

automechanika

SHANGHAI

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

Show review 2020

Navigating a dynamic
automotive ecosystem



Hybrid event unites international and domestic markets

As one of the few large-scale automotive trade shows held in 2020, Automechanika Shanghai tackled global sourcing needs by drawing upon its concept of an automotive ecosystem. It zeroed in on collaborative opportunities and automotive advancements along the supply chain, captured the latest market information, and radically bolstered its digital services to meet market demand.

3,845 exhibitors from 29 countries and regions

280,000 sqm across 15 halls

79,863 onsite visitors from 53 countries and regions

578,000 page views on AMS Live from 150 countries and regions

62 fringe programme events



Key global players cover the entire supply chain

Parts & Components

Anhui Zhongding, Brembo, China Changan, China North Industries, CNC, Cummins, Dong Feng Industrial*, Dongan, FAWAY, F-Diesel, FMG, Ford Motor China*, Foton Motor, GSP, HASCO Powertrain Components Systems, Hengst, Lucas, Luoshi, Mahle, Michelin Lifestyle, Quanchai, REMSA, RHBrakes, SAIC MOTOR, Tec Alliance, TMD, Wanxiang, WEIFU WORKING, Xinchai*, Yuchai, Zhongmou and Zynp Group

Accessories

Amsoil, BOTNY, CHEPU, COPTON, CSIC, Delian, Eni, FUCHS, HUITIAN, Ido, JINCOOL, LIQUI MOLY, Lopai, LUKOIL, MOTUL, SONAX, Veslee and Zero Mileage Lubricant

Customising

AIDO, Anebula, Azoga, CARLAS, Ether, MP Concepts, Shuangxing Color Plastic, STRONA, TEIN, Unionevo and ZhongWeiZhiTou

Electronics & Connectivity

ACHR, APG, Black Sesame*, CHANGHUI, CHAOLI, CRRC, DEYE, GoHigh Data, Horizon Robotics*, JILONG, JUGUANG, KUS, Qiming, Riyong-JEA, SMVIC, SOGREAT, Suzhuo DSM, VIE, Wanan, YABOLAN, Yangming, Yunyi and Leoch Battery*

Tomorrow's Service & Mobility

Diagnostics & Repair / Body & Paint

Autel, Baozhongbao, Bright, DeVilbiss, Doocar, EAE, Launch, SATA, SUNSHINE, TCE, THINKCAR*, UNITE and Würth

REIFEN (Tyres & Wheels)

Doublestar, Huasheng, Juncheng, Kyoto, Wanli and Zodo

Service & Supply Chain zone

Aliexpress, Autoyong, Bangbang, Carzone, Cheling, eBay, Homotor, Jauto, KZMALL, Mancando and SORL

*Exhibiting for the first time



Exhibitor: Mr Terry Zeng, COO, New Sorl Auto Parts (China)

"Under the prevailing 'Dual Circulation' policy in China, Automechanika Shanghai further stimulates the internal circulation of China's automotive industry, boosting market confidence at the same time. As a professional show with a strong reputation, we always meet high-quality suppliers. It is always an excellent opportunity for us to increase our brand awareness, speak to new clients and collect industry information."

#ams-live bridges onsite and remote participants

Automechanika Shanghai launched a new integrated platform, AMS Live as a lifeline for overseas players unable to physically join the show. It broke the geographical boundaries so that the show not only took place onsite but simultaneously in a digital setting. The online platform featured a dedicated marketplace, livestreaming, one-to-one meetings, business matching, chat rooms, agenda setting functions and more to replicate crucial face-to-face interactions through digital channels of communication.

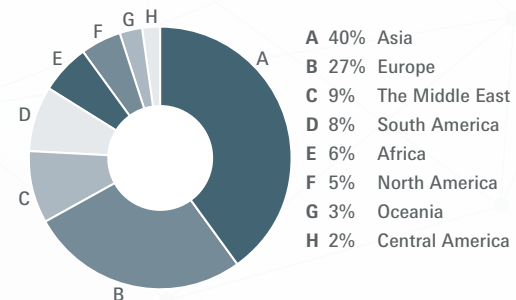
578,000 page views
from 150 countries and regions

89% have full or partial
purchase decision

72% top management

68% overseas users

Online overseas visitors by geographical origin



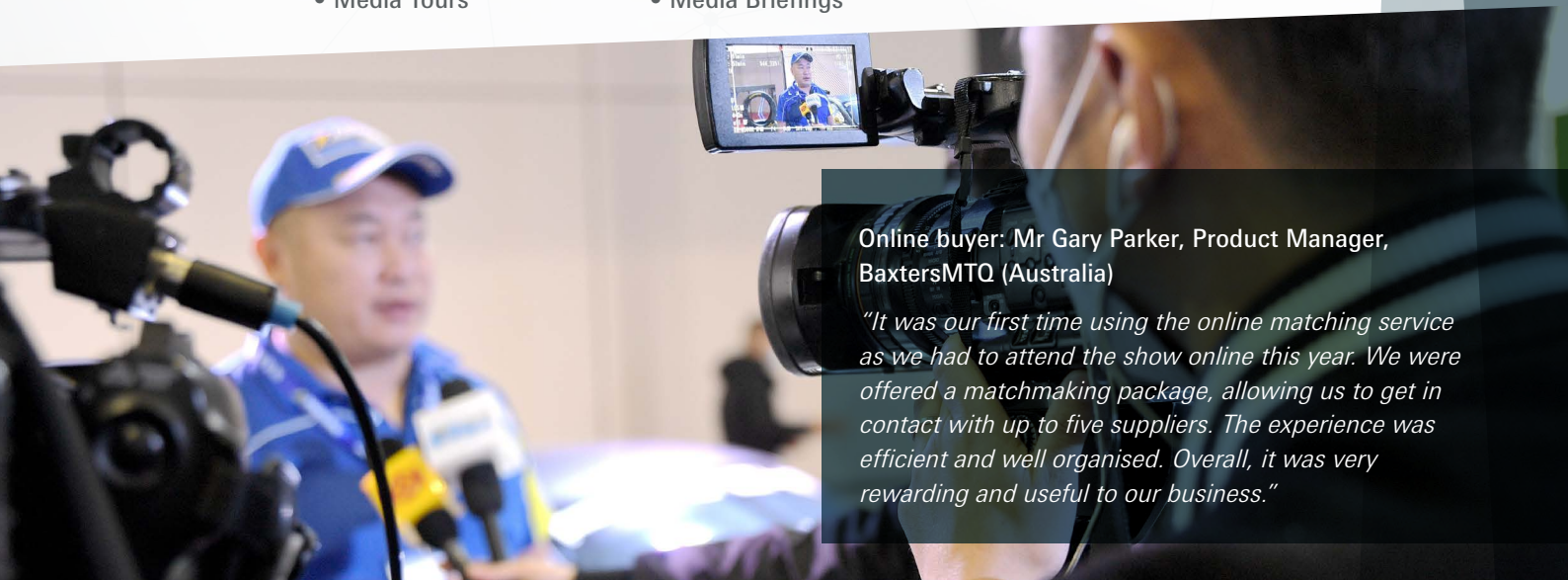
*2020 visitor survey

Hybrid & Trade Promotion zone

The zone was introduced to facilitate real-time conversations between overseas exhibitors and onsite visitors through the internet. The zone attracted 29 exhibitors from 13 countries and regions.

49 hybrid events streamed

- AMS News
- Media Tours
- Specialist Talk
- Media Briefings
- Repair Master



Online buyer: Mr Gary Parker, Product Manager,
BaxtersMTQ (Australia)

"It was our first time using the online matching service as we had to attend the show online this year. We were offered a matchmaking package, allowing us to get in contact with up to five suppliers. The experience was efficient and well organised. Overall, it was very rewarding and useful to our business."

Business matching prompts collaboration and recovery

652 onsite-to-online meetings

34 participating countries and regions

Pre-arranged and one-to-one meetings

The organisers facilitated seamless experiences for both onsite and remote players. The programmes stimulated meaningful business discussions and encouraged fairgoers to contact and connect with overseas participants in relation to future collaboration.

Buyer presentations

It offered a stage for global buyers to communicate their sourcing requirements. Participants were able to review their international expansion strategies and associated business opportunities with experts from Africa, Australia, the Middle East and Russia.



AMS Live Space

The space was equipped with high-speed internet, conference facilities and sound proof cubical for participants to engage in meetings smoothly.



Exhibitor: Mr GaoWen Li, Marketing Product Manager, Qingdao Copton Technology Co Ltd (China)

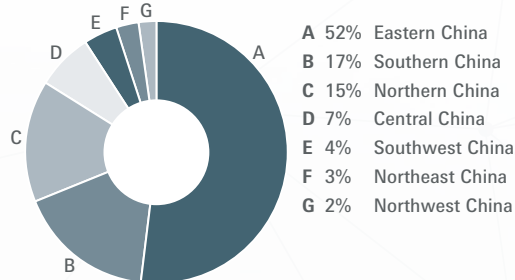
"This is the first time that we have taken advantage of the show's matchmaking activities. Through this value-added service, we have been able to access numerous high-quality buyers. It is very efficient and has saved me a lot of time in my pre-show planning and onsite meetings. I would say it is a win-win for both suppliers and buyers."

High praise from across the automotive ecosystem

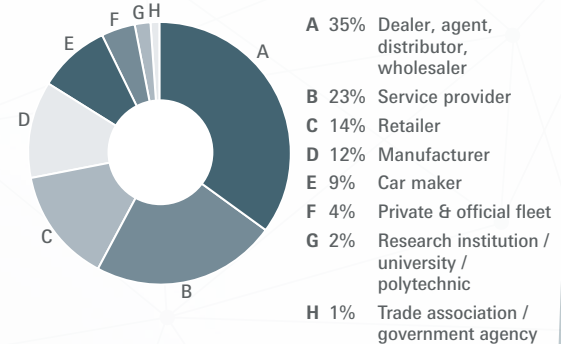
84% were satisfied with their visit to the show

84% achieved their visiting objectives

Chinese visitors by geographical location



Visitor's nature of business



Exhibitor: Mr Renhai Jiang, CEO, Zhejiang Fast Accurate Car Service Network Technology Co Ltd (China)

"Our company is currently focusing on the domestic market. During the show, we have received many enquiries and connected with plenty potential customers. I have noticed the quality of visitors has improved, with many having clear sourcing objectives during our conversations."

Buyer: Mr Qiang Chen, Founder / Chairman, Zhejiang Hydrogen Valley New Energy Vehicle Co Ltd (China)

"I am impressed by the strong turnout of participating companies amidst the pandemic. To embrace the rise of new energy vehicles and tomorrow's service and mobility, the show has become an important destination for networking and exploring new technologies and achievements that are setting out development trends for the industry to follow."

An inclusive onsite-to-online fringe programme

62 fringe events

49 hybrid programme broadcast on AMS Live



Conference highlights

Automotive Aftermarket Summit 2020

The summit delved into the current situation of the global automotive aftermarket and how to build an efficient value chain. An expert panel of onsite and remote speakers discussed the impact of COVID-19 in the aftermarket.

AIAG Auto Parts Purchasing Leadership and Suppliers Summit 2020

The conference provided actionable processes and tools to address emerging challenges in the automotive supply chain caused by disruptions from the pandemic.

China Automobile Dealers Used Car Industry Development Forum 2020

Players examined policies, developments and opportunities for the used-car market.

China International Tyre Industry Conference 2020

The event analysed developments in the global tyre market, policies, exports in the post-pandemic era and future prospects in 2021.

International Summit of Connected-Vehicle Policies and Regulations 2020

The summit focused on development and commercialisation trends in China's connected-vehicles industry. It also explored many of the latest policies and regulations in the transformational market.

Tomorrow's Service & Mobility Summit 2020

In-depth discussions focused on future travel and how traditional automobile manufacturers are embracing AI, car connectivity, and human-to-vehicle interaction using 5G.



Media coverage

The fair takes advantage of its global network in the mass media, trade and online news journals

Argentina

- Grupo Faros

Australia

- BodyShop News

Brazil

- Mercado Automotivo

China

- 315che.com
- 360CHE.com
- 86wheel.com
- Acqiche
- ASWORLD
- Auto Business
- Auto Driving & Service
- Auto Electric Parts
- Auto Equipment
- Auto Maintenance & Repair
- Auto Manufacturing Engineer
- Auto Mintenance
- Auto Parts
- Auto Parts Commercial Express
- Auto Review
- Auto Sports
- Auto.iecity.com
- Auto.ifeng.com
- Auto.qq.com
- Auto.sina.com.cn
- Auto.sohu.com
- Autochina360.com
- Autochinazh.com
- AUTOHOME Inc
- Autoknow
- Automobile & Parts
- Automobile Technology
- Beijing Auto News
- Beijing Communication Radio
- Beijing Evening News
- Bent.com.cn
- BITAUTO
- Carnets.cn
- Changchun Daily
- Chebailian
- Chebrake.com
- Chehoumofang Channel
- Cheychez
- Chief Mintenance
- China Automobile and Aparts Parts Purchase Guide
- China Automotive News
- China International Conference Exhibition
- China Media Group
- China Trade News
- Chinaautosupplier
- ChinaRTA.com
- China's Foreign Trade
- Chongqing Radio and Television Station
- City TV
- CNS Shanghai Branch
- Commercial Vehicle
- Design and Manufacture of Diesel Engine
- DIYIQCHEJITUANBAO

- Dongchediapp.com
- Eastday.com
- Economic Daily
- Eefocus
- Eeworld
- Gasgoo
- German Chamber Ticker
- Global Times
- Greenjn
- Guangdong Radio and Television station
- Guangzhou Daily
- Hc360.com
- Huaxi City News
- Huzhou Communication Radio (FM98.5)
- Industrysourcing.cn
- International Business Daily
- Jinhua Communication Radio (FM94.2)
- Jx.cn
- Labour-daily
- Ldrubber.com
- Lubricant Guidebook
- Lubricant Information
- Lubricant Market
- Modern Automobile Industry
- Modiauto.com.cn
- Ofweek
- Pcauto.com.cn
- Qctester
- Qctms.cn
- Qilu Evening News
- Rubber Vision
- ShanDong radio and TV station
- Shanghai Auto News
- Shanghai Media Group
- Shanghai Media Group-channel max
- Shanghai Morning Post
- Shanghai Online Information Network
- Shanghai Science and Technology
- Shanghai Traffic Radio (FM105.7)
- SICHUAN NATIONAL RADIO
- Taizhou Communication Radio
- The Paper
- The People's Daily
- The Rubber & The Tires
- The Travel Channel
- Tire Industry
- Tire World
- Toman-Micro Electronics
- TUC
- Vogel Industry Media
- World Vision
- autopeitao.com
- rubb.cn
- sinolub.com
- Xcar
- Xinhua News Agency (Shanghai Branch)
- YIMA
- YP361.com
- Zhejiang Radio and Television Station

Egypt

- Automobile Magazine
- Spark Consultancy

France

- Après-Vente Auto

Germany

- Arrive
- Autohaus

India

- 10 Times
- Auto Motor World
- MotorIndia

Italy

- Area di Servizio
- Notiziario Motoristico

Korea

- Automotive Electronics Magazine
- Car&Tech
- CARPOS
- Global AutoNews

Malaysia

- Asian Buses and Asian Trucker
- TopGear Malaysia
- Truck & Bus
- The Tyreman Magazine

Mexico

- Motor a Diesel
- PORTAL AUTOMOTRIZ

Poland

- Nowoczesny Warsztat

Russia

- Automotive Parts and Prices

South Africa

- Automotive Business Review

Spain

- Posventa.info

Taiwan

- Asia Pacific Trade News
- Benchmark Media Int'l Corp
- CENS
- Taiwan Automotive Insider

Thailand

- Thai Automotive Industry Association

Turkey

- Auto Sub Industry
- Vehicle Interior And Exterior Parts
- Vehicle Seat World

The UK

- Just Auto

The US

- Aftermarket Business World
- Aftermarket Intel
- Aftermarket International
- Automotive Industries

*Countries and regions

Partners and supporters

Organisers

Messe Frankfurt (Shanghai) Co Ltd
SINOMACHINT - China National Machinery Industry International Co Ltd

Associate supporters

China Chamber of Commerce for Import & Export of Machinery & Electronic Products
China Ocean Aviation Group Incorporation

Local supporters

- Anhui Association of Automobile Trades
- Auto & Motor Parts Chamber of Commerce of National Federation of Industry and Commerce
- Beijing Association of Automobile Manufacturers
- Beijing Automotive Maintenance and Repair Trade Association
- China Aluminium Wheel Quality Association
- China Auto Maintenance Equipment Industry Association
- China Automotive Maintenance and Repair Trade Association
- China Council for the Promotion of International Trade, Ningbo Sub-Council
- China Council for the Promotion of International Trade, Shandong Sub-Council
- China Council for the Promotion of International Trade, Shanghai Pudong Sub-Council
- China Council for the Promotion of International Trade, Taizhou Branch
- China Council for the Promotion of International Trade, Zhenjiang Branch
- Circulation Industry Promotion Center of Ministry of Commerce, People's Republic of China
- Cixi Auto & Motor Parts Industry Association
- Commercial Vehicle Branch of China Association of Automotive Manufacturers Aftermarket Committee
- Committee for Vehicle Use Motor & Electrical Appliances of CAAM
- Guangzhou Motor Vehicle Repairing Association
- Hebei Auto Maintenance Equipment Industry Association
- Hebei Auto Parts Industry Association
- HKAPIA – Hong Kong Auto Parts Industry Association
- Related Industry Branch of China Association of Automobile Manufacturers
- Ruian Automobile Motorcycle Parts Industry Association
- Shanghai Federation of Industry and Commerce of Auto Maintenance and Repair Equipment Chamber of Commerce (SAMRC)
- Shanghai Automobile Maintenance & Repair Trade Association
- Shanghai Automotive Parts Industry Association
- Trade Development Bureau of Ministry of Commerce, People's Republic of China
- Yingkou Auto Maintenance Equipment Industry Association
- Yuhuan Automobile & Motorcycle Fittings Association
- Zhejiang Association of Automobile Manufacturers

International supporters

- | | |
|----------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| AAAA – Australian Automotive Aftermarket Association | MARii – Malaysia Automotive, Robotics & IoT Institute |
| AASA – Automotive Aftermarket Suppliers Association (USA) | MEMA – Motor & Equipment Manufacturers Association (USA) |
| ASA – Federal Association of Manufacturers and Importers of Automobile Service Equipment (Germany) | MERA – The Association for Sustainable Manufacturing (USA) |
| BEM – German Federal Association for eMobility | NAPAC – Nippon Auto Parts Aftermarket Committee (Japan) |
| EEC-EG – The Engineering Export Council of Egypt (Egypt) | OAC – Overseas Automotive Council (USA) |
| EGEA – European Garage Equipment Association (Belgium) | OIB – Uludag Automotive Industry Exporters Union (Turkey) |
| HDMA – Heavy Duty Manufacturers Alliance (USA) | SERNAUTO – Spanish Association of Automotive Suppliers |
| JAPIA – Japan Auto Parts Industries Association | SMMT – The Society of Motor Manufacturers and Traders (UK) |

Next edition

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Venue: National Exhibition and Convention Center (Shanghai), China

www.automechanika-shanghai.com



Enquires

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