

## Presse · Prensa Stampa · Press

Automechanika Asia - Asia's International Automotive Trade Fair from Design to Maintenance and Recycling, vom 12. bis 15. November 2003 in Kuala Lumpur, Malaysia:

- **Quality visitorship at Automechanika Asia 2003 confirms her position as a leading regional trade fair for the automotive industry**
- **Off to a promising start, Automechanika Asia received positive sentiments from participating exhibitors**

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### Final report

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Automechanika Asia 2003 ended on a high note on November 15 2003, after 4 eventful days, in Kuala Lumpur, Malaysia.

Covering a space of some 7,300 square metres, with 115 exhibitors from 18 countries, the trade fair attracted 3,515 trade visitors from 46 countries, with more than 25% of visitors coming from outside Malaysia. Considering that this is the first time Automechanika Asia is held in Malaysia, the quantity of visitorship attained is highly promising. Not limited to Asia, a substantial percentage of visitors came from Europe, America and the Middle East. Besides, visitors from the Pacific, South America as well as Africa attended Automechanika Asia 2003.

“The profile of visitors at this trade show underlined the interest which automotive industry professionals have for such a trade show in Malaysia,” remarked Mr Gerhard Gladitsch, Member of the Board of Management of fair organizer, Messe Frankfurt.

“Visitors travel long distances not just to sniff out potential business deals in the Malaysian and Asean markets, but also

to get to know their competitors in terms of industry know-how and technical developments. This is why such a trade fair like Automechanika Asia, supported by strong industry programmes, as a platform for the sharing of knowledge becomes more important”

### **Exhibitors confident about the potential of Automechanika Asia**

Showcasing a unique combination of automotive technology and innovation, products and services for OEM and REM suppliers and the aftermarket, workshop and garage equipment, exhibitors at Automechanika Asia 2003 have expressed positive sentiments about the trade fair.

“The Sachs Model Workshop attracted many good quality visitors from Malaysia and the Asean region. Automechanika Asia has been extremely positive for us and our partners, and we definitely look forward to the next show in 2005,” said Mr Daniel Binder, Managing Director of ZF Trading Asia Pacific Pte. Ltd., Official Sponsor of the Sachs Model Workshop, a highlight at this year’s Automechanika Asia.

Sharing similar view is Mr Bruce Blannin of Lubrimaxx Pty Ltd., “Yes, the show went really well for us. As a result, I am setting up manufacturing in Malaysia”.

Australian exhibitor Powerdown, a manufacturer of suspension components and shock absorbers for trucks, buses and 4 x 4’s, believed the trade fair has been excellent in achieving Powerdown’s objectives of gaining brand recognition and achieving further market exposure in Malaysia and the ASEAN automotive markets.

San Ho Industry Inc’s Marketing Manager, Mr Albert Wu said, “Many buyers came for the show and we met our target important buyers at the first opening day! Now we are discussing cooperation details”.

Mr Myers Wu, General Manager of Profit Raise Group Ltd held that the market is full of potential. He said, “The exhibition and buyers are all very professional. We are surprised this market

is highly interested in high technology oil additive, and we are discussing agent contract with a client we met at the show”.

### **Automechanika Academy 2003 sees overwhelming response**

The first Automechanika Academy, held in conjunction with the trade fair, received overwhelming response for all of the 6 sessions conducted.

The Automechanika Academy began with a session on “Opportunities in ASEAN – with special emphasis on the Malaysian automotive industry” by Mr G. Alagasan, Director, Sectoral Policy I, Ministry of International Trade and Industry, Malaysia.

Mr Alain Montredon, Senior President, Aftermarket Worldwide Renault/Expert Consultant, Aftermarket Operations for Vehicle Manufacturers, presented on “Aftermarket Trends in Europe”. This was followed by a session focusing on “New Partnership in the Supply Chain in the European Automotive OE Market; Piemont experience and presentation ‘From Concept to Car’”, conducted by Mr Ferruccio Blanc, International Director Executive Manager – Automotive and Industry Systems Promotion, Foreign Trade Office Piemonte Chambers of Commerce.

Mr Tony Leow, Vice President, Malaysian Automotive Component Parts Manufacturers, lectured “The Malaysian Automotive Component Parts Industry – Challenging Times Ahead”. Mr Klaus Burger, Sales Director of MAHA Maschinenbau Haldenweg GmbH & Co. KG, gave a presentation on “Emission Regulations – Our Chance to Improve Life Quality – Clean Air”. The final session for the Academy was “Making Cooperation with Malaysian Automotive Industry a Success – a Guideline to Jump the Intercultural Barrier” given by Dr Rainer Herret, Executive Director, Malaysian-German Chamber of Commerce and Industry.

This highly positive response is an unequivocal sign of the role Automechanika Asia plays as an authoritative knowledge sharing and exchange platform among experts in the automotive industry.

### **Exhibitor wins trip to visit Automechanika 2004**

To reward supporters of Automechanika Asia, a lucky draw to visit the flagship Automechanika 2004 in Frankfurt, Germany, organized by Messe Frankfurt was conducted during the trade fair. Ms Wendy Ng of exhibitor, Unipac Engineering (M) Sdn. Bhd, has won a fully-paid trip to Automechanika from September 14-19, 2004.

### **About Automechanika Asia**

Automechanika Asia is organized by Messe Frankfurt and is endorsed by the Malaysia External Trade Development Corporation (MATRADE), with support from key industry and trade bodies, such as the Malaysian Automotive Parts Alliance Group (MAPAG) and the Malaysian Rubber Products Manufacturers' Association.

Automechanika Asia is part of the Automechanika global brand – the world's leading automotive trade fair from design to maintenance and recycling.

For More Information, please Contact:

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