automechanika
SHANGHAI

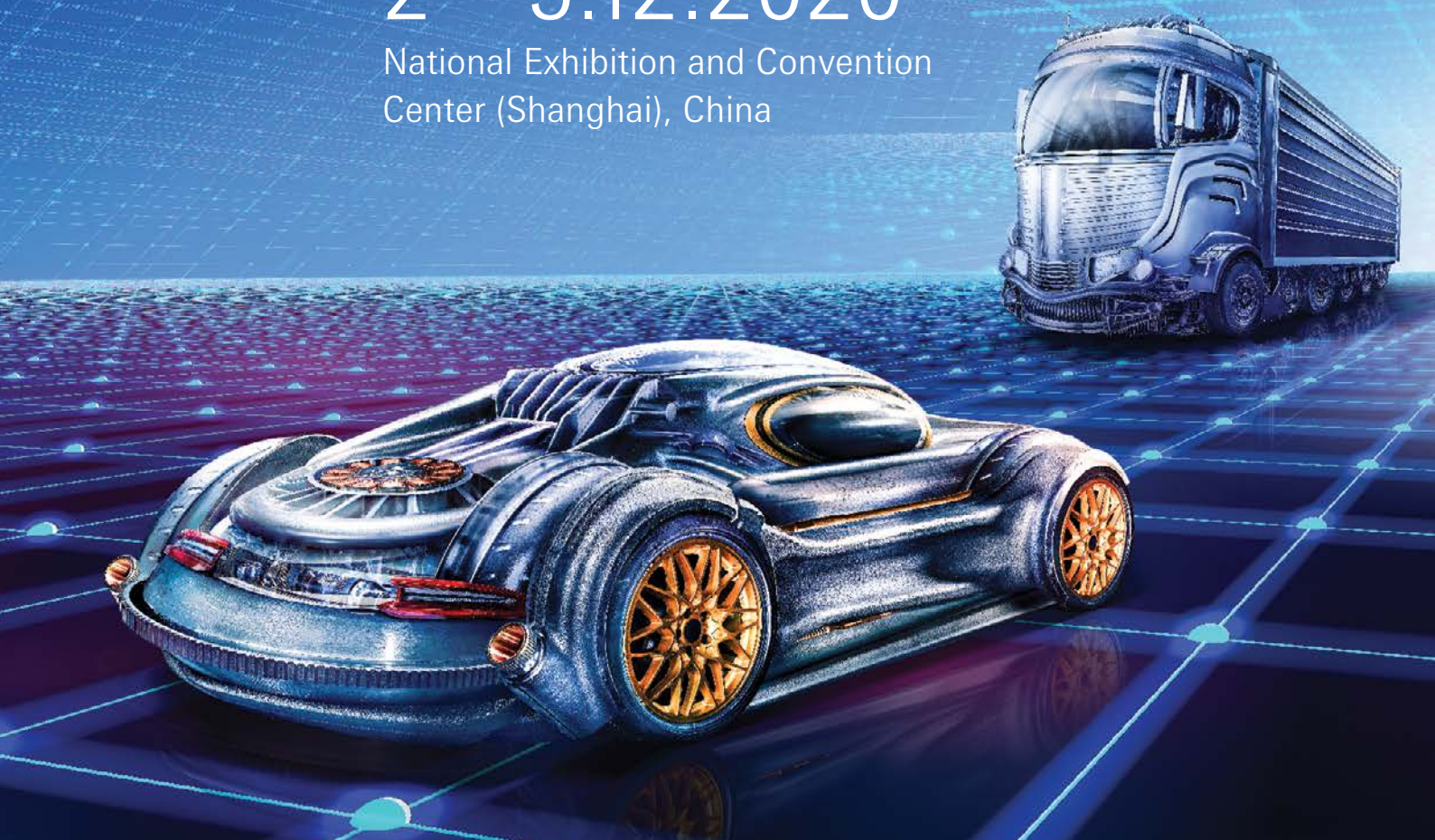
REIFEN
LICENSED BY MESSE ESSEN

Shanghai international trade fair for automotive parts, equipment and service suppliers

Navigating a dynamic automotive ecosystem

2 – 5.12.2020

National Exhibition and Convention Center (Shanghai), China



中机国际 SINOMACHINT

messe frankfurt

Strengthening the automotive ecosystem

Racing towards the future automotive industry

Automechanika Shanghai is one of the largest and most influential automotive trade fairs from Messe Frankfurt, under the group's Automechanika brand. Over the past decade, the show has planted deep roots domestically and grown alongside the rapidly evolving automotive industry in China. With its strong foothold in the market, every year the fair gathers a diverse range of buyers, exhibitors, auto-related organisations and professional media from around the world.

As a result, the show has become an industry stage for marketing, information exchange, trade and education. This year, it maintains coverage of the entire automotive value chain, both vertically and horizontally. Seven dedicated sectors and three specialised zones incorporate all elements of information technology, new business models, manufacturing, services, marketing and supply networks.

159,728 visitors from **149** countries and regions

6,590 exhibitors from **46** countries and regions

62% of visitors believe it is the most important fair^

70% of visitors retrieve the latest market information

98% of visitors achieved their objectives

91% of exhibitors intend to participate again

88% of visitors have influence on purchase decision

65 fringe events

*Source: Fair survey and facts 2019 ^Compared to other trade fairs in China

2020 highlights

Automechanika Shanghai 2020 takes on a theme that echoes the last edition's progressive concept of its position in the automotive ecosystem. 'Navigating a dynamic automotive ecosystem' will drive the fair towards new heights, as it builds an integrated platform for technological innovation, internet-based content and cross-sector cooperation.

Tomorrow's Service & Mobility will see more industry-academia-research collaboration and features new energy, automated driving and new materials. A scope of activities are set to present the latest research for technological development, policies and applications for future mobility services.

The revamped and relocated **Diagnostics & Repair / Body & Paint** sector will foster more collaborative opportunities across the floor with the REIFEN (Tyres & Wheels), Customising and Accessories sectors, as well as the Services & Supply Chain zone, leveraging their diverse visitor resources.

Customising continues to expand after becoming a standalone sector last year. Motorsport simulations in this hall capture the spirit of innovation in the high-performance car customisation segment. Exhibitors will respond to the needs of car owners for high quality and personalised products, exposing the full potential of the market.

Elsewhere, the **Services & Supply Chain zone** will address the fast-changing industry demand capital management, technology, talent acquisition and training. Visitors will see a lineup of comprehensive solutions and concurrent events for finance, consultations, education and training. A collection of leading brands are set to illustrate internet-based models and the integration across all streams of the supply chain under the digital era.

New hall plan refines sourcing experience

7 sectors | **3** zones | **6,650** exhibitors | **366,000** sqm

Tomorrow's Service & Mobility

As an international epicentre for auto innovation, research and project nurturing, it gathers trade associations, OEMs, research institutes, venture capital and start-ups. A collection of fringe events also foster collaboration and knowledge-sharing across the entire supply chain.

Electronics & Connectivity

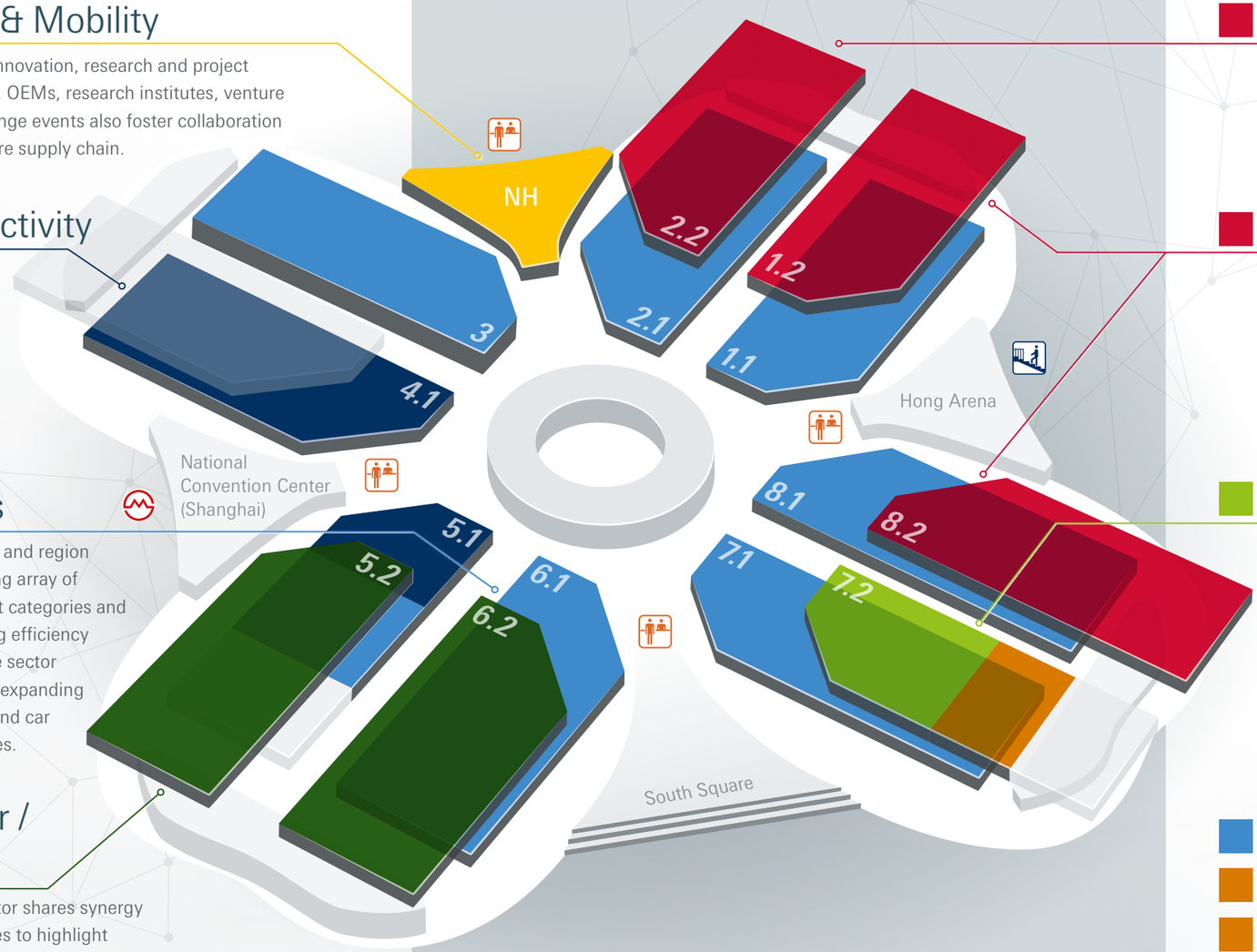
Clear product groups and immersive exhibits for hardware and software will present cutting-edge technological breakthroughs in the automotive electronics segment.

Parts & Components

Leading companies along with country and region pavilions showcase an all-encompassing array of parts-related products. Refined product categories and hall planning aim to accelerate sourcing efficiency and the visitor's overall experience. The sector accelerates industry transformation by expanding coverage of commercial vehicle parts and car manufacturers with aftermarket services.

Diagnostics & Repair / Body & Paint

Relocating to the second level, the sector shares synergy with other sectors and specialised zones to highlight environmental protection, electrification and smart products. It will present dedicated areas for popular product categories like body & paint and intelligent diagnostics. Focused events for new policies, trends and technology will allow players to gain a deeper understanding of the market direction.



Visitor registration

Metro

Footbridge between Hongqiao Central Business District and NECC

**This venue plan is for reference only.*

Accessories

Being a major pillar at the fairground, participants will receive support in both domestic sales and export strategies for business expansion. Exhibitors in this hall can capitalise on the inter-sector connections throughout the show.

Customising

These action-packed halls lead through new industry-friendly policies and mounting end-user interest, which, united creates unlimited business opportunities. Activities include brand and product presentations, technical demonstations, and racing introductions with driver meet-and-greets.

REIFEN (Tyres & Wheels)

Leveraging its global pull, REIFEN (Tyres & Wheels) continues to expand its visitor reach by inviting OEMs, dealers, retailers and more, maximising exhibitor objectives for brand promotion, business development and information exchange.

Three specialised zones

- Remanufacturing zone (Hall 6.1)
- Auto Manufacturing zone (Hall 7.2)
- Services & Supply Chain zone (Hall 7.2)

Parts & Components / Electronics & Connectivity

"The premium service platform"

Product coverage

- Chassis
- Car body
- Air-conditioning
- Components for driving systems
- Commercial vehicle parts
- Connectivity
- Electronics & electrical system
- Sustainable products

2019 key players

ACDelco, ACHR, Aisin, Bando, Bosch, BPI, Brembo, CHAOLI, China Changan, China North Industries, Continental, ContiTech, Corteco, Cummins, Dayco, Delphi, DENSO, DEYE, Dongan, DRB, DRiV™, EURO REPAR, FAW-Volkswagen, FAWAY, FAWDE, FAWER, F-Diesel, FMG, Gates Unitta, GSP, Halla, HASCO POWERTRAIN COMPONENTS, Hengst, IBI, JILONG, JUGUANG, Knorr-Bremse, KYB, Lucas, Luoshi, Magneti Marelli, Mahle, MANN+HUMMEL, Michelin Lifestyle, Mobiletron, MS Motorservice, NAVECO, NGK, NTN-SNR, NYDK, Qiming, Quanchai, Riyong-JEA, SAIC MOTOR, SAMPA, SOFIMA AUTOMOTIVE FILTER, SOGREAT, TecAlliance, TMD, Toyota Tsusho, Valeo, Valvoline, Walker Products, Wanan, Wanxiang, WEICHAI, YABOLAN, Yangming, Yunyi, ZF, Zhongmou and Zynp Group

2020 highlights

- **Key players lead expansion of the worldwide auto parts industry**
  As market appeal in the region continues to grow, Automechanika Shanghai offers a technological and service-oriented platform for focused market and business opportunities. High-quality visitors that penetrate OEMs, dealers, workshops and chain stores in the automotive supply chain will, undoubtedly, attract even more well-known brands and industry institutes to participate in this globally-recognised industry event.

- **Rapid advancements in automotive electronics**
  The scale of China's automotive electronics market will continue to lead growth across the world, at the fastest rate of 10%[1]. With the popularity of electric vehicles rising, the automotive electronics aftermarket is also surging as intelligent transformation, digitalisation, energy-saving and sustainability become the driving force of development. In addition to traditional auto electronic products, exhibitors will demonstrate many new electronic systems like safety, comfort, infotainment and connectivity.

- **Opening up the commercial vehicle market**
  The fair's ever-growing visitor database of fleet management and logistics companies, commercial vehicle parts dealers and repair service providers attracts leading commercial vehicle parts manufacturers. They will bring their latest products, technologies, services and concepts. Dedicated fringe events will also create a one-of-a-kind business arena for commercial vehicles.

Reference:

1. Analysis on market performance, future outlook and development trends of Automotive electronics industry 2019, http://m-es.se/Jm8k (Retrieved 12 October 2019)

Mr Kato Toshihiro, Connected Business Development, Aftermarket Sales & Marketing, Customer Service Department Senior Director, Denso (China) Investment Co Ltd Shanghai Branch (Japan)

"With the market experiencing a once-in-a-century reform, the show can help us understand future developments and associated challenges. We are very satisfied with our exhibiting results. Professionals across different sectors, including workshops, highlight the market has high expectations for DENSO products."

Learn more:

Accessories / Customising

“A front-runner for trends and development”

Product coverage

Accessories

- Car care
- Oils & lubricants
- Infotainment electronics
- Car accessories

Customising

- High performance & customisation
- Interior & exterior accessories
- Vehicle lighting

2019 key players

Accessories

Amsoil, Aokly, AVIA, BOTNY, Bullsone, Chepu, CSIC, CTEK, ENEOS, Eni, FUCHS, Gazpromneft Oil, LIQUI MOLY, MA-FRA, MOTUL, Nanfu, Sinopec Lubricant, SK Lubricants, SONAX, Tongyi and Zero Mileage Lubricant

Customising

AIDO, Azoza, CARLAS, K-MAN, MP Concepts, Shuangxing Color Plastic, STRONA, TEIN, Unionevo, WINBO and YAKIMA

2020 highlights

Accessories

- **Global sales channels support market exploration**
  Professional visitors, from 149 countries and regions, covering established markets in Europe and the US, as well as emerging markets in Southeast Asia, Eastern Europe, South America and Africa. Dealers, wholesalers and chain store buyers will seek accessories that support the exhibitor’s expansion into these markets.
- **Extensive resources create more cross-sector cooperation**
  Integrated fair resources, seven comprehensive sectors and three specialised zones that accommodate exhibitors in OE right through to the aftermarket, create cross-sector business opportunities.

Customising

- **New policies and market diversity drive the growing customising segment**
  Customising will remain a standalone sector so that it can continue to inject momentum into industry development and unleash China’s aftermarket potential. Recent and favourable policies in China highlight a shifting direction towards automotive modifications. These advancements also encourage the progression of motorsport and car customising-related markets.
- **Discover state-of-the-art vehicles at the Motorsport and High-performance Area**
  Motorsport and high-performance customisation will, once again, demonstrate racing culture, trends and technical analysis on the show floor. The interactive nature of the area will allow fans to see the latest customising techniques first-hand.

Ms Lizzy Gu, Brand & Marketing Manager, Yakima (Nanjing) Precision Industry Co Ltd (the US)

“We have been exhibiting our roof racks since 2013 as we value the show’s influence and popularity. Its internationalism and professionalism are reflected in all aspects of the exhibition. It is the perfect platform to facilitate our business network growth. The show helps us to promote the market, increase brand exposure and explore targeted customers. As a result, I can see more exhibitors joining this sector of the show. I believe as it continues to strengthen, even more key market players will join.”

Learn more:

Diagnostics & Repair / Body & Paint

> “Assembling forward-thinking products, technologies and services”

Product coverage

- Repair
- Body & paint
- Diagnostics
- Car wash
- Tools

2019 key players

Autel, BANTAM, Baozhongbao, Beta, BETAG, Bright, CELETTE, CEMB, Dali, Doocar, EAE, FLIR, Friend, GAOCHANG, GUANGLI, GYS, Hofmann, Hunter, Jonnesway, Launch, Liberty, Piusi, RAVAGLIOLI, REAL, Rotary, SATA, Snap-on, Stertil-Koni, Stronger, SUNSHINE, Tech, Triens, UNITE, Würth, YATU and YOKISTAR

2020 highlights

- **Dedicated areas spotlight new roads ahead**
  Devoted areas for body & paint and diagnostics & repair are set to amplify sector hotspots. Here, visitors will find extensive applications in digitalisation and environmental protection for an all-round and efficient service experience.
- **International exposure for leading brands**
  Exhibitors from over 20 countries and regions including France, Germany, Italy and the US will display their newest products, services and technology in the sector.
- **Forging closer collaboration within the aftermarket**
  The new location of the sector sits alongside the REIFEN (Tyres & Wheels), Customising and Accessories sectors, as well as the Services & Supply Chain zone. On top of this, a variety of onsite events will lead to more effective information exchange and cooperation amongst the sectors and visitors.

Mr Gianni Tonelli, Asia Pacific Manager, Ravaglioli (Italy)

“We have exhibited at Automechanika Shanghai for 10 years as the fair provides the best opportunities to maintain and grow our network. It is also a great tool to entertain new sales leads and build relationships with customers.”

Learn more:

Tomorrow’s Service & Mobility

“Exploring future mobility’s countless possibilities”

Product coverage

- Automated **driving**
  Related electrical components, sensors, artificial intelligence, ultrasonics, driver assistance systems, human machine interface (HMI) and robocabs
- **Alternate energy & fuels**
  Energy storage, charging and tank systems and new workshop technology
- **New material**
  3D printing, fibre composite, renewable energy, lightweight and recyclable materials
- **Mobility services**
  Fleet management, car-sharing, car-hailing platforms and e-bikes

2019 key players

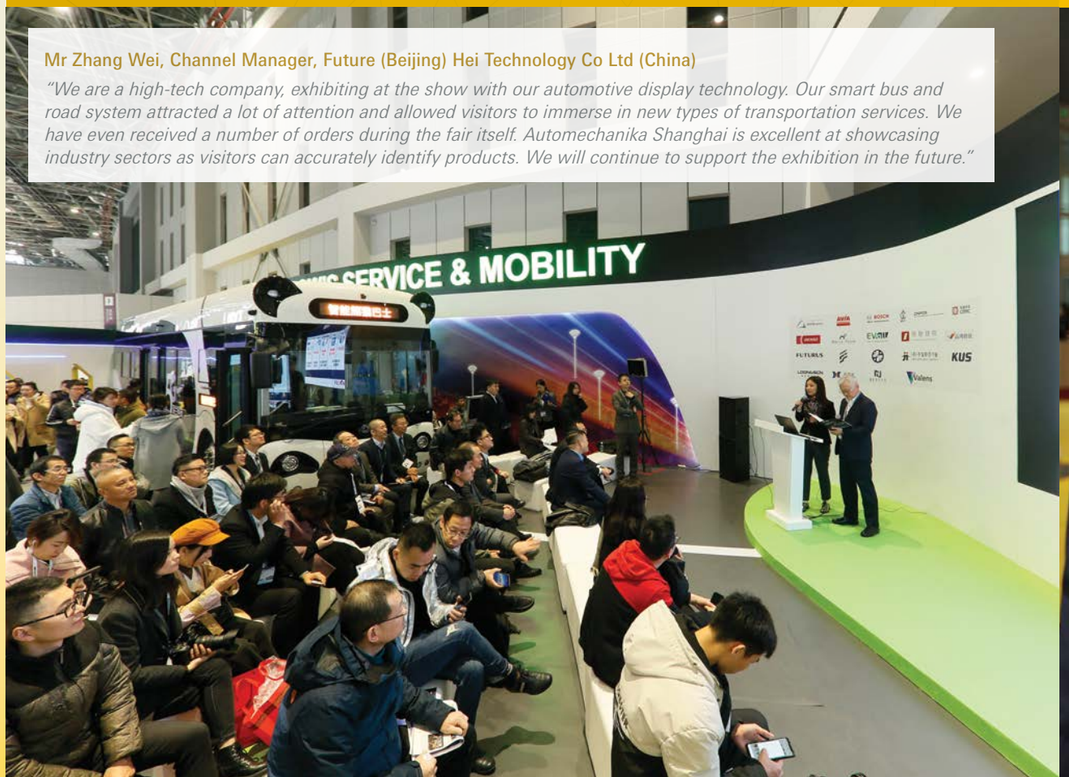
APG, CATARC, CRRC, Futurus Technology, GoHigh Data, Hitachi Chemical, KUS, SIEKON, SMVIC, Sumitomo Bakelite, Taiyun and VIE

2020 highlights

- **Building an ecosystem for Tomorrow’s Service & Mobility**
  The sector delves into tomorrow’s industry by uniting a collection of local and overseas industry associations, research institutes, commercial corporations, finance firms and start-ups. Interactive displays and technological sharing expose future developments of new business models, core technology, information security, standards, regulations and policies.
- **Future perspectives for auto manufacturers and parts companies**
  The "Automotive New Four Modernisations", driven by the integration of electrification, technical reform, intelligence and mobility, continues to gain more traction as vehicle and component suppliers deploy new energy and automated driving devices. Tomorrow’s Service & Mobility supports players under these transformations by facilitating collaboration between different branches of the industry.
- **All year-round industry engagement for future mobility**
  Automechanika Shanghai will host a number of networking events and sharing sessions throughout the year that aim to spark industry engagement. Government bodies, industry and research institutions, car manufacturers and technical experts will debate future trends and challenges in the market.

Mr Zhang Wei, Channel Manager, Future (Beijing) Hei Technology Co Ltd (China)

“We are a high-tech company, exhibiting at the show with our automotive display technology. Our smart bus and road system attracted a lot of attention and allowed visitors to immerse in new types of transportation services. We have even received a number of orders during the fair itself. Automechanika Shanghai is excellent at showcasing industry sectors as visitors can accurately identify products. We will continue to support the exhibition in the future.”



Learn more:

REIFEN (Tyres & Wheels)

“Treading business expansion in new markets”

Product coverage

- Tyres
- Raw material
- Tyre storage
- Wheels & rims
- Tyre / wheel repair & disposal
- Manufacturing equipment & facilities
- Accessories for tyres, wheels & installation
- Tyre / wheel retreading & recycling
- Management & systems

2019 key players

Anchi, DOUBLE COIN, HAOHUA, Huasheng, I-reach, Kyoto, Nankang, Ouchi, Rockbuster, SUNFULL, TRIANGLE, Xinfa and Zhengshang

2020 highlights

- **A honeypot for tyres and rims**

  The sector expands by focusing on advanced products and technologies for tyres and wheels. Exhibitors in the sector will flaunt a lineup of tyre manufacturing tools, raw materials and new business models. The area will see visitors from OEMs, dealers, resellers and workshops. At the same time, conferences and fringe activities will deliver more industry trade and cooperation opportunities.

- **Brand-building breaks with high-performance and customising trends**

  Synergy with the Motorsport and High-performance Area, located next door in the Customising hall, expects to encourage cross-sector partnerships through sharing and networking sessions about motorsport culture, products and technology, and new product launches.

Mr Alan Chang, Marketing Specialist, Nankang Rubber Tire Corp Ltd (Taiwan)

“We have come to expand our business network, forge new business cooperation and reach players in the Chinese and Southeast Asian markets. We have met a number of high-quality and potential domestic buyers from Xinjiang, Jiangsu and other places as far as Africa. We are very satisfied with the results making the show our first choice for exhibiting.”

Learn more:

Three specialised zones engage future leaders

Remanufacturing zone

In recent years, China has embraced a circular economy, which is based on eliminating waste and pollution by enhancing the product and service lifecycle. In response, Automechanika Shanghai will draw more attention to remanufacturing by introducing the reverse supply chain, from old parts, cleaning, processing and remanufacturing, testing, and distribution channels. The fair facilitates the transfer of emerging operating models and state-of-the-art technology between local businesses and overseas companies to fuel more international cooperation.

Auto Manufacturing zone

The latest automotive manufacturing equipment and technologies will attract visitors from research and development, manufacturing technologies and purchasing to boost substantial business matching and industry exchange across the upstream and downstream supply chain.

Services & Supply Chain zone

The zone gathers specialists in chain stores, data management, e-commerce and the supply chain including the likes of Auto Finance & Service, Bangbang, Carzone, Cassmall, Harson, Jauto, Kzmall, Mancando and more. Being a part of the digital journey, the zone is set to showcase internet-based business models and new integrated systems for repair and parts services that are contributing to a more customer-oriented market.

Leveraging an automotive ecosystem

Key players*

*partial list from 2019

Fringe events mold future-thinking

Parallel to the network building and business exchange on the show floor, professionals can also attend conferences, seminars and activities to gain a deeper understanding of regulations, policies and future trends.

Featured fringe events (2019):

- Automotive Aftermarket Summit
- Tomorrow's Service & Mobility Summit
- China Auto Dealer Supply Chain and Financial Innovation Summit
- International Bodyshop Industry Symposium (IBIS) China
- China International Tyre Industry Conference

China Auto Dealer Supply Chain and Financial Innovation Summit 2019 (China)
Attendee: Mr Caibao Gu, President, Xin Yuehai Holding Group, China

"This summit bridges opportunities for cooperation with financial firms in the industry. The sessions have given us a clearer understanding of the changing landscape, new auto finance tools, as well as an overview of the global auto industry and economic climate. It has offered a positive guiding role for the development of our company."

Learn more:

Connecting international networks and promotional channels

With a dedicated team, Automechanika Shanghai provides customised promotional services, online and offline tools, optimised platforms and marketing activities that promise a seamless, result-driven exhibiting experience before, during and after the show.

150,000+
social media followers

15,200
Automechanika press contacts

1.8M views on
website pages per year

600,000+
global buyers' database

190 country and region
sales partners

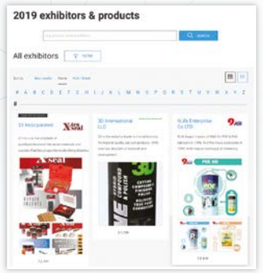
50
supporters

Diverse promotion platforms and tools

Mobile platforms

Postcard

Personalised invitations



Online exhibitor search

2019 show review

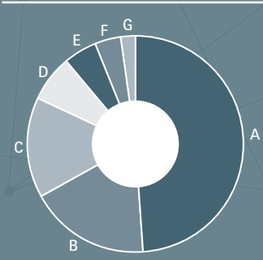
159,728 visitors
from **149** countries and regions

165 buyer delegations
from **24** countries and regions

299 premium buyers
in the dedicated business matching programme

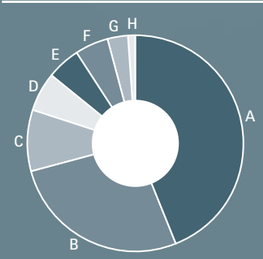
88% of visitors
have influence on purchase decision

Chinese visitors by geographical location



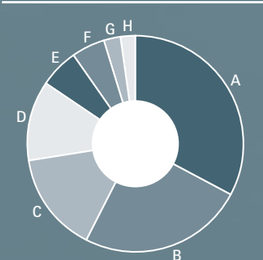
- **A** 49% Eastern China
- **B** 18% Southern China
- **C** 15% Northern China
- **D** 7% Central China
- **E** 5% Northeast China
- **F** 4% Southwest China
- **G** 2% Northwest China

Overseas visitors by geographical origin



- **A** 44% Asia
- **B** 27% Europe
- **C** 9% Middle East
- **D** 6% Africa
- **E** 5% North America
- **F** 5% South America
- **G** 3% Oceania
- **H** 1% Central America

Visitor's nature of business



- **A** 33% Dealer / agent / distributor / wholesaler
- **B** 25% Service provider
- **C** 15% Retailer
- **D** 12% Manufacturer
- **E** 6% Car maker
- **F** 5% Private & official fleet
- **G** 2% Research institutions / university / polytechnic
- **H** 2% Trade association / government agency

Fair facts

Subject to change, as of March 2020

Date

2 – 5 December 2020

Opening hours

09:00 – 17:00 (2 – 4 December)
09:00 – 15:00 (5 December)

Stand rental prices

Zone A	
Standard package (min 12 sqm)	RMB 2,700 / sqm
Raw space (min 36 sqm)	RMB 2,400 / sqm
Zone B	
Standard package (min 12 sqm)	RMB 2,000 / sqm
Raw space (min 36 sqm)	RMB 1,700 / sqm
Accessories / Customising	
Standard package (min 12 sqm)	RMB 1,400 / sqm
Raw space (min 36 sqm)	RMB 1,100 / sqm
REIFEN (Tyres & Wheels)	
Standard package (min 12 sqm)	RMB 1,400 / sqm
Raw space (min 36 sqm)	RMB 1,100 / sqm

*A media package fee of RMB 1,500 is compulsory for all exhibitors.

Contact

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