Press release

Participation skyrockets as the 15th edition of Automechanika Shanghai 2019 draws to a close

The 15th edition of Automechanika Shanghai, which took place from 3 to 6 December 2019, has recorded even more industry participation than ever before. 159,728 visitors connected with 6,590 exhibitors across the show floor. The show illustrated its automotive ecosystem through more vertical and horizontal integration in the entire value chain. During the four-day show, activities around the fairground brought exhibition themes, emerging products, services and technology, and rising trends to life.
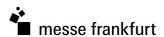

Automechanika Shanghai 2019

Key figures for Automechanika Shanghai 2019:

- Visitors: 159,728 (2018: 150,568)
- Exhibitors: 6,590 (2018: 6,269)
- Scale: 360,000 (2018: 350,000)

Celebrations of the show's 15th edition milestone were felt all around the fairground. Participants were particularly keen to express the fair's quick growth and influence, not just in the domestic market, but the international industry too. Its automotive ecosystem was channelled through the fairground's new zones and fringe programme events in efforts to connect a wider automotive community. As a result, more finance firms, insurance companies, research institutes, talent management experts, startups, as well as players across the entire supply chain flocked to the show.

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The news comes after the fair expanded many of its themed zones and areas. For example, the enhanced **Tomorrow's Service & Mobility** sector shed light on the latest innovations for electromobility, intelligent vehicle technology, car connectivity, mobility services, smart road systems, as well as lightweight materials.

Other areas that proved immensely popular amongst participants were the elevated **Customising** sector featuring interior, exterior and high-performance customisation, as well as the **Motorsports & High Performance zone** and the **Supply Chain & Chain Store zone**. Here, attendees explored the latest aftermarket trends and delved into new business models for the proliferating service and chain store segment. Other sectors included **Parts & Components**, **Electronics & Systems**, **Accessories**, **Repair & Maintenance** and **REFIEN (Tyres & Wheels)**.

Automechanika Shanghai 2019 also marked an increase of international participation across the board. To illustrate, overseas exhibitor participation rose by four percent with representation from a total of 46 countries and regions. Exhibitors from Belarus, Lithuania and Saudi Arabia returned to the fair as Kazakhstan and Macau made their show debut.

There was an upward surge of visitor participation by six percent, reaching an impressive total of 159,728 delegates, while overseas attendance was also felt in force throughout the exhibition.

This year, a total of 65 fringe programme events ran concurrently with the main show. Throughout the fairground, each event received high praise from industry experts who took part and presented the latest global updates and local developments in the entire automotive supply chain. Many new fringe events, reflecting key fair trends, were also welcomed for the first time this year, such as the debuting **Body & Paint World Championships**, **Tomorrow's Service & Mobility Innovation Technology Conference, China Auto Dealer Supply Chain and Financial Innovation Summit 2019** and **International Bodyshop Industry Symposium (IBIS) China 2019** to name a few. Furthermore, a lot of positive feedback was received from those in attendance.

A detailed final report, featuring comment and analysis from the show's exhibitors, visitors and organisers, will be available soon. For photographs, please download these from the 'For journalist' page at automechanika-shanghai.com.

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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

* preliminary figures 2019

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.