

news +++ Automechanika Shanghai

National Exhibition and Convention Center (Shanghai), 29 November – 2 December 2023

automechanika
SHANGHAI

Expect to see a strong international presence at Automechanika Shanghai 2023 as this week's show opens with visitor pre-registration surpassing all-time high

Shanghai, 27 November 2023. From 29 November to 2 December 2023, the global automotive industry will converge at the National Exhibition and Convention Center (Shanghai) for the 18th instalment of Automechanika Shanghai. The show will span over 300,000 sqm, a 36 percent increase compared to the previous edition. It will be the final large-scale industry event of the year for marketing, trade, education and information exchange; a prime occasion for the 5,652 exhibitors (71 percent increase from the previous edition) and buyers from around the world to discuss future cooperation. In fact, visitor pre-registration has already overtaken previous records from the 15th edition.

Ahead of the trade fair's opening, Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, said: "Given the rise in the new energy vehicle (NEV) supply chain, in addition to transformations and upgrades in traditional sectors, many international automotive markets are turning to China to explore growing opportunities. Automechanika Shanghai can offer a link here; in the coming days, we will stand in unison with some of the most influential trendsetters shaping the automotive industry, connecting the overseas and domestic market through both business and knowledge exchange."

Along the same lines, Ms Li Zhang, General Manager of China National Machinery Industry International Co Ltd, explained: "Driven by the innovations in connectivity, autonomy, intelligence and electrification, the automotive industry continues to transform. The changes, along with the further integration of supply chains, are leading to new industry standards that produce additional requirements for all industry players. This is why we are rooting the concept of Innovation4Mobility into all areas of the show; to provide an in-depth analysis of these industry trends. In this regard, we shine a light on the ongoing advancements and bridge gateways between China and the rest of the world, encouraging long-term development of the global ecosystem."

In this regard, Automechanika Shanghai will provide a gateway for international business exchange amongst 5,652 exhibitors from 41 countries and regions. It includes 16 returning overseas country and region pavilions from France, Germany, Italy, Poland, Singapore, Spain, Türkiye, the UAE, the UK, and the US. The accumulated space amongst the Asian pavilions, including Indonesia, Japan, Korea, Malaysia, Taiwan and Thailand, have all expanded their exhibiting space compared to 2019.

Once again, leading brands from the Parts & Components sector are standing up to the current and future market needs. For example, **Bosch** will present a full range of smart electric vehicle diagnostic products and car connectivity services; **ZF** will share more

about their high-voltage training, new energy braking system and solutions for intelligent fleet management in new energy after-sales; **Rheinmetall** is set to bring a range of sensors and high voltage contactors; **Mahle** will showcase a comprehensive range of products from their e-mobility category; and, **Huirun** is also bringing along their cooling, power and thermal management system for NEVs.

Elsewhere, a number of exhibitors are bridging the new energy and autonomous driving segments together with core components, fuel cells, intelligent driving, charging piles and more. **Aion** will bring several NEV and DC charging products; **Horizon** will demonstrate their pioneering smart mobility computing solutions; **Unity** is set to illustrate the benefits of using VR applications and digital twin technology; **Ambraella** shall present chips for autonomous driving solutions; and **REPT BATTERO** is introducing their lithium battery technology, NEV solutions and smart energy storage.

Players in the downstream supply chain are also echoing these transformations in the NEV after-sales market with the latest collections of diagnostic equipment, tools, body and paint, chain store services and other related products and solutions. For example, **Launch** is one such exhibitor highlighting a series of maintenance products, offering one-stop services for workshops.

Other leading brands at the show include ADVANCE, Amsoil, BASF, Biaobang Car Care, Bilstein, BOTNY, Brembo, Bright, Carzone, CELETTE, COPTON, Corgi, Dali, Dayco, Doublestar, EAE, Eagle-Fly, Elringklinger, Enoch, Eurofren, Febi, Gaochang, Goodyear, ITW, JeKunAuto, Jrone, Juncheng, Liqui Moly, MAXIEYE, MAXIMA, New SORL, Phinia, SANGSIN BRAKE, SATA, Sensata, Sino-Italian Taida, Stellantis, Tech, THINKCAR, TMD, Tongrun, TotalEnergies, Wanda BOTO, Welion, Winhere, Yong Ming, Zero Mileage Lubricant, and Zhongchuang, to name a few.

In addition, the show will welcome a record-breaking 177 buyer groups. This includes 127 domestic delegations from around the country. Meanwhile, overseas buyer groups will join from 27 countries and regions. It is the first time that Australia, Bangladesh, Colombia, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Myanmar, Pakistan, Poland, Singapore, Taiwan, Thailand, Türkiye, and Vietnam have organised delegations since 2019. In addition, Brazil, Egypt, Iran, Italy, Morocco, Norway, the Philippines, the UK, and the US are also making a comeback from various previous editions.

Innovation4Mobility weaved into product sectors and themes

Across seven sectors in 13 halls, the show will draw upon Innovation4Mobility to spotlight key trends dominating automotive transformation. Four Showcase Areas are set to cover various areas of the supply chain undergoing robust growth and development.

For instance, the **Innovation4Mobility Mainstage (Hall 5.1)** will be one of the main attractions on the show floor. The forum area, networking lounge, start-up arena and product showcase should also provide essential market insights and offer opportunities for cross-sector collaboration. It will give prominence to the advancements in manufacturing, the new energy and connected vehicle value chain and sustainability. Solutions and technologies from a partial list of participants include:

- Intelligent chassis: REPT BATTERO, Rheinmetall and ZF
- Charging and battery swapping: NIO and China Association of Automobile Manufacturers
- Hydrogen fuel cells and cell stacking technology: Dongfeng VASOL and Nanyue Electric Control
- Connectivity and autonomous driving solutions: Ambarella, Bosch and Horizon

- 3D printing for automotive applications: BASF, BLT and HP
- Remanufacturing: ATC and China National Resources Recycling Association Remanufacture Division

The Mainstage goes hand-in-hand with the related **Future Mobility Area (Hall 5.1)**, presenting scenario-based displays to explore advancements in NEVs, hydrogen technology, advanced connectivity, autonomous driving, and more.

Additionally, the returning **Green Repair Area (Hall 6.2)** will focus on developments in the NEV aftermarket, such as infrastructure, skilled labour, equipment and accessories, through product displays, live demonstrations, training workshops and open forums. Elsewhere, the new **Customising x Tech Area (Hall 8.2)** will delve into the realm of automotive personalisation, showcasing a range of customised car models, infotainment, and lighting solutions.

A collective voice for igniting transformation across the automotive industry

Automechanika Shanghai is also a hub for knowledge sharing with many visitors attending the show to access the latest market information. This year, 77 fringe events will see some of the most influential names in the industry sharing their views on transformations and trends.

From this perspective, the debuting **International Automotive Industry Conference 2023 Presented by Automechanika Shanghai** is ready to take centre stage. The event stream (one main conference and five related events) will explore the influence of NEV, electrification and digitalisation, and how the industrial chain, market, policies and regulations are adapting based on these trends.

International Automotive Industry Conference 2023 Presented by Automechanika Shanghai (29 November)

The main conference will host several highly influential industry experts discussing trends, forecasts and market opportunities. Representatives include:

- Xiaohong Sun, Secretary General, Automobile Branch of China Chamber of Commerce for Import and Export of Mechanical and Electrical Products
- Bingbing Liu, Deputy Director of Development Research Center, Institute for Social Governance and Development, Tsinghua University
- Tong Zhang, Executive Vice President and Secretary General, Automotive Intelligent Industry Research Institute of the Ministry of Industry and Information Technology
- Daquan Xu, Executive Vice President of Bosch (China) Investment Ltd

In addition, speakers from Bilstein, EAC International Consulting, GSP Automotive Group, Reach Cooling, Rheinmetall, Sensata and Tieliu will also examine developments they notice in the market.

New Energy Vehicle Sustainable Development Forum 2023 (29 November)

Supported by the Automotive Intelligent Industry Research Institute of the Ministry of Industry and Information Technology, the forum will welcome specialists from China and Europe investigating the role of NEV development as a catalyst of transformation, advancement, and decarbonisation. In addition, the forum will delve into the applications and market opportunities of lithium batteries and hydrogen technologies. Highlighted speakers include:

- Robert L. Galyen, Former Chief Technology Officer at CATL
- Yuzhu Guo, Head of ESG Sustainability, NIO

International Summit of Connected-Vehicle Policies and Regulations 2023 (29 November)

Co-organised by the China Automotive Technology & Research Center Co Ltd and the China Automotive Strategy and Policy Research Center (CATARC), the summit will spotlight the regulations and innovations of connected vehicle development, especially on autonomous driving hardware, big data, GPS, ADAS and testing.

Automotive Aftermarket Summit 2023 (30 November)

The summit will unveil the trends affecting the global automotive aftermarket, changes in parts distribution channels throughout Europe and China, the effects of digitalisation on aftermarket sales, and the incorporation of traditional maintenance practices within the NEV aftermarket. Leading these discussions are:

- Xuehong Lang, Deputy Secretary General, China Automobile Dealers Association and Director of Industry Coordination
- Senior management from Autobacs, Bosch, Jiangsu Easyland Automotive Corporation, ZF and more

Used Car Strategy and Development Forum 2023 (1 December)

Providing a review of China's used car exports and upcoming trends in the Middle Eastern and African automotive markets, this forum will review the advantages and challenges of exporting used cars to these regions and discuss how establishing overseas warehouses can facilitate export activities.

China International Tyre Industry Conference 2023 (1 December)

Covering the latest trends and prospects of the global tyre industry, experts prepare to discuss sustainability from ESG perspectives, NEV tyre technology, digitalisation, and global supply chain dynamics.

To find the complete list of onsite activities, please visit: www.automechanika-shanghai.com/events

To enjoy a selection of livestreamed events, please visit: www.ams-live.com

The show 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.

- End -

Press information and photographic material:

www.automechanika-shanghai.com/press

Automechanika Shanghai@Social Media

www.facebook.com/AutomechanikaShanghai

www.linkedin.com/in/automechanika-shanghai-ams-a240a851

www.instagram.com/automechanikash

#AMS #innovation #aftermarket



Your contact:

Suzy Heston

Phone: +852 2238 9907

Suzanna.Heston@hongkong.messefrankfurt.com

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

www.messefrankfurt.com.hk
www.automechanika-shanghai.com

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 2,160 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 €454 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 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

Background information on Sinomachint

China National Machinery Industry International Co., Ltd. (SINOMACHINT) represents a subsidiary of China National Machinery Industry Corporation, a centrally administered conglomerate on the Fortune Global 500 list. It stays committed to creating an integrated platform for technical exchange and trade promotion between Chinese and foreign businesses. And it has now built well-known exhibition brands – CIMT, CMECEXPO, and CNMTC – in a way to deliver a full range of convention and exhibition services that it focuses on, from event organization to operation. A parent company of more than 20 investment enterprises, SINOMACHINT holds over 50 self-organized exhibitions domestically and nearly 20 overseas, while acting as the agent of about 200 foreign trade

shows. In 2020, SINOMACHINT ranked first in the total number and area of exhibitions hosted on the mainland, according to statistics from the China Council for the Promotion of International Trade. And its position as China's largest agent of overseas expos has for years stayed unchanged. As always, SINOMACHINT will remain a responsible innovator that values collaboration and shares benefits. That means it promises to spearhead the development of China's convention and exhibition industry and grow the Chinese business community for shaping the new dual-circulation development pattern. It stands ready to work more closely with all sectors of society for greater innovation, for more win-win scenarios, and for a thriving economy in China and beyond. For more information, please visit the website at: www.sinomachint.com