

Press release

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Automechanika Shanghai returns for 2018, with digital trends and new zones taking centre stage

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Expectations for this year's edition of Automechanika Shanghai are naturally high following last year's record breaking show, hailed as the most successful in its history. Continuing to serve as Asia's largest trade fair for automotive parts, accessories, equipment and services, year upon year the event manages to excel in terms of not only size and scale, but also with participant experience and product offerings. The upcoming 2018 edition is of course no exception. The show is scheduled to take place from 28 November to 1 December at the NECC in Shanghai, and the entire automotive world is preparing for what is undoubtedly one of the most important dates on the industry's calendar.

This year, exhibition space is estimated to reach a huge 350,000 sqm. Within the show's halls, an expected 6,250 exhibitors will cross paths with over 140,000 trade visitors. A growing number of participants in 2018 will represent the show's stronger spotlight on various trends and advancements which are now becoming ubiquitous across the industry, namely within the sphere of digital automotive innovations.

Tomorrow's Service & Mobility – new for 2018

As one of the hottest topics for players across multiple industry sectors right now, advancements in digitalisation are coming thick and fast¹. The likes of autonomous driving, car connectivity, electromobility and advanced systems all play a crucial role in moulding the future of the industry, and Automechanika Shanghai echoes this evolution in terms of visitors' sourcing needs, exhibitors' product developments, and even with the show's collection of fringe events.

Demonstrating the show's strengthened emphasis on digital trends is the new area for 'Tomorrow's Service & Mobility', which has been established in collaboration with the China Electronics Chamber of Commerce. Located in the North Hall, it's easy to see why this aspect of the show is gaining more and more traction with exhibitors and visitors alike. In fact, by 2030, connected car services will expand the global automotive industry's revenue by 30%². At the same time, the penetration rate of autonomous vehicles will reach up to 20%³.

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¹ "Top 6 Digital Transformation Trends in the Automotive Industry", Forbes. <https://bit.ly/2l4z1xG>. Retrieved 27 March 2018

² "China Automotive Market: Witnessing the Transformation", PwC. <https://pwc.to/2ptld7Y>. Retrieved 27 March 2018

³ "Disruptive trends that will transform the auto industry", McKinsey & Company. <http://bit.ly/2yalGze>. Retrieved 27 March 2018



Chinese automotive manufacturer Vie shows off its 'Plugless' wireless car charging capabilities at Automechanika Shanghai 2017

The area will feature the five most essential elements of car connectivity through exhibits, forums and interactive activities for private and public transportation. These are:

- **People** – this area will focus specifically on in-car well-being, including the very latest interior electronics for improved safety, personal entertainment and driver comfort
- **Vehicle** – visitors can explore a number of on-site car demonstrations, with a host of electric vehicles on display to bring the show's connectivity concepts to life
- **Road** – the area will also promote infrastructure of connected roads for autonomous driving, and will also look at the standards and regulations of more developed countries
- **Network** – a number of leading international network and IT providers will gather in this area, demonstrating how connectivity continues to bridge the auto sector with the online world
- **Cloud** – data management will be a key aspect here, allowing visitors to explore the ways in which car connectivity data can enhance fleet management, car sharing, and smart cities

Tomorrow's Service & Mobility also covers several aspects of new energy vehicle innovations, such as electric controls, charging infrastructure, battery technology, vehicle components and testing equipment. At the same time, various other industry sectors will demonstrate how these digital trends are filtering into many automotive markets. This includes the Parts & Components and Accessories & Customising sectors, as well as the Repair & Maintenance and Electronics & Systems sectors.

Ms Fiona Chiew, Deputy General Manager of show organiser Messe Frankfurt (Shanghai) Co Ltd, emphasised how Automechanika Shanghai continues to walk alongside the industry's ever-changing trends: "We have been lucky enough to witness a shift in attitude for automotive manufacturing in recent years. The industry's 'blue sky' concepts are now a thing of the past, with the vast majority of innovations in digitalisation and connectivity coming to fruition across multiple sectors.

“The show’s representation of the entire supply chain, on top of its ability to attract the biggest names from around the world, allows us to represent this evolution in the most effective way possible,” she added.

REIFEN Zone

The show’s returning REIFEN Zone is another vital piece of the puzzle in helping connect the entire auto supply chain under one roof. Covering the very latest tyre, wheel and rim products, the zone allows exhibitors and visitors to capitalise on the continued overlap between the global tyre sector and the automotive aftermarket. What’s more, the REIFEN Zone is this year moving to a new location in Hall 7.2, to yield more opportunities for collaboration with neighbouring sectors and zones.

For example, a special showcase will take place for tyres and wheels associated with high performance vehicles such as custom wheels and rims, self-sealing and lightweight tyres, and even more innovative tyre production processes. Fuel efficiency and environmental consciousness will also be a key highlight in the zone, alongside tyres produced specifically for electric vehicles. The area will also welcome even more leading brands this year, following last year’s inclusion of Active Tools, Fangxing Tyre, Guizhou Tyre, Huasheng Rubber, Linglong Tyre, Zhengxing Tyre, and others.

Chain Stores Zone

New for 2018, Automechanika Shanghai’s Chain Stores Zone is a direct response to China’s transforming distribution channels – particularly within the field of repair and maintenance. Chain stores in the country now occupy over 20 percent of the market⁴, and offer a more transparent alternative in terms of price and standardised services. On top of this, stricter regulations for the Chinese repair sector have generated an opportunity for chain stores to adapt to the market and gain a stronger foothold against the likes of 4S stores and traditional repair shops.

Mr Cheng Yongshun, Vice President of China National Machinery Industry International, the show’s co-organisers, explained: “The automobile service industry has moved into an end-user oriented era, where technological level, product quality and service standards have been raised. This, together with the growth of service repair chain stores, has paved the way for long-term development. Nowadays, many chain stores are offering solutions for car owners in a more structural way.”

The Chain Stores Zone will welcome a strong collection of domestic and international chain stores, e-commerce businesses and automotive distributors, allowing participants to explore the future of the automotive service sector. This inclusion also serves as insight into the escalating importance for the future landscape of auto repair.

⁴ “The Boom of China’s Automotive Aftermarket is Imminent”, Ipsos. <http://bit.ly/2HWRxpb>. Retrieved 3 March 2018.

While previous editions of the show have welcomed relevant exhibitors such as Detus (Germany), Micheline Tyreplus (France), Autoyong (China), Carzone (China), Che Xiang Jia (China), 2018 serves as an opportunity to explore a wider scope of chain store developments in one dedicated area.

More details about this year's edition will be announced in due course. For further information about Automechanika Shanghai 2018, or to download high-res images from last year's show, please visit www.automechanika-shanghai.com.

Automechanika Shanghai is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint). It is one of 17 Automechanika fairs held across Africa, Asia, Europe and the Americas. For any further enquiries, you can contact Messe Frankfurt (HK) Ltd on + 852 2802 7728 or via email at auto@hongkong.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 2,400 employees at 30 locations, the company generates annual sales of around €669 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

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.