

Press

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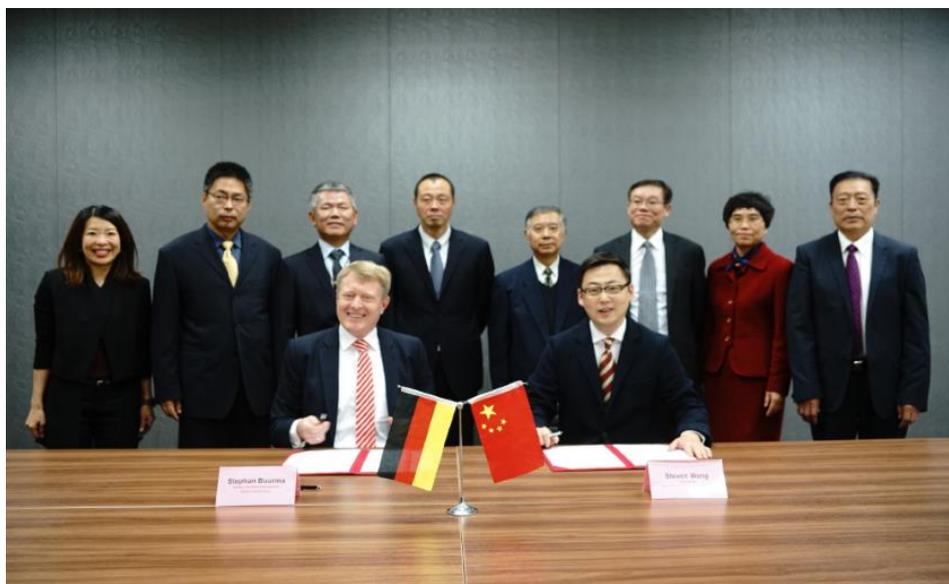
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Messe Frankfurt announces acquisition of Beijing Traders-Link Plus International Exhibition Co Ltd

Move enforces Messe Frankfurt's mobility portfolio across Asia

Messe Frankfurt (HK) Ltd, Greater China's headquarters of the global leading trade fair organiser Messe Frankfurt GmbH has acquired a major proportion of Beijing Traders-Link Plus International Exhibition Co Ltd, organiser of the Automotive Maintenance & Repair Expo (AMR) in Beijing.

The agreement of the acquisition was signed in Shanghai on 10 November 2017 between Messe Frankfurt (HK) Ltd and Beijing Traders-Link Plus International Exhibition Co Ltd. In the agreement, both parties accorded to form a new joint venture company named Messe Frankfurt Traders-Link (Beijing) Co Ltd, in which Messe Frankfurt will hold the majority interest. This acquisition is also strongly supported by industry associations: the China Automotive Maintenance Equipment Industry Association (CAMEIA) and the China Automotive Maintenance and Repair Association (CAMRA), who are also the co-organisers of Automotive Maintenance & Repair Expo (AMR).



The signing of the agreement took place on 10 November 2017 in Shanghai between Messe Frankfurt (HK) Ltd and Beijing Traders-Link Plus International Exhibition Co Ltd

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

Move enforces Messe Frankfurt's mobility portfolio across Asia

Messe Frankfurt is present in 178 countries and hosts exhibitions and conferences in around 50 locations with its brands and brand families. The company has an extensive network and expertise in mobility and logistics sector, including the renowned Automechanika brand with 17 shows in 15 countries and 16 other automotive events worldwide.

The acquisition will allow Messe Frankfurt to enrich its maintenance and repair sector within its mobility portfolio, as well as its market share in Asia. Mr Stephan Buurma, Member of the Board of Management of Messe Frankfurt Group, shared his view: "The Automechanika brand shows in Shanghai, Kuala Lumpur, Ho Chi Minh City and New Delhi, as well as the CAPAS show in Chengdu, together cover all areas of the value chain to serve the flourishing aftermarket sector in Asia and in China in particular. The next step is to strengthen our presence in each of the industry's sectors."

"Being the biggest automobile market in the world, China's repair and maintenance market is growing eminently. This new acquisition provides fast access for our key customers in the automotive field to penetrate this booming market," Mr Buurma added.

Mr Steven Wang, General Manager of Beijing Traders-Link Plus International Exhibition Co Ltd, believes the agreement comes at a good time for international key players to tap into the evolving repair and maintenance sector. He said: "With the recently passed Administrative Measures for Automobile Sales policy and the increase in out-of-warranty vehicles, the sector's structure is expected to evolve from the domination of 4S, to multiple forms such as independent workshops and online platforms. Despite the aftermarket being more competitive than ever, it unlocks unprecedented opportunities for distributors, end-users and stakeholders from the global repair and maintenance suppliers. I am certain that the move is mutually beneficial to both local and international industry counterparts." Mr Wang also said that with the new acquisition, the organiser is projecting an increase in the 2018 show's scale to 1,200 exhibitors and 60,000 visits.

Co-organisers of the show, the China Automotive Maintenance Equipment Industry Association (CAMEIA) and the China Automotive Maintenance and Repair Association (CAMRA) expressed their optimism in the move. Mr Xie Jiaju, the Chairman of CAMEIA said: "I am glad to see the presence of Messe Frankfurt in AMR. They are one of the world's leading trade fair organisers with a strong international network and experience in the global automotive markets. With them on board, we can enhance the internationality of this long-established and the leading industry fair. It's a win-win situation for our members and industry counterparts." Mr Yan Bo, the Secretary General of CAMRA added: "Both the show and the automotive market will profit hugely from the signing. It will tighten the relationship between the international markets and the local companies."



Celebrating for the signing of the new acquisition

Beijing Traders-Link Plus International Exhibition Co Ltd is the organiser of Auto Maintenance & Repair Expo (AMR), held every spring in Beijing, China. The company advocates its expertise and vitality, and implements its local and international networks to AMR. It has successfully made AMR into Asia's biggest and one of the world's top three trade fairs. In its latest edition in 2017, the show's scale expanded to 110,000 sqm of exhibition space and attracted 1,139 exhibitors and 58,212 visits.

The show covers every aspect of the auto maintenance and repair sector including garage equipment, testing & diagnostic equipment and tools, coating, collision repair, car care and car wash, chain stores, training and software. The broad product spectrum attracts trade visitors such as 4S shops, car care shops, car manufacturers, chain stores, distributors & wholesalers, test stations, transportation companies, tyre shops and workshops to source and look for business opportunities every year.

Automotive Maintenance & Repair Expo 2018 (AMR 2018) will be held from 1 – 4 April at the New China International Exhibition Centre (NCIEC). For more information, please visit www.amr-china.cn or e-mail auto@hongkong.messefrankfurt.com.

For more information about Messe Frankfurt's automotive fairs, please visit <https://automotive.messefrankfurt.com>

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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.

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 | www.congressfrankfurt.de | www.festhalle.de