

## Press

Automechanika Kuala Lumpur  
Malaysia's leading regional trade fair for the automotive  
industry targeting trade visitors from ASEAN  
Kuala Lumpur Convention Centre, Malaysia  
23 – 25 March 2017

Hong Kong  
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### **Automechanika Kuala Lumpur 2017 opens with daily fringe programme events**

### **Collision Repair Training Workshop and Autotronics Training upskill the repair and maintenance industry**

### **Mechanics Challenge and EMMA Malaysia Final provide education, networking and entertainment opportunities**

Malaysia's leading regional trade fair for the automotive industry targeting trade visitors from ASEAN, Automechanika Kuala Lumpur, will soon kick off its 10<sup>th</sup> exhibition. The 2017 edition of the biennial show will take place from 23 – 25 March 2017 at the Kuala Lumpur Convention Centre, Malaysia. This year, the exhibition space is 9,710 sqm spanning across five halls, up 30% in scale compared to 2015. It is the only trade fair merging repair and maintenance with smart technology within the ASEAN region. The three-day fair will house 246 worldwide exhibitors from 18 countries and regions and pavilions from China, the European Union, Singapore and Taiwan. Approximately 8,000 buyers from various business aspects including workers, foremen, technicians, mechanics, researchers, company executives and owners are expected to attend.

Bringing a new vision to upgrade the entirety of the repair and maintenance industry, the enhanced show will include daily fringe programme events emphasising smart technology, mechanical repair, new technologies and skills hosted by several experts from Australia, Malaysia and the UK. Participants will be on hand checking out the latest technological advancements in the automotive industry.

### **Collision Repair Training Workshop elevates the body repair industry**

The Collision Repair Training Workshop is organised by Messe Frankfurt (HK) Ltd and I-CAR (the Inter-Industry Conference on Auto Collision

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Repair). As today's repair equipment is more advanced than ever, keeping up with industry trend is essential for repairing the vehicles properly. Being the premier collision repair training provider, I-CAR offers a variety of educational and training recognition programmes for the collision repair industry in Australia, Canada, New Zealand and the US.

The full-day training programme will include theory session, practical session-measuring demonstration and an examination. A certificate will be provided to attendees upon completion. The programme was developed from exhaustive consultation of the collision repair industry and contributes to the greater understanding of the industry advancements. Mr Mark Czvitkovits, CEO of I-CAR Australia agrees. He said, "I-CAR is excited to be present at Automechanika Kuala Lumpur to deliver its measuring course to collision repair technicians at the event. The event will help endorse I-CAR's international reputation for collision repair training and will deliver valuable knowledge and skills to all involved."

The equipment sponsor of the Collision Repair Training Workshop will be Chief Automotive Technologies, a US-based company producing collision repair tools. India and South East Asia Sales Director for Chief Automotive Technologies Mr T.K. Surya Prakash said, "Chief Automotive Technologies is proud to be the equipment sponsor of the Collision Repair Training Workshop at Automechanika Kuala Lumpur, where we can reach our target audience – repair technicians – and showcase our innovative collision repair equipment and applications, including the frame machine and 3D Computerised Measuring System."

### **Autotronics Training inspires participants with practical case studies**

Another new training event coming to Automechanika Kuala Lumpur for the first time is the Autotronics Training, which is organised by the Central Pahang Automobile Repairers' Association and Aurora Supplies Sdn Bhd. Due to the complexity of the new electronic systems and elements of vehicles, such as sensors, infotainment, automotive technicians can no longer rely on the traditional repair approaches that once worked. New training is necessary to properly maintain and repair smart cars. The training will provide a knowledge base on how to diagnose and correct the most common auto electronics related faults and systems, so that today's mechanics can meet the international standards and challenges of current maintenance situations. The training provides a comprehensive suite of actual case study modules of big companies, such as Proton, Honda, Nissan, Perodua, and Toyota.

### **Mechanics Challenge and EMMA Malaysia Final provide education, networking and entertainment opportunities**

Apart from the classroom trainings, Automechanika Kuala Lumpur also provides entertainment to the participants with exciting competitions. The Fifth Mechanics Challenge had already received ample attention before

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the show and will be a highlight to the attendees. Eight teams of the best Malaysian mechanics will demonstrate their abilities during a maintenance inspection using the latest Mazda vehicles and highest quality tools and equipment from Sonic. Audience will witness the process of how car malfunctions could be fixed within a short time.

Sponsoring the Mazda cars at the competition, Mr Shamsuddin Amran, Divisional Manager, Aftersales of Bermaz Motor Trading Sdn Bhd is enthusiastic about the Grand Final. He said: "I am looking forward to seeing the eight finalists compete for the champion by using our Mazda cars at the Mechanics Challenge Finals. Automechanika Kuala Lumpur is the right place to hold this industry event."

In addition to the Mechanics Challenge, the EMMA Malaysia Final will debut at Automechanika Kuala Lumpur. More than 70 cars from ASEAN countries including Indonesia, Malaysia, Singapore and Thailand will be demonstrated to audience how to combine different audio installations with tuning to create the best car audio systems. The organiser AAA (Auto Audio, Accessories and Air-Condition Traders Association of Malaysia) hopes to make use of Automechanika Kuala Lumpur to spread the car audio hit to other ASEAN countries.

Other fringe programmes include:

- Auto Audio, Accessories and Air-condition Traders Association of Malaysia (AAA) Annual General Meeting
- MAI Industry Professional Certification (IPC) Skills Demonstration
- Malaysia Automotive Recyclers Association (MAARA) Annual General Meeting
- Networking Happy Hour
- New Technology and the Challenges Facing the Future Workshops
- The Federation of Engineering and Motor Parts Traders' Association Malaysia (FEMPTAM) Committee Meeting

Automechanika Kuala Lumpur is a biennial event organised by Messe Frankfurt (HK) Ltd, co-organised by Malaysia Automotive Institute (MAI) and is endorsed by the Malaysia External Trade Development Corporation (MATRADE). For further information about Automechanika Kuala Lumpur, please visit [www.automechanika-kl.com](http://www.automechanika-kl.com) or email: [autoasia@hongkong.messefrankfurt.com](mailto:autoasia@hongkong.messefrankfurt.com).

Automechanika Kuala Lumpur is one of 17 Automechanika fairs held in Africa, Asia, Europe and North, Central and South America.

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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 some 2,400 employees at 30 locations, the company generates annual sales of over €640 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

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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](http://www.messefrankfurt.com)

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