

news +++ Automechanika Shanghai

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

automechanika
SHANGHAI

Automechanika Shanghai 2024's 20th anniversary edition opens today to unmatched participation of exhibitors and speakers ready to spotlight a sustainable future

Shanghai, 2 December 2024. Automechanika Shanghai 2024 opened its doors today with a record breaking 6,763 exhibitors, an increase of 20 percent compared to last year's event, including 17 overseas country and region pavilions for its 20th anniversary. This year's fringe programme is the show's largest to date, with over 81 events paving the way for plenty of opportunities for networking, information exchange, education, and training. The fair will run until 5 December, covering over 350,000 sqm and 14 halls of the National Exhibition and Convention Center (Shanghai).

At today's press conference, Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, said: "The automotive sector has developed into a key pillar of China's economic growth and Automechanika Shanghai has grown alongside it over the last 20 years. Previously, the show was a platform for Chinese companies to learn about advancements in the overseas automotive markets. It has since become an opportunity for the world to engage with the latest developments in the market. Just as China has taken the lead in green practices, so has Automechanika Shanghai, not only with its eco-friendly back of house processes, but also through the exhibitors and speakers across various sectors, Innovation4Mobility Showcase Areas, and over 80 fringe programme events."

Similarly, Ms Li Zhang, General Manager of China National Machinery Industry International Co Ltd stated: "Driven by sustainability, connectivity, autonomous driving, battery charging and swapping, the automotive industry in China is growing exponentially. This has resulted in the production and sales of new energy vehicles accounting for more than 60 percent of the world's total. China's strength within the industry is reflected through the variety of international players at Automechanika Shanghai 2024, who have travelled to view the latest innovations from this market and share advancements from their countries. Looking forward, we will continue to offer more professional services to all participants."

Record participation highlights

The 2024 edition of the show will see its largest participation yet, with a substantial number of exhibitors, speakers, and fringe programme events setting the scene for a week of collaboration, learning and innovation. Industry leading brands and manufacturers are set to display their latest products shaping the industry throughout the fairground.

Some of these key exhibitors include **Bosch**, which is highlighting environmentally friendly initiatives such as packaging materials, remanufactured parts, old parts recycling, and talent development; **ZF**, which is showcasing new solutions in remanufacturing and diagnostics, including the ZF [pro]Diagnostics SmartCheck 001 system; **PHINIA**, whose booth features hydrogen fuel cell technology, hydrogen internal combustion engine GDi technology, and the Hartridge diesel fuel system testing equipment; **SDS**, which is showcasing electric drive

system products; and **Henglong Group**, debuting with steering system products with advanced functions for intelligent driving.

The show enhances its offerings to visitors through the comprehensive collection of advanced technologies changing the global landscape in the **New Energy & Connectivity** sector (Hall 5.1), spanning over 26,000 sqm of exhibition space, and hosting over 470 exhibitors. This pocket of the show ground emphasises sustainable mobility and the increased adoption of new energy vehicles, while also leveraging China's leading position in connected and intelligent car developments to display the latest growth in this sector. Some highlighted exhibitors include:

- CALB: offering a full range of power battery solutions and innovative products relating to specific energy, safety, battery life, ultra-fast charging, and all-weather performance areas.
- Rsemi: focusing on the design and development of automotive chips and has brought the world's first 16Gbps high-performance automotive SerDes chip, the R-Linc chip, to the show.
- Shedrive: presenting a full range of new energy electric drive system products, including the three-in-one electric drive system, 800V SiC motor controllers, 8-layer oil-cooled flat wire motors, innovative N-pin technology, and more.
- Youkong Zhixing: showcasing intelligent driving systems, central computing units, new energy vehicle electronic control systems, and more.
- HESAI: leader in the research and manufacturing of LiDAR technology to support ADAS in passenger and commercial vehicles, autonomous vehicles, as well as various intelligent robot applications.

Altogether, over 2,000 exhibitors are presenting new energy and connectivity products over the week. For example, **Launch Tech** from the Diagnostics & Repair category features the latest products for new energy vehicles, showcasing the transition from traditional to AI diagnostics. Additionally, **ZC Rubber Group** is introducing the Chaoyang No.1 EVPRO series of high-end new energy tyres with patented technologies for quietness, superior grip, and energy efficiency.

Other key exhibitors are Autel, BASF, Black Sesame, BOP, Borgwarner, Bright, Continental, Dana, EAE, FAWAY, FAWER, Forvia Hella, Goodyear, HASCO POWERTRAIN COMPONENTS, Hitachi Astemo, Horizon Robotics, New SORL, Niterra, Qisheng Powertrain, Sanhua Automotive, Total Lubricants, TUNAP, Tuopu, YAKIMA, and more.

Exhibitors and buyer groups representing every sector and region

The globalisation of the industry and influence of China's market is reflected through the show's 17 overseas country and region pavilions, accounting for 290 exhibitors. One highlight is the German pavilion, with **SEG Automotive Germany** presenting their high-voltage drive system and high voltage e-drive controller. Other key exhibitors featured here include **MAHA** and **BASF**.

Türkiye's pavilion is another cause for excitement, which features companies such as **Seger**, the country's largest horn producer; **NSK**, who cover a wide array of products for steering, suspension, hydraulic and forged parts for a range of different vehicle types; and **MCT**, Türkiye's sole NOx sensor manufacturer.

In addition to these international showcases, the domestic pavilions allow global and domestic players to gain insights into the intricacies of production throughout China. For example, the Changzhou pavilion hosts brands such as CALB, Cando Solar, Fisher, Horwin, Huapeng Instruments, and StarCharge. Moreover, the Longquan pavilion exemplifies the

strength of its New Energy Vehicle (NEV) thermal management sector through its 11 exhibitors.

This year's edition also sees an event-high 215 buyer groups attending the fair with the aim of sourcing new technologies, solutions, information and networks to introduce to their respective domestic markets. Included in this figure are 146 delegations from Mainland China, and 69 overseas buyer groups from over 50 countries and regions. New visiting groups from Albania, Cyprus, Jordan, Kazakhstan, Netherlands, Uzbekistan and Spain have been added to the list of international attendees.

Navigating specialised zones for a targeted sourcing experience

This year, there are many specialised areas around the show floor that examine topics related to digitalisation and sustainability, including the **Digital Solutions / Services** area (Hall 7.2), which aims to amplify big data, the internet, and artificial intelligence in manufacturing, distribution and the consumer market. The sector contains key exhibitors such as Changxingzhe, Enoch, PanPass, New SORL, Super Factory, and more.

Another key feature showcasing the importance of the circular economy and sustainability is the **Remanufacturing Zone** (Hall 6.1). Over 70 exhibitors offer a diverse range of remanufactured products such as engines, transmissions, car lights, and turbochargers, while also hosting seminars on policies and sustainable development within the industry.

Fringe programme provides business and learning opportunities on an unprecedented scale

More speeches and discussions will be held throughout Automechanika Shanghai's 81 fringe programme events, another show record, where over 400 speakers are set to discuss the future of automobiles. As part of this, the popular **International Automotive Industry Conference 2024 Presented by Automechanika Shanghai** returns. Other highlighted conferences include:

- International Automotive Industry Talent Development Conference 2024
- Global New Energy Vehicle Technology Innovation Summit 2024
- Smart Electric Mobility Innovation 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

If you would like to find out more about the fringe programme, please head to www.automechanika-shanghai.com/events

In addition, the Innovation4Mobility Showcase Areas return to illustrate the evolution of vehicles and the associated smart, connected technologies. The three featured focus spots for visitors to explore are the **Innovation4Mobility Mainstage** (Hall 5.1), the **Green Repair Area** (Hall 6.2), and the **Customising x Tech Area** (Hall 8.2). The concept once again promotes innovation across the value chain, tackling opportunities presented by the new era of vehicles, and propelling the industry forward with sustainable innovations. In addition, it addresses certain challenges that accompany rapid development, such as the growing need for skilled labour.

20th anniversary events

There will also be five special 20th anniversary events for attendees to enjoy. These include:

- Walk for Nature to support community tree planting

- Quest for a Racing Master simulated driving contest and Supercar & Coachbuild at Hall 8.2
- Yangtze River Delta Industrial Visits featuring tours of factories and research institutions.
- Visiting Routes of Exhibition Highlights for a more targeted experience within the suggested routes
- 20th Anniversary Live Broadcast for a glimpse of fair attractions

For more information on the 20th anniversary events, please visit www.automechanika-shanghai.com/20thanniversary

Automechanika Shanghai 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.

- End -

Press information and photographic material:

www.automechanika-shanghai.com/press

Automechanika Shanghai@Social Media:

www.facebook.com/AutomechanikaShanghai

www.linkedin.com/in/automechanika-shanghai-ams-a240a851

www.instagram.com/automechanika_sh

#automechanika #sustainability #innovation



Your contact:

Suzy Heston

Phone: +852 2238 9907

Suzanna.Heston@hongkong.messefrankfurt.com

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

www.messefrankfurt.com.hk

www.automechanika-shanghai.com

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