

Press release

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Automechanika Shanghai 2022 harnesses Innovation4Mobility to foster supply chain engagement

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The influence of future mobility, new energy solutions, a resilient consumer market and an evolving regulatory environment are sending ripples of innovation around the automotive ecosystem. These dimensions form the base of Automechanika Shanghai's concept Innovation4Mobility as it reinforces opportunities along the supply chain, which the automotive community can capture through new areas and events. The show will host 3,500 exhibitors from 21 countries and regions from 1 to 4 December at the National Exhibition and Convention Center (Shanghai).

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, said: "The automotive industry is a social mainstay that actively contributes to the evolving landscape of future mobility. With digitalisation, new policies and consumer behaviour manifesting a sustainable auto ecosystem, we believe Automechanika Shanghai is an integral part of the transformation. The show offers a renowned collection of global expertise and brings forward the right tools for players to innovate along this developmental path."

In this regard, the 17th edition of Automechanika Shanghai adopts **Innovation4Mobility** to play into a unique way of presenting China's transformational direction in the automotive industry to a global audience. Themes across the show under this concept will echo the country's 'four new modernisations' (electrification, intelligence, connectivity and sharing) and 'dual carbon goals'¹, which are rapidly expanding the automotive value chain. Along with these changes, the country's electric car market is already in sight of reaching a 20 percent penetration rate of car sales by the end of this year, well ahead of the Government's initial target in 2025².

Mirroring this transitioning landscape of mobility, the show draws attention to the fundamental changes in the supply chain and consumer market by leveraging Innovation4Mobility in four specialised areas: the Innovation4Mobility Mainstage (Hall 2.1), A New Era of Commercial Vehicles (North Hall), Green Repair (Hall 7.2) and Motorsport and High Performance (Hall 8.2). At the core of this concept, the **Innovation4Mobility Mainstage** will champion the advancing

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¹Proper planning to realize 'dual carbon goals', China Daily, <https://qr.messefrankfurt.com/Ec4f> (Retrieved 20 June 2022)

²China's 2021 electric car sales soar, putting world's largest EV market on track to reach 20 per cent penetration target ahead of schedule, South China Morning Post, <https://qr.messefrankfurt.com/Ab67> (Retrieved 20 June 2022)

technologies and innovations in the value chain. Here, a forum area, networking lounge, start-up arena and product showcases create an ideal environment to share new ideas, interact with like-minded players and celebrate the developments propelling the new automotive era forward.

Furthermore, **Parts & Components** is a key sector highlighting how digitalisation and electrification enable higher efficiency and connectivity. Top auto parts suppliers will display the latest engine electronics, electrified products and technologies. Local automakers, industrial bases and overseas exhibitors seeking cross-collaborative opportunities include Bilstein, Borgwarner, Bosch, Brembo, Changan, China North Industries, CRC, Dayco, F-Diesel, FMG, Ford Motor China, Foton Motor, Gates Unitta, GSP, Hengst, Leoch Battery, Lucas, Luoshi, Mahle, Michelin, MS Motor Service, NGK, Qingshan Industry, SAIC MOTOR, Saleri, Sensata, Tec Alliance, TEIN, TMD, VIE, Wanxiang, ZF and Zynp Group.

Elsewhere, **Tomorrow's Service & Mobility** prepares to cover opportunities that extend to both the alternative drive technologies (hydrogen and fuel cell) and the e-mobility chain (batteries, electric drives, electric controls and battery swapping facilities). Additionally, **A New Era of Commercial Vehicles** will go even further to address the role of commercial vehicles in the logistics industry with a scenario-based display of the hydrogen energy supply chain. Around this showcase, exhibitors like APALT, Baolong, CAMEL, CHANGHUI, Chuhang Technology, CRRC, Ennopro, Grandwall Tech, NavInfo, PlusAI, PFLUON, SIEKON, Sogreat, SPARKTRONIC, Weidong and ZF will pinpoint the technologies and sensors in autonomous driving, intelligent cockpits and smart transportation.

Creating synergy in the new connected era

Innovation is also sweeping across the **Diagnostics & Repair / Body & Paint** sector with Autel, CELETTE CHINA, Chicago Pneumatic, Dali, EAE, Festool, Gaochang Hydraulic, Greatstar Sheffield Tools, GYS CHINA, Midtronics, SATA, SmartSafe, SUNSHINE and Würth presenting their latest after-sales solutions.

Accordingly, these aftermarket players will see the repair and maintenance of alternate drives and electric vehicles jump from the niche to the norm. This is a focal point for the **Green Repair** area as many workshops and mechanics strengthen their product ranges and capabilities. New energy vehicle automakers, battery companies and training institutes will offer vital knowledge transfer to cultivate talent in the maintenance of batteries and electric power control units, as well as learn about insulated workshop environments.

Exhibitors in the **Services & Supply Chain zone** will become leading examples of companies developing new business models around connectivity, digitalisation, data sharing and tech-savvy vehicle owners. Carzone, KZMALL, Level, Mancando, and SORL and other leaders in e-commerce, chain stores and the auto parts supply chain will highlight their platforms and strategies utilising the power of the internet, big data,

and artificial intelligence (AI).

Accessories and **Customising** sectors will also feature new energy vehicle lubricants and car tuning. Customisation brands and solution providers include ABT, AIDO, Amsoil, AUTOBACS, Botny, CHEPU, CSIC, COPTON, Delian, FUCHS, Galp, Huitian, JINCOOL, LIQUI MOLY, MP Concepts, Musicson, Petro-Canada, Shuangxing, Sinoma, STRONA, Total Energies and Zero Mileage.

The **Motorsport and High Performance** area will showcase leading brands and motorsport displays, as well as offer technical seminars, and experience sharing. Here, players can exchange know-how and build relationships with OEMs, 4S groups, dealers, racing teams, auto clubs, and more.

A rundown of value-added activities

From July, a series of online media interviews from A Dialogue with Automotive Entrepreneurs will return, delving into the new energy vehicle value chain and key developments from industry pioneers. Moreover, players can tune into a webinar with global thought leaders discussing the alternative fuel sector in August.

Other value-added services like AMS Live, Match Up, skills training, and visits to new energy vehicle industrial parks and institutions continue to help participants reach wider markets and stay on top of trends. At the show, more than 50 fringe events will touch upon advancements in mobility, environmental protection and more.

Ms Li Zhang, General Manager of China National Machinery Industry International Co Ltd, said: "Figures from China reflect that the automotive industry is in a stage of transition. In the first five months of 2022, the country produced 2.071 million new energy vehicles and sold a further 2.003 million units, a 110 percent growth compared to the previous year. Therefore, Automechanika Shanghai will capture the latest challenges and opportunities associated with the evolving market. As a result, participants can utilise the show's global industry resources by exploring the trends to help upgrade and transform their business models."

In light of the COVID-19 outbreak, organisers of Automechanika Shanghai will continue to ensure appropriate measures are in place to safeguard the health and safety of all stakeholders at the show.

The event 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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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. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* Preliminary figures for 2021

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.