

Press release

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Fringe programme at Automechanika Shanghai 2019 brings global automotive community closer together

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Automechanika Shanghai embraces its future roadmap as it sets to become an automotive industry gathering for the wider community during the 15th edition. The fair will incorporate more research institutes, start-up companies, finance and investment firms, and training and development opportunities through its fringe programme and across the show floor. Over 6,500 exhibitors will be housed in the 360,000 sqm space of the National Exhibition and Convention Center (Shanghai) from 3 to 6 December.

With the show embracing both rising technology and industry connectivity, under the concepts of an automotive ecosystem, Automechanika Shanghai will provide a host of valuable opportunities for networking and knowledge-based sharing. Over 250 industry experts in more than 60 concurrent fringe programme events will amplify the rising trends and rapid automotive advancements in different markets around the world. Many events intend to also highlight the tools and technologies that are currently changing the automotive landscape across the show floor.

In the past, carmakers and OEMs were the drivers for research and development. Now, tech firms and startups are also taking on these roles, as wireless devices including 5G, cloud services and the Internet of Things (IoT) shape the auto industry's future.

Thus, for the first time in the show's history, Automechanika Shanghai teams up with the Intelligent Connected Vehicle Innovation Center (ICVIC), FCPAE Microelectronics Professional Forum, Shanghai Promotion of Science and Technology Achievement Transformation Association (SPAT) and Tongji University Science Park. The move comes as a response to the technological breakthroughs that are propelling the industry forward. Together, they have organised the **Tomorrow's Service & Mobility Innovation Technology Conference**, which aims to outline the prospective development of new energy vehicles, as well as service solutions and technological predictions.

Elsewhere, the **Tomorrow's Service & Mobility Summit** focuses on the key elements for a connected car market in China. An array of leaders here will discuss standardisation, pilot projects, along with the associated regulations and policies. Notably, the China Automotive Technology and Research Center is set to examine the commercialisation barriers and research results from the 'China Connected Cars Legislation and

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Improvement Recommendations’.

The widely acclaimed **Connected Mobility Conference** shall also offer more opportunities for information exchange. The talk will share details about Cellular Vehicle-to-Everything (C-V2X), which serves as the foundation for vehicles to communicate with each other and everything around them, and the software and hardware behind Autonomous Mobility on Demand (AMoD). Companies at the forefront of these breakthroughs are set to reveal the impact that connected mobility is having on the industry. These include Automobility, Borgward, BYTON, DEKRA to name a few.

Meanwhile, Automechanika Shanghai joins hands with the China Electronics Chamber of Commerce to hold **The Smart Bus Innovation and Development on Tomorrow’s Service & Mobility Conference** to discuss the future smart transportation systems. The talk will reveal the development of road infrastructure and mobility, new energy intelligent vehicles, bus payment systems and transport information services. The **SAE Vehicle Electrification and Autonomous Vehicle Technology Conference** is ready to zero in on the evolution of car electrification and digitalisation for carmakers and OEMs, in addition to the changing car dashboard and driver experience. **The International Automotive Technology Congress** will also spotlight the world’s top research and development applications for many of the key themes in the Tomorrow’s Service & Mobility sector.

Elsewhere in the **Tomorrow’s Service & Mobility** sector in North Hall, leading brands such as APG, CATARC, CRRC, Dajun Tech, Hitachi Chemical, Sumitomo Bakelite, Taiyun and VIE, will showcase the latest innovations for electromobility, intelligent vehicle technology, car connectivity, mobility services and lightweight materials. A model of a future smart bus station and road system will be on display.

The sector becomes an incubation ground to facilitate industry-academia-research cooperation. The **ICVIC** will help 30 domestic tech firms and startups facilitate conversations with global exhibitors and buyers by holding a dedicated area at the fairground. The new **Plug-in zone** aims to bring over companies from Korea with their latest concepts that offer high potential for future commercialisation in the industry.

In fact, sectors all over the fair are starting to feel the impact of tomorrow’s industry as digital upgrades continue to effect the aftermarket. Players around the world are already benefiting from the new business models in the service value chain that are now starting to take shape. One of Automechanika Shanghai’s flagship events is the **Automotive Aftermarket Summit**. Co-organised by the Automotive Aftermarket Suppliers Association, speakers identify the drastic transformations in China’s supply chain and service sector, as well as strategic plans for insurance.

Recently the financial sector has also played a greater role in the automotive supply chain by enabling many new projects. The **China Auto Dealer Supply Chain and Financial Innovation Summit**, jointly

arranged with the China Automobile Dealers Association (CADA), therefore, plans to delve into the progression of the automotive supply chain and this growing sector. In parallel, the **China Automotive Aftermarket Financial Service Summit** will look into the ways that financial services can support the development of the supply chain and auto parts sector. Experts here will share case studies and findings from new projects.

This year, the show once again joins forces with the China Rubber Association to hold the **China International Tyre Industry Conference**. The event attains significant networking opportunities as a multitude of automakers, tyre dealers and manufacturers will congregate in one room. The conference pinpoints the impact of the new “Four Modernisations” in the ever-evolving tyre market. Domestic players are invited to learn about global changes, as well as seek advice about overseas expansion from the international players attending the event.

Elsewhere, the Shandong Rubber Industry Association celebrates their 20th anniversary at the fair. They present the **2019 Green Development of Rubber Industry Summit**, gathering China’s top 50 tyre manufacturers. The summit will examine China's rubber additive industry and its 14th Five-Year Plan, as well as manufacturing technology for green tyres, molecular design of NR macromolecular epoxidation modification and more.

Other tyres related conferences include the **China Tyre Manufacturing Enterprise on International Business Environment Change Summit**.

For more information about the fringe programme, please visit www.automechanika-shanghai.com/events or contact Messe Frankfurt (HK) Ltd on + 852 2802 7728 or auto@hongkong.messefrankfurt.com.

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Background information on Messe Frankfurt (as of Jun 2019)

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 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.

Background information on Sinomachint

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