

Press release

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Shenzhen to host Automechanika Shanghai 2022

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The 17th edition of Automechanika Shanghai will move to the Shenzhen World Exhibition & Convention Center from 20 to 23 December 2022 as a special arrangement. The relocation provides participants with more flexibility in their planning and will allow the fair to meet the industry's expectations for in-person trade and business encounters.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd, said: "As the organisers of such a highly influential show, our top priorities are to protect the wellbeing of participants and stimulate market activity. Therefore, holding this year's fair in Shenzhen is an interim solution while the market in Shanghai continues to evolve. It is a sound alternative for Automechanika Shanghai thanks to the city's position in the automotive industry and the venue's integrated trade fair amenities."

Ms Li Zhang, General Manager of China National Machinery Industry International Co Ltd, commented: "On top of speaking to a number of supporting organisations and partners, we understand that many exhibitors and buyers are eager to reconnect. The determining factors for the relocation of this year's show are the feedback from our customers and the market information that we have carefully examined. I would like to thank all our stakeholders for seconding the move and look forward to welcoming you all to the show in Shenzhen."

Shenzhen is a technology hub contributing to the Greater Bay Area automotive manufacturing cluster. As one of China's leading business complexes in the region, the Shenzhen World Exhibition & Convention Center will play host to Automechanika Shanghai – Shenzhen Edition. The facility offers state-of-the-art infrastructure that can house the show's expected 3,500 exhibitors from 21 countries and regions.

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.

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. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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. 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) 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.