

news +++ Automechanika Shanghai

National Exhibition and Convention Center (Shanghai), 2 – 5 December 2024

automechanika
SHANGHAI

Time to innovate, transform and drive a sustainable future at the 20-year anniversary of Automechanika Shanghai in December

Shanghai, July 2024. Automechanika Shanghai will celebrate two decades of serving the automotive service industry. The show's influence reaches all corners of China and extends out to the global market, making it a must-attend event for information exchange, marketing, trade and education. This year, the show will pivot on innovations and transformations that drive a sustainable future, showcasing the latest automotive products, services and technologies that are shaping a greener tomorrow. The four-day event, taking place from 2 to 5 December, expects to host 6,500 exhibitors (15 percent increase from the previous edition) and 14 country and region pavilions, encompassing the entire 350,000 sqm space (16.7 percent increase from the previous edition) across 14 halls of the National Exhibition and Convention Center (Shanghai).

In the early 2000s, seeds were being planted all across the global automotive industry. Hybrid car sales had begun proliferating, while an initial buzz was emerging around taking battery-powered electric vehicles from a niche curiosity to a serious market contender. This period was also an inflection point for China's rapidly growing auto market. In 2004, the annual production and sales of automobiles both exceeded 5 million units¹, and the industry as a whole was entering a phase of stable and high-quality advancement.

Given this favourable trajectory, there was a clear need to create an access point for information exchange, marketing, trade and education between domestic and overseas marketplaces. The first edition of Automechanika Shanghai was thus launched in 2004, hosting 235 exhibitors across 10,000 sqm of space. Fast forward two decades, and it has since become one of the largest and most influential events in the global calendar. In fact, many long-time exhibitors, visitors, partners and media have seen their businesses grow in parallel with Automechanika Shanghai.

However, in today's climate, growth and competitiveness are bound to innovation, transformation, and sustainability. For example, since its launch, the new energy vehicle (NEV) market has matured into a prominent part of the overall automotive landscape, especially in China, with both production and sales of NEVs exceeding nine million units².

And so, as Automechanika Shanghai celebrates 20 years of serving the automotive market, the show will closely mirror the ongoing evolution of the industry, aligning its focus

¹ "2004 review and 2005 outlook for the automotive industry", 4 April, 2005, Statistics of China Association of Automobile Manufacturers Association, <http://www.auto-stats.org.cn/readarticle.asp?newsid=3213> (last accessed: 25 July 2024)

² "Automotive production and sales hit record high in 2023, exceeding 30 million units for the first time", People's Daily Online, 11 January 2024, <https://qr.messefrankfurt.com/t97e1> (last accessed: July 2024)

with the innovative developments and transformative changes that are paving the way for a more sustainable future.

Spotlighting advancement in the automotive industry

As the global automotive landscape continues to rapidly progress, the show also adapts in lockstep, ensuring its content, themes and fringe programme remain firmly centred on the emerging technologies, industry trends, eco-friendly solutions and cross-sector integrations driving the industry forward.

One prime spotlight in this movement is the all-new **New Energy & Connectivity** sector, set to house approximately 450 exhibitors across 26,000 sqm of the entire Hall 5.1. The dedicated area will offer a comprehensive stage for exhibitors to present some of the most pioneering products, technologies, and concepts that are driving the transition of greener and more intelligent vehicles and aftermarket services.

There has already been strong demand from companies seeking to include this categorisation at the show. Accelink, AutoBrain, Black Sesame, Carlinx Multi, China Sun Technology, Hesai Technology, Horizon, InfiRay, Quanxing Machining Group, Rsemi, SemiDrive, SPAICO, VIE, XY-IDRIVE, YDA, and Yunyi have already confirmed their participation in this sector.

Furthermore, Hall 5.1 will also incorporate resources from domestic industrial bases and industries, showcasing advancements in research and development as well as arising investment opportunities. For example, a group of exhibitors will take part in “Changzhou – The City of NEVs” pavilion. In recent years, Changzhou city has become an integral part of China’s NEV industrial chain, serving as a hub for battery and photovoltaic development amongst suppliers like CALB Group, Star Charge and SVOLT, of whom are joining the show. Elsewhere, representatives from the Longquan Automotive Thermal Cluster like CCBA, HENGRUIFENG, Longquan Auto Parts and Thermal Management Industry Association, STAL, and Xin Jing will present a variety of products and solutions related to thermal management, in addition to the parts and components for new energy vehicles as a whole.

Furthermore, Hall 7.2 will focus on **Digital Solutions / Services** to amplify the integration of wider sectors like transportation, retail, e-commerce, the internet, and advanced technology, to name a few. These factors have significantly increased the competitiveness of companies and the overall complexity of the automotive industry. Digital technologies such as cloud computing, the Internet of Things, 5G, artificial intelligence, autonomous driving, and blockchain are permeating every aspect of the automotive sector to reshape perceptions of R&D, production, marketing, and services. Thus, the space will host a collection of leaders such as CassTime, JiZhun ERP and PANPASS, who are in the auto parts supply chain, e-commerce and chain stores. They are known for the highly evolved incorporation of the internet, big data and AI in manufacturing, distribution and the consumer market.

In addition to the New Energy & Connectivity and Digital Solutions / Services sectors, the exhibition will converge thousands of other exhibitors across six other sectors. **Parts & Components, Electrics & Electronics, Diagnostics & Repair / Body & Paint, Accessories, Customising, and Tyres & Wheels** will complete the comprehensive coverage of the entire supply chain.

The **Henglong Group** will make its debut, presenting steering system solutions for intelligent driving and advanced functions; **Phinia** will bring along hydrogen fuel cells, hydrogen internal combustion engine GDi technology, Delco Remy® starters and generators, and Hartridge – diesel fuel system test equipment; **SDS** will showcase torque-

vectoring electric drive system products; while **ZF** shall present intelligent chassis-related products.

Other leading brands will include the likes of ABT, ARN, AUTOBACS, BESITA, Biaobang, Big Red, Borsehung, Bosch, BOTNY, Brembo, Bright, Celette, China Changan, CIJAN, Continental, Doocar, Doublestar, Fabit, FAWER, GSWF, HASCO POWERTRAIN COMPONENTS, Hella, Hitachi Astemo, Jingzhongjing, Juncheng, Launch, LPR, MXR, Qingshan Industry, Shunli, Tech, TJNISSEKI, UNITE, Wanxiang, Winhere, WONDERFU, YAKIMA, YGL, YOKISTAR, Yuefu and more.

Special showcase areas and conferences spotlight the market's direction

The 2024 edition will continue to enrich every corner of the fairground with the Innovation4Mobility concept. The overarching theme will embrace transformative trends as well as amplify the upgrades in traditional solutions, which still have a foothold in today's market. From this perspective, three showcase areas, including the Innovation4Mobility Mainstage (Hall 5.1), Green Repair Area (Hall 6.2) and Customising x Tech Area (Hall 8.2), will revolve around the interplay between digitalisation, connectivity, sustainability, new energy and aftermarket services. To illustrate, the Mainstage will feature a collection of targeted forums, targeted networking, and product showcases to address opportunities in relation to the advancements of digital transformation, sustainable development, energy technology, AI, in addition to investment and cooperation both at home and abroad.

In addition, to reflect themes throughout the exhibition, the **International Automotive Industry Conference 2024 Presented by Automechanika Shanghai** will bring together leading brands, experts, professors and government representatives from around the world. Once again, the conference series, which includes one main summit and five related events, will cover major global automotive trends, forecasts, policy updates and opportunities moving into the future.

The series forms part of some 70 concurrent fringe programme events during the four days. To commemorate 20 years of serving the market, Automechanika Shanghai will also hold a number of special events leading up to the show. Parties interested in becoming a speaker, sponsor or taking part in a special event may get in touch with Emily He at Emily.He@china.messefrankfurt.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.

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Press information and photographic material:

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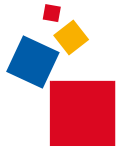
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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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