

news +++ Automechanika Shanghai

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



Automechanika Shanghai celebrates 20 years with interactive anniversary events

Shanghai, 4 November 2024. In honour of the 20th anniversary of Automechanika Shanghai, the fair will provide unique experiential activities for visitors to enjoy, incorporating the elements of Environmental, Social, and Governance (ESG) as a through line for them all. The show will take place from 2 to 5 December, and anticipates a record 6,500 exhibitors across 350,000 sqm and 14 halls of the National Exhibition and Convention Center (Shanghai). These immersive programmes will underscore the industry's commitment to environmental stewardship, social responsibility, and best practices.

Walk for Nature

In line with its sustainability focus, Automechanika Shanghai will introduce a step-counting challenge for participants during the four-day event. Attendees will have the opportunity to track their steps through the application as they explore the fair's expansive 14 halls. Participants can count their steps individually or as a group, with their efforts rewarded through a monetary donation to support community tree planting. This initiative aligns with the fair's commitment to environmental protection, linking closely with the show's overarching theme of driving a sustainable future and the overall industry direction towards new energy and sustainable solutions.

Quest for a Racing Master

Together with promoting sustainability, Automechanika Shanghai will also foster community engagement within the Customising x Tech Area in Hall 8.2. Across the show period, the area will celebrate motorsports culture with a simulated car contest open to visitors and exhibitors alike. Conducted in collaboration with international car clubs and organisations, the immersive competition will deliver an engaging simulated racing experience on real world tracks. To enhance the excitement, professionals from Shanghai Volkswagen 333 Racing Team, PEGASUS Racing Team, and HIPOSR Racing Team will showcase their skills through races over three days of the fair. This not only highlights the competitive spirit of driving culture, but also aims to foster a sense of community, facilitating social connections and relationship building opportunities within the automotive industry.

Yangtze River Delta Industrial Visits

In addition to the fair, visitors can journey through the thriving automotive manufacturing hub of the Yangtze River Delta region. The outings will promote transparency by giving industry stakeholders an inside look into key automotive facilities and research institutes that are spearheading the development of new energy, autonomous driving and intelligent vehicle progress in China. The tours will extend across three different areas within the region, which have all been selected based on their application of emerging trends:

- **Changzhou, Jiangsu Tour (4 December 2024):** The tour will visit an NEV manufacturer, and a power battery and charging network company. Changzhou accounts for 10 percent of the country's total new energy vehicle exports, with the output value of the sector exceeding USD 106 billion in 2023¹. It stands as a key cluster for power batteries and components with industry leaders like BYD, CATL and Li Auto setting their manufacturing bases in the city.
- **Jiading, Shanghai Tour (5 December 2024):** The tour will visit an NEV manufacturer, a smart manufacturing factory and a LIDAR technology manufacturer. Jiading saw a 35 percent increase in the production of new energy vehicles in 2023 and established the country's first enclosed testing zone for intelligent connected vehicles, which is further encouraging the application of autonomous driving².
- **Hefei, Anhui Tour (5 December 2024):** The tour will visit an NEV manufacturer, a 5G smart connected vehicle data centre, and an NEV motor control factory. The automotive industry has seen rapid growth in Hefei, which now hosts many major automakers including BYD, Changan, JAC Motors, NIO, and Volkswagen.

Alongside these three highlighted activities, the interactive nature of the fair continues with eight visiting routes based on industry trends found at the exhibition like alternative energies and drive systems, smart driving, automotive services, and lifestyle, facilitating effective networking for exhibitors and visitors. There will also be a **20th Anniversary Live Broadcast**, which will see the show partner with industry and mass media such as Chongqing Broadcasting Group and Jilin China News from 1 to 3 December 2024. They are set to present exhibition highlights and trends through expert interviews and interactive booth visits. In addition, the programme will also be broadcasted on the AMS Live digital platform.

For more information, 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.

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www.facebook.com/AutomechanikaShanghai

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

www.instagram.com/automechanika_sh

¹ Changzhou, Jiangsu: "New Quality" and "High Quality" are moving in both directions, promoting a new leap forward in the modern industrial system, February 2024, JS China. https://jsnews.jschina.com.cn/zt2024/ztqk_2024/202402/t20240220_3364134.shtml

² With a complete industry and attractive policy environment, the intelligent connected vehicle industry chain is rushing to Shanghai, March 2024, The Paper. https://m.thepaper.cn/newsDetail_forward_26862516

#AMS #ESG #EV



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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), a holding subsidiary of China National Machinery Industry Corporation (Sinomach), is a professional exhibition organizer. The company offers a full range of industry chain services, including exhibition organization, conference activities, and operational & construction, covering seven major business sectors: self-hosted

domestic exhibitions, self-hosted overseas exhibitions, overseas agency exhibitions, conference and forum activities, exhibition operations, exhibition project contracting, and integrated marketing. SINOMACHINT organizes over 50 exhibitions annually at home and abroad, with a total area of over 3 million square meters, ranking among the top in the list of the Top 50 Exhibition Organizers in China. It also organizes around 180 overseas agency exhibitions each year. For eight consecutive years, it has ranked first in the number of exhibition projects in the Annual Report on China's Exhibition Industry published by the China Council for the Promotion of International Trade, making it one of China's largest overseas exhibition organizers. With a global network, SINOMACHINT has set foot on over 100 countries and more than 300 cities, organizing over 3,100 international exhibitions. As the only machinery exhibition brand with over 70-year history in China's exhibition industry, SINOMACHINT is dedicated to the development of equipment manufacturing industry. By leveraging its market-oriented, professional, international advantages, it is committed to establish itself as a comprehensive exhibition service provider with core competencies that is first-class in China and recognized around the globe. Supporting new industrialization and high-quality Belt and Road cooperation, it aims to promote Chinese brands while becoming a leader in the China's exhibition industry, a contributor to the development of machinery industry, and a promoter of foreign economic and trade cooperation. For more information, please visit the website at: www.sinomachint.com