technological advancement. Moreover, the **Premium Buyer Club** gathers trading companies, local sourcing alliances, e-commerce owners, as well as car-makers.

Wider access to the concurrent fringe programme

As always, Automechanika Shanghai is an arena for global experts. Topics discussed in 62 onsite and hybrid events will explore opportunities and challenges in the market, capturing a picture of today's industry, as well as setting out key development trends in the year ahead. These highly-anticipated events, some of which will broadcast on AMS Live, include:

- AIAG Auto Parts Purchasing Leadership and Suppliers Summit
- Automotive Aftermarket Summit
- China Automobile Dealers Used Car Industry Development Forum
- China International Tyre Industry Conference
- International Summit of Connected-Vehicle Policies and Regulations
- Tomorrow's Service & Mobility Summit
- The 13th International Automotive Congress 2020 cum Automotive Innovation and Technology Award Ceremony - (Main Forum)

To find out more about the fringe programme schedule and live streamed activities, please visit: www.automechanika-shanghai.com/events.

The event is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint). For general information about the show, visit www.automechanika-shanghai.com. Please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728 or via email auto@hongkong.messefrankfurt.com for further enquiries.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events,

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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

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.