

news +++ Automechanika  
Frankfurt am Main, 14. - 16. September 2021



## Automechanika Frankfurt with new concept for 2021

**Frankfurt am Main, 03.05.2021. This year's Automechanika Frankfurt, from 14 to 16 September, will be unlike any other with its once-only 'Digital Plus' format. In addition to a compact physical exhibition, Automechanika's primary focus is on offering all participants the opportunity to network and present their companies digitally. The new offer, which is currently being introduced to the industry, reduces trade fair preparations to a minimum. Next year, the leading international trade fair will return to its familiar format on the Frankfurt exhibition grounds from 13 to 17 September 2022.**

Organisers have decided to change course regarding preparations for the first-ever hybrid Automechanika, at least for the physical exhibition. Detlef Braun, Member of the Executive Board of Messe Frankfurt: „As a result of the continuing difficulties posed by the pandemic, we will not be able to satisfy our customers' expectations for a leading international trade fair this September. Not only does the event require official approvals, but it also has to be possible to travel internationally. Yet this does not change the automotive industry's need for a platform where they can do business this year – and our customers and industry associations agree. That is why we decided to modify our concept for this year's Automechanika: in keeping with the 'plug-and-play' principle, we are offering opportunities to exhibit and network in person on the exhibition grounds while keeping preparations, risks and costs to a minimum. Next year we plan to once again hold Automechanika Frankfurt in its familiar trade fair format. The event will take place from 13 to 17 September 2022.”

The new concept offers companies a range of presentation formats from which to choose, as well as various networking lounges where in-person business encounters can take place in accordance with the applicable coronavirus protection measures. Companies that are unable to travel to Frankfurt due to travel restrictions can present their products on a digital platform, where they will also be able to meet and network with visitors digitally.

Messe Frankfurt informed its exhibitors in March of the expanded digital opportunities on offer that promise to maximise exhibitors' networking opportunities and international range. For the first time, exhibitors will have the chance to live stream their latest products and innovations. All participants benefit from digital matchmaking and the scheduling tools, as well as facilities for live chats and 1:1 video calls. Most of the videos, as well as the exhibitors' product information and company profiles, will remain online even after the event has finished.

The exhibition will be centred around the Festhalle in the eastern part of the exhibition grounds. An innovation show, networking area and product promenade are also planned. Visitors can also look forward to a captivating supporting programme focusing on the latest topics and trends. Olaf Mußhoff, Director of Automechanika Frankfurt: “Even before

COVID-19, there had been a lot of pressure on the car industry to change – to increase investment in digitalisation, in supply chains that are resilient and intelligent, and to develop further. Now the pandemic has made these concerns even more urgent. Some industry players have already responded to the new requirements with new business ideas, innovative concepts and solutions. I am already looking forward to all the fascinating presentations and discussions that will be taking place at Automechanika Academy in which visitors can participate on location and online via live stream.” The new ‘Future Mobility Park’ – an innovative test and experience circuit located outdoors at the heart of the exhibition grounds – is a showcase for solutions for tomorrow’s mobility.

Right next door in the Festhalle, Hypermotion will be taking place at the same time as Automechanika. This will be the first time that users and developers from the fields of mobility and logistics are brought together here with the automotive aftermarket. This creates valuable synergies for the participants of both events, because the automotive industry is a leader in the mobility industry, while automotive logistics account for a significant share of the logistics industry. Together, they create solutions for one other, and it is clear that the challenges and issues they face are similar. Danilo Kirschner, Director of Hypermotion Frankfurt: “There are fascinating technological interfaces between these two events, including alternative drive systems, lightweight materials and construction, IoT systems, the creation and optimisation of resilient international supply chains, and much else besides.”

Next year Automechanika Frankfurt will be held from 13 to 17 September 2022, after which it will again take place once every two years.

Press information and photographic material:

[www.automechanika.com/press](http://www.automechanika.com/press)

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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. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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](http://www.messefrankfurt.com)

\* preliminary figures 2020