

news +++ Automechanika Kuala Lumpur
Kuala Lumpur Convention Centre, Malaysia, 1 – 3 August 2024

automechanika
KUALA LUMPUR

Automechanika Kuala Lumpur to become an annual automotive event from 2024 onwards, driven by increased industry calls

Kuala Lumpur, 6 November 2023. With economic growth, electric vehicle (EV) adoption and industrial transformation accelerating at an unprecedented rate, Messe Frankfurt extends its support to the Malaysian market by confirming a yearly edition of Automechanika Kuala Lumpur. The once-biennial event has been a gateway for trade between the country and the rest of the world for over 20 years. In this time, its format has shifted from a purely business-centric platform to one that incorporates activities and showcases for participants. The next show will take place from 1 to 3 August 2024 at the Kuala Lumpur Convention Centre.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, said: “The decision for Automechanika Kuala Lumpur to become an annual event was based on feedback from government bodies, industry associations, exhibitors and visitors. Malaysia’s New Industrial Master Plan 2030 was a reoccurring theme in our extensive discussions, where the EV sector is set to play a critical role over the medium to long term. Therefore, with all corners of our network converging at the show, I believe we can navigate these changes together.”



Representatives of government agencies, associations, media, key exhibitors and supporters from the Malaysian automotive industry attended the announcement event of Automechanika Kuala Lumpur 2024.

The strategic direction reflects the growing global focus on sustainability, technological innovation, and solutions for mobility and logistics across the automotive industry.

In fact, over the last few months, many renowned brands have made a be-line in the domestic market to capture first mover advantages. One such example is Proton's recent Memorandum of Agreement (MoA) with Smart Automobile, which aims to explore the possibility of locally assembling Smart vehicles. The Malaysian conglomerate expressed that the collaboration is an important step in their EV production and the broader goal of turning the nation into a regional hub¹.

In addition, Tesla made a strong statement by announcing the introduction of several models in the Malaysian market². Meanwhile, BYD has taken an early lead in generating sales off the back of a strategic partnership with the local distributor Sime Darby Motors³.

Ms Chiew added: "Automechanika Kuala Lumpur will continue to offer opportunities for marketing, training, information sharing and business exchange; however, it will do so at a much faster and more frequent rate. It mirrors the speed at which the automotive industry is evolving. Participants can expect to see the latest innovations making their way to the local market, while Malaysian companies can benefit from the show's network across ASEAN. This will ultimately contribute to the country's growing influence in the regional automotive supply chain."

From this perspective, specialised zones at the upcoming show will highlight how players can leverage the existing automotive industry to create a robust EV ecosystem. Themes will centre around the transformation of auto parts & components, manufacturing, accessories and customising, and repair and maintenance. These include:

- **Mobility & Logistics Solutions Zone (new)**
The zone will dive into the latest provisions for urban development, city planning and smart mobility. Solutions are being heavily driven by electrification and digitalisation in the pursuit of an efficient supply chain, higher customer satisfaction and sustainable future.
- **Commercial Vehicle & Fleet Zone**
The area will cater to traditional commercial vehicles like buses and trucks, as well as introduce other types of fleets like motorcycles, cars and light vehicles. The additional coverage comes as a response to the growing demand for e-commerce, ridesharing and food delivery services, in addition to business transformation of B2B and B2C operations.
- **Auto Repair, Maintenance & Care / Accessories & Customising Zone**
A key spot for aftermarket players featuring diagnostics technology, specialised

¹ Proton & Smart looking into assembling Smart cars in Malaysia, signs MoA (Sept 2023), AutoBuzz, <https://qr.messefrankfurt.com/31dc0> (Retrieved: 30 Oct 2023)

² Tesla Officially Launched in Malaysia, Model Y Prices Revealed (Jul 2023), August Man, <https://qr.messefrankfurt.com/V7d6f> (Retrieved: 30 Oct 2023)

³ Chinese EV major BYD's partnerships in Southeast Asia (Sept 2023), Reuters, <https://qr.messefrankfurt.com/Hd528> (Retrieved: 30 Oct 2023)

equipment and tools for mechanical and electrical repair and maintenance, car washing, detailing and customisation as well as oil and lubricants.

Each zone will be paired with a related fringe event, which aims to create an industry-wide dialogue in Malaysia and ASEAN. Mr Chia See Yong, General Manager of Launch Future (M) SDN BHD, spoke highly of this format at the previous edition: “Electric vehicles are undoubtedly one of the biggest trends creating new demands for automotive services and maintenance equipment. With this in mind, training mechanics on repairing and maintaining electric cars is fundamental, and I believe Automechanika Kuala Lumpur can support this development. The combination of the EV Zone and Collision Repair Training Workshop helped introduce the technologies underpinning market transformation.”

Elsewhere, **autoFEST@KL** is set to return with an even stronger line-up of events. The format has continued to attract a wider scope of visitors to the show, allowing exhibitors to expand the depth of conversations with end-users. In addition to a series of activities like the Auto NITZ Music Party and DIY Workshops, Automechanika Kuala Lumpur will extend the EMMA Malaysia showcase by exhibiting a whole new range of motorsports and classic cars at the upcoming show.

For more information about Automechanika Kuala Lumpur 2024, please visit www.automechanika-kl.com, or email the organisers at autoasia@hongkong.messefrankfurt.com.

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The brand's flagship show, Automechanika Frankfurt, will return to the stage from 10 to 14 September 2024. Meanwhile, other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Shanghai: 29 November to 2 December 2023
www.automechanika-shanghai.com
- Automechanika Ho Chi Minh City: 20 to 22 June 2024
www.automechanika-hcmc.com

Press information and photographic material:

www.automechanika-kl.com/press

Automechanika Kuala Lumpur @Social Media

<https://www.facebook.com/automechanika.kuala.lumpur.amkl>

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 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