

Press release

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The 16th edition of Automechanika Shanghai 2020 closes, brokering new automotive trade fair experiences

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Rounding up a unique year, Automechanika Shanghai's physical fair closes its doors after successfully engaging with players worldwide through its hybrid platform, AMS Live. These onsite-to-online activities presented dynamic opportunities to reconnect the automotive ecosystem and further stimulate industry recovery. Preliminary participation figures portray the eagerness from companies to get back to business with many praising the show's efforts to boost market growth.

Key figures for Automechanika Shanghai 2020:

- Onsite visitors: 79,863
- Exhibitors: 3,845
- Scale: 280,000 sqm
- Online visits through AMS Live: 578,000 from 150 countries and regions
- 652 pre-arranged online and onsite business matching appointments
- 62 fringe events
- 49 hybrid programmes broadcasted on AMS Live

Despite ongoing travel restrictions rippling around the world, Automechanika Shanghai running as planned, from 2 to 5 December 2020, has reinforced market optimism in the automotive industry. Reaching across six continents, the show convened exhibitors from 29 countries and regions, maintaining its position as a global assembly point.

Activities at the National Exhibition and Convention Center, Shanghai, as well as many of the services and tools being offered to participants mirrored the latest trends and technological advancements spurred on by COVID-19.

For example, new integrated solutions powered by AMS Live created new lines of communication for onsite exhibitors connecting with global partners and prospective suppliers. One-to-one online meetings, business matching, chat rooms and agenda setting functions were just a handful of the features available. On top of this, livestreamed activities added a touch of excitement to the overall trade fair experience, producing innovative opportunities for companies to market their latest products, technologies and solutions to a wider online audience.

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

The show continued to promote the entire supply chain through seven dedicated sectors and three specialised zones. Synergy in **Parts & Components, Tomorrow's Service & Mobility** and **Electronics & Connectivity** shone a light on digitalisation and the growing desires from consumers to see greener industry. The **Diagnostics & Repair / Body & Paint, Accessories, Customising** and **REIFEN (Tyres & Wheels)** also reflected many of the cross-collaborative opportunities in the aftermarket. Elsewhere, the **Auto Manufacturing, Services & Supply Chain**, and **Remanufacturing zones** zoomed in on ground-breaking technologies and business models from industry leaders in their respective fields.

This year, organisers launched a range of new formats in the fringe programme for onsite and remote participants. The **Automotive Aftermarket Summit, AIAG Auto Parts Purchasing Leadership and Suppliers Summit, China Automobile Dealers Used Car Industry Development Forum, China International Tyre Industry Conference, International Summit of Connected-Vehicle Policies and Regulations** and **Tomorrow's Service & Mobility Summit** were amongst events relaying the latest updates and developments throughout the upstream and downstream supply chain. On top of this, many conferences, forums and webinars also discussed the effects of COVID-19 in the market and deeply examined the road to industry recovery.

A detailed final report, featuring comment and analysis from the show's exhibitors, visitors and organisers, will be available soon. For photographs, please download these from the 'Press' page at www.automechanika-shanghai.com.

The event is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint). For general information about the show, visit www.automechanika-shanghai.com. Please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728 or via email auto@hongkong.messefrankfurt.com for further enquiries.

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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 about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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

Automechanika Shanghai
Shanghai, 2 – 5 December 2020

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.