

Press release

14 February 2023

Industry leaders head to Shenzhen as doors open for the special edition of Automechanika Shanghai

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AMS22_OR_ENG

With the opening up of China, there is an air of anticipation at the Shenzhen World Exhibition & Convention Center as the final preparations are being put in place for Automechanika Shanghai – Shenzhen Edition. From tomorrow until 18 February 2023, the trade fair, assembling 3,302 exhibitors across 220,000 sqm, will meet the industry’s call for in-person business encounters between Chinese and overseas companies.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, expressed: “Firstly, to all our exhibitors, visitors, the media and supporting organisations, it is a delight to welcome you back to Automechanika Shanghai. As the first Automechanika event of 2023, we are incredibly optimistic about the year ahead. During the last two years, we have witnessed an accelerated rate of transformation, with many companies now looking to embrace new drive systems, eco-friendly fuels and higher levels of connectivity. With this, I am sure that resources at the fairground will answer many of the questions in the market.”

Ms Li Zhang, General Manager of China National Machinery Industry International Co Ltd, said: “Efficiency in the global automotive supply chain should pick up with manufacturing across China resuming. The growth and development will promote export activities and the circulation of automotive goods in the domestic market. From this standpoint, we are very encouraged by the overseas and domestic participation as the return of Automechanika Shanghai indicates positive steps towards restabilising networks for global trade between China and the rest of the world. We will continue offering high-quality services to support world-leading industry advancement.”

To cater to the unique needs across the automotive supply chain, Automechanika Shanghai continues to offer full coverage of seven sectors and debuts the **Innovation4Mobility Showcase**. The theme will draw upon numerous resources to promote transformation, sustainability and technological upgrade in pockets of the industry with high growth potential. In this regard, the **Innovation4Mobility Mainstage, Green Repair Zone, A New Era of Commercial Vehicles, Motorsports & High Performance** areas will feature a collection of home-grown innovators and overseas visionaries from production to the aftermarket.

Throughout the fairground, a number of new and returning exhibitors include leaders like ABT, Autel, AUTOBACS, Baturu, Carzone,

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

CELETTE, CHAOLI, China Changan, Chuhang Technology, Continental, CRRC, CSIC, Dali, Doublestar, FAW, FAWER, Festool, Kuaishou, KZMALL, mancando, PSA, Riyong-JEA, SAIC MOTOR, Sensata, Shuangxing, SORL, Tianjin Nisseki, TIANRUN, TotalEnergies, TOYOTA BOSHOKU (CHINA), VIE, Wanli, and Zynp Group, to name a few.

Re-establishing global supply networks

From a domestic standpoint, the participation of brands across five of China's important automotive manufacturing clusters also signals a keen desire from the local market to engage in trade and technical exchanges at the show. Pavilions organised by local governments and associations from Foshan, Hubei, Sichuan, Wuxi, and more will demonstrate different regional capabilities in efforts to create distribution channels beyond their local hubs.

Automechanika Shanghai also leverages Shenzhen's advantages as China's innovation capital by expanding the number of regional trade associations it works closely with in the electric-power field. For example, the Shenzhen Automotive Electronics Industry Association is set to bring their members to the show, while the Shenzhen New Energy Vehicle Industry Association (collaborating for the first time) has also lined up exhibitors and speakers at Innovation4Mobility events.

At the same time, the fair welcomes exhibitors from 19 countries and regions, including Canada, China, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, Malaysia, the Netherlands, Poland, South Africa, Sweden, Taiwan, Türkiye, the UAE, the UK and the US.

In addition, more than 90 domestic buyer groups will descend onto the fairground to explore the latest parts, technologies and services in electronics and connectivity, accessories, repair and maintenance, commercial vehicle and tyre sectors. The groups mainly cover Fujian, Guangdong, Hebei, Henan, Hubei, Hunan, Jiangsu, Jiangxi, Shandong, Shanghai, Sichuan, and Zhejiang. In addition, buyer delegations from countries and regions like Hong Kong, Macao, Malaysia, Pakistan and the Philippines have also landed in Shenzhen. The buyers are set to take part in the business matching activities organised by the Premium Buyers Club.

Fringe events and AMS Live

Automechanika Shanghai also hosts an impressive range of value-added services. For example, throughout the four-day show, 58 fringe programme events will see over 200 industry experts offering their views on recent industry trends and topics. Flagship events include:

15 February 2023

- International Summit of Connected-Vehicle Policies and Regulations 2022 (09:30 – 11:40)
- International Automotive Congress (10:30 – 17:00)
- China International Tyre Industry Conference 2022 (13:00 – 17:00)

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- Tomorrow's Service & Mobility Summit 2022 – Analysis on the Development and Application of Connected Commercial Vehicles (13:30 – 17:00)

16 February 2023

- Vehicle Electrification and Autonomous Vehicle Technology Forum 2022 (09:00 – 12:00)
- Automotive Aftermarket Summit 2022 (09:30 – 17:00)

17 February 2023

- Used Car Strategy and Development Forum 2022 (09:30 – 12:00)

The Innovation4Mobility Showcase will also present a range of forums and seminars across the four special areas. To access the full rundown of events, please visit: www.automechanika-shanghai.com/events

Furthermore, fairgoers and remote participants can start accessing AMS Live now. The platform will allow visibility to live-streamed events for those looking to acquire the latest information about China's market and global trends, on top of crucial business matching services for onsite-to-online meetings and introductions.

To enjoy value-added functions on AMS Live, please visit: www.ams-live.com

Please contact Messe Frankfurt (HK) Ltd at + 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

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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

* 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.