

automechanika
SHANGHAI

2 – 5.12.2024

National Exhibition and Convention
Center (Shanghai), China



**Innovate, transform:
driving a
sustainable future**

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

www.automechanika-shanghai.com



20 years of flourishing alongside the global automotive community

China's automotive industry continues to assert its global dominance in both production and sales, holding a leading position for 15 consecutive years. More recently, the new energy vehicle (NEV) sector has headed international records for nine consecutive years currently capturing over 60% of worldwide market shares¹. A steadfast commitment to NEV development has propelled the scale of China's core technologies market. It is fostering an open and competitive environment for fast-forwarding the advancement of electrification and intelligence across the global automotive industry.

The 2024 edition of Automechanika Shanghai, originating from a Messe Frankfurt brand in Germany founded in 1971, marks 20 years in the Chinese market. This edition will pivot on the innovations that are driving a sustainable future. In this regard, enhanced product showcases will spotlight rising trends, as well as unite industry players and a wider collection of stakeholders to navigate how to shape a greener tomorrow in the automotive industry.

In particular, Hall 5.1 will introduce the New Energy & Connectivity sector, presenting technologies and services related to NEVs, connectivity and autonomous driving, while Hall 7.2 will focus on Digital Solutions / Services to amplify solutions to implement industrial transformation and development.

China's auto market outlook in 2024²

Total vehicle sales

31 million units **3% ↑**

New energy vehicle sales

11.5 million units **20% ↑**

Total vehicle export

5.5 million units **12% ↑**



China's auto market review in 2023²

Production

Total **30.161** million **11.6% ↑**

New energy vehicles **9.587** million **35.8% ↑**

Sales

Total **30.094** million **12% ↑**

New energy vehicles **9.495** million **37.9% ↑**

Export

Total **4.91** million **57.9% ↑**

New energy vehicles **1.203** million **77.6% ↑**

Sources:

- "Chinese car companies off to good start, adding confidence to the global", XINHUANET, 8 February 2024, <https://qr.messefrankfurt.com/gf99e> (Retrieved: February 2024)
- "Automotive production and sales hit record high in 2023, exceeding 30 million units for the first time", People's Daily Online, 11 January 2023, <https://qr.messefrankfurt.com/t97e1> (Retrieved: February 2024)

What to expect at Automechanika Shanghai 2024?



350,000sqm
exhibition space



6,500
exhibitors



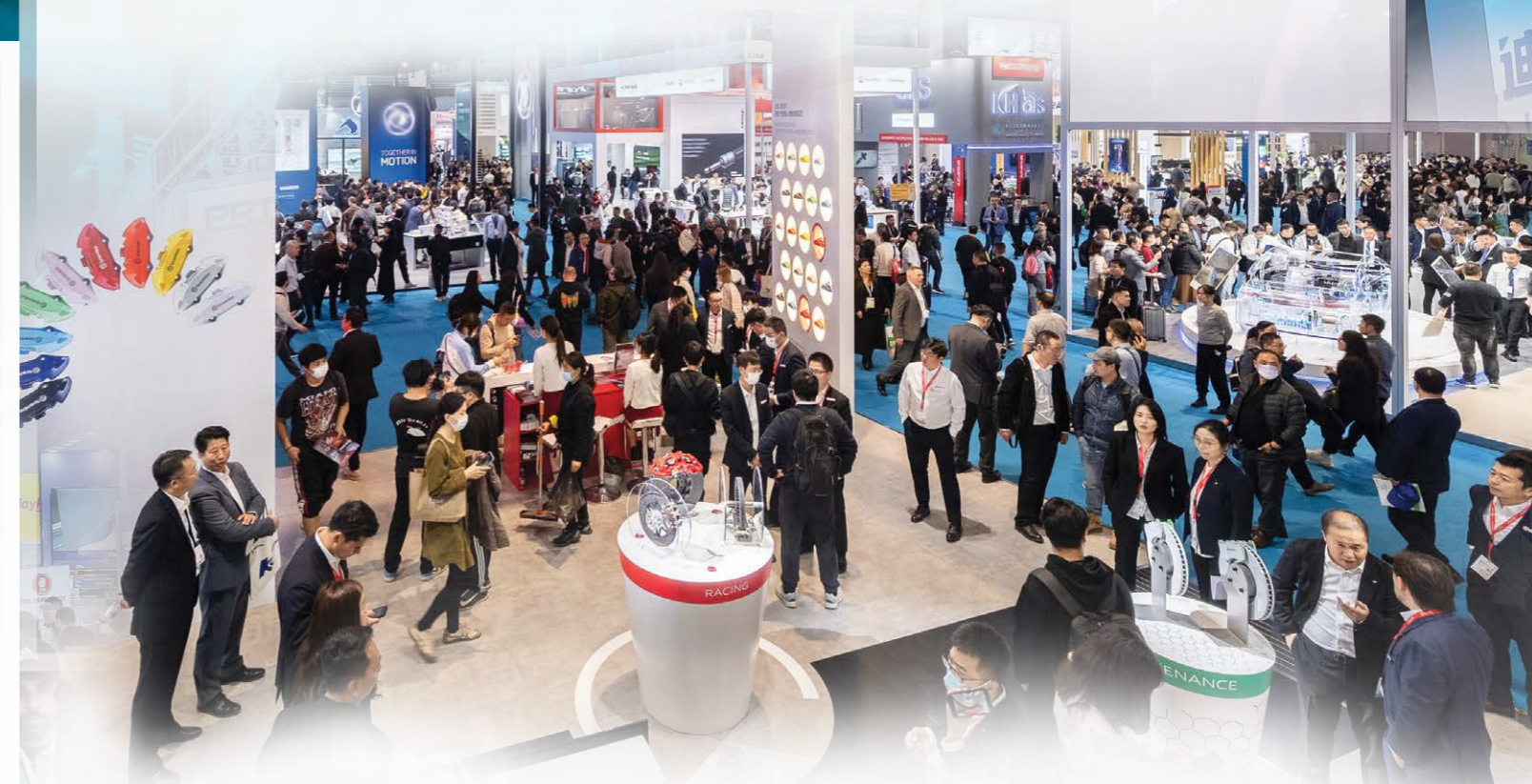
14
halls



70+
fringe events



3 Innovation4Mobility
Showcase Areas



Enhanced product portfolios cover the entire supply chain

- Parts & Components
- New Energy & Connectivity
- Electrics & Electronics
- Diagnostics & Repair / Body & Paint
- Accessories
- Customising
- Tyres & Wheels
- Digital Solutions / Services

*Source: Automechanika Shanghai 2023 Show Review

Your opportunities

- Technology, innovation and brand showcase
- Grow your business with global buyers, 87% of which have influence on purchasing decisions*
- Connect with key industry players through year-round activities
- Platforms for knowledge exchange
- Extensive resources from global partners, supporters, trade and mass media

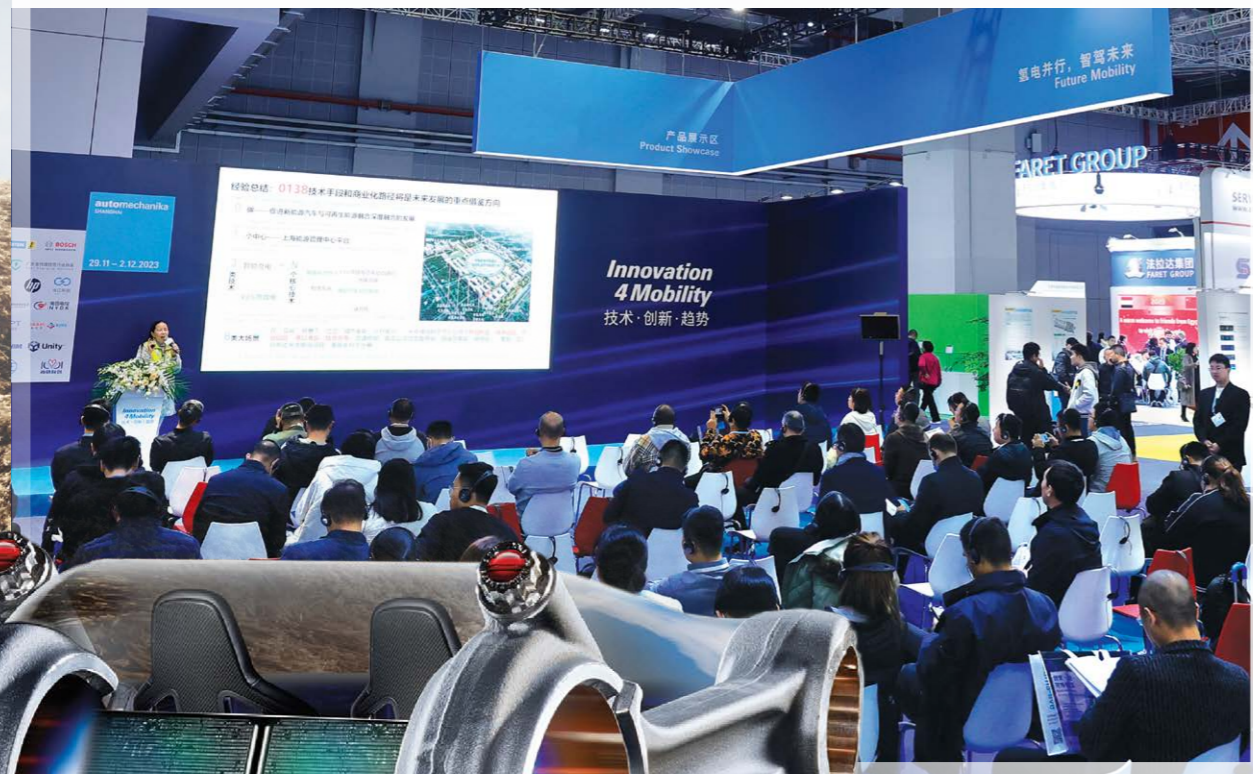
Innovation 4 Mobility

技术·创新·趋势

Innovation4Mobility will continue to transcend through the fairground. Three Showcase Areas, including the Innovation4Mobility Mainstage, Green Repair Area and Customising x Tech Area, will revolve around the interplay between digitalisation, connectivity, sustainability, new energy, and aftermarket services. These themes stem from the growing demand for new mobility solutions and sustainability in the automotive industry.

Innovation4Mobility Mainstage

As a prime area, participants can leverage the integrated facilities of a product showcase, forum area and networking lounge to celebrate the developments propelling the industry forward with like-minded people. This year, the area will encompass eight key topics reflecting the latest technological innovations and trends across the entire automotive supply chain. These include digital transformation, sustainable development, hydrogen energy, power batteries, intelligent chassis, vehicle-to-grid and intelligent charging, AI Large Language Models (LLM), and commercialisation of smart transportation.



Green Repair Area

The area aims to empower industry professionals by enhancing their aftersales service capabilities. It serves as a catalyst for promoting the sustainable growth of the automotive repair sector. Key topics include electrical system repair, sustainable solutions for body and paint, energy efficient car washing, aftersales services for charging stations, digital intelligent component maintenance, NEV insurance and rescue, battery recycling, low-carbon maintenance at stores, and new media.



Customising x Tech Area

The area will reflect the evolving consumer demands and personalisation in the customising market, showcasing a collection of modified car models, accessories and outdoor camping products. It places an emphasis on NEV customising whilst highlighting various scenarios such as motorsports, self-driving camping, and extreme off-roading.



Join us now

“ The Innovation4Mobility Mainstage provides traditional equipment manufacturers with the opportunity to familiarise themselves with AI SoC innovative technologies and their applications. We hope that companies from the aftermarket will utilise these new inventions to catalyse further technological advancements. Afterall, Automechanika Shanghai serves as an effective guide for industry trends and integrates high-quality resources.

Ms Vivian Yan, Marketing Director, Ambarella Shanghai Co Ltd (Exhibitor feedback)

”

Ignite global conversations

This year, the International Automotive Industry Conference 2024 Presented by Automechanika Shanghai will bring together leading brands, experts, professors, and government representatives from around the world, zeroing in on the developments and advancements within connectivity, digitalisation and sustainability, manufacturing and the supply chain, as well as import and export opportunities.



- International Automotive Industry Conference 2024 Presented by Automechanika Shanghai
- New Energy Vehicle Sustainable Development Forum 2024
- International Summit of Connected-Vehicle Policies and Regulations 2024
- Automotive Aftermarket Summit 2024
- Used Car Strategy and Development Forum 2024
- China International Tyre Industry Conference 2024

“ Industry friends informed me that the show is a valuable information source. The New Energy Vehicle Sustainable Development Forum 2023 proved incredibly insightful due to the current industry focus on environmental protection, which is closely linked to the development of new energy in the automotive sector. The discussion on battery recycling during today's session was particularly enlightening for me, as I anticipate its increasing relevance for the operations of my 4S store in the future.

Mr Wang Chunyu, After Sales Manager, Beijing Huayang Shuntong Automobile Sales and Service Co Ltd
(Audience feedback)

”

Let's celebrate 20 years together

A carefully-curated series of pre-show and on-site activities will offer participants prospects for technology showcasing, brand exposure, networking and business exchange.

Interested in becoming a speaker or participating in the anniversary activities?

Contact us now!

Ms Emily He
+86 400 613 8585
emily.he@china.messefrankfurt.com

automechanika

SHANGHAI

All about finding your ideal matches!

Match Up

Match Up is an online and onsite set up offering a personalised and targeted approach for buyers and suppliers from around the globe to connect and expand business activities.

Premium Buyers Club

An exclusive programme designed for key buyers. Value-added benefits and services can also enhance the trade fair experience, maximise networking opportunities, and offer valuable industry insights.

Members*: AUTODIS-AD GGROUP, Autojuntas Sau (AJUSA), AutoZone, Bardi Auto Zrt, Driv, E&Y Distributors Inc, Hitachi, Martex Sp. zo.o., SC Bardi Auto SRL and more.

Auto Tech Club

A programme dedicated to visitors from research and development areas. The in-depth understanding of target visitors means services can improve the efficiency for those exploring cutting-edge technologies.

Members*: Beiben, BWI Group, Ford, Foton Daimler, Geely, Jidu Auto, OE Qiche, Shanghai GM, Tongji University, Zhejiang University and more.

AMS Live

AMS Live empowers both remote and onsite users delving into a purchasing decision and capturing the latest market information through digital booths, exhibitor and product searches, business matching, appointment scheduling, and on-demand and livestreamed events.



Contact us for more benefits

**Partial list in 2023*



Your gateway to reach a global community



15,200
global press contacts



810+ media coverage
from 31 countries and regions



220,000+
social media followers through
Automechanika Shanghai's channels



45 government and
association supporters



220 million
online touchpoints and views



600,000+
global buyers database

Livestream achievements

In 2023, the show also received vast attention from both trade and mass media, with an accumulative viewership of value-added activities and livestreams now surpassing the 200 million mark across domestic and overseas channels.



Check out
local mass and
trade media
coverage

Key brands leading transformation

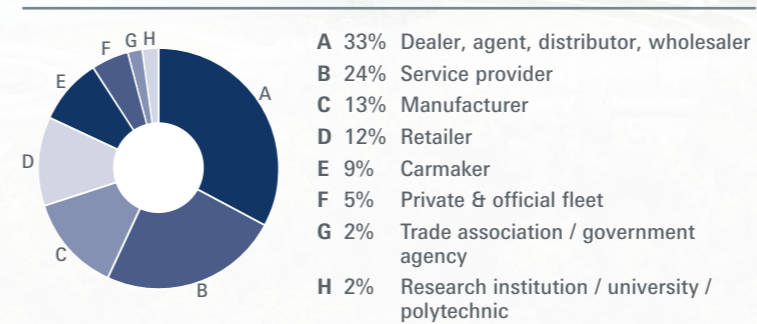


*Partial list from 2023 edition

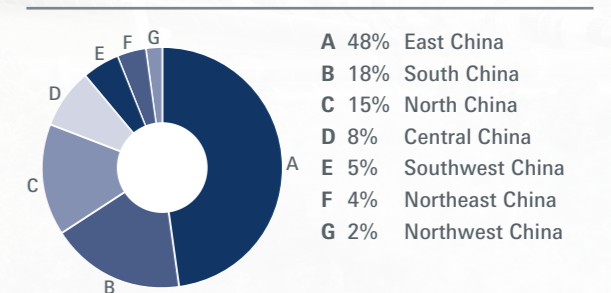
Quick facts 2023



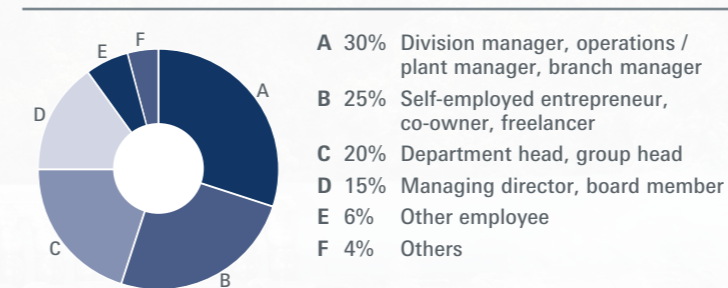
Visitor's nature of business



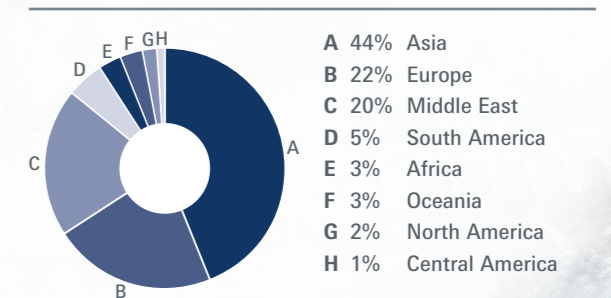
Local visitors by geographical location



Position in the company*



Overseas visitors by geographical location



*Source: Exhibitor and Visitor Survey 2023

^Over 100% due to multiple choice

Fair facts

Dates	2 – 5.12.2024
Opening hours	09:00 – 17:00 (2 – 4.12.2024) 09:00 – 15:00 (5.12.2024)
Venue	National Exhibition and Convention Center (Shanghai), China

Stand rental prices*

Zone A	Standard package (min 12 sqm)	RMB 2,800 / sqm
	Raw space (min 36 sqm)	RMB 2,500 / sqm
Zone B	Standard package (min 12 sqm)	RMB 1,500 / sqm
	Raw space (min 36 sqm)	RMB 1,200 / sqm

*Media package fee of RMB 2,000 is compulsory for all exhibitors.

Exhibit, visit or sponsor?

Contact us now!

Messe Frankfurt (HK) Ltd

35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong
☎ +852 2802 7728
auto@hongkong.messefrankfurt.com



Stay tuned



Automechanika Shanghai | 🔍

www.automechanika-shanghai.com