

Press

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Press Release

Automechanika Shanghai
Shanghai International Trade Fair for Automotive Parts,
Equipment and Service Suppliers
Shanghai New International Expo Centre, China
7 – 10 December 2011

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Automechanika Shanghai attracts a number of leading first time exhibitors

Regular exhibitors remain enthusiastic about the show and market

Automechanika Shanghai, Asia's largest trade fair for automotive parts, accessories, equipment and services, will take place from 7 – 10 December 2011 at the Shanghai New International Expo Centre. The show covers the complete range of automotive products and services and it expects to attract 3,600 exhibitors who will exhibit in three main product areas including the parts and components, repair and maintenance as well as accessories, tuning and car care covering 160,000 sqm of exhibition space.

This year, the show receives strong support from China Aftermarket Forum (CAF), a reputable industry group consisting of Automotive Aftermarket Suppliers Association (AASA) and the Motor & Equipment Manufacturers Association (MEMA) members with operations in China including Affinia, Arvin Meritor, BorgWarner, Bosch, Continental VDO, ContiTech, Dayco, Delphi, Febi Bilstein, Federal Mogul, Mahle, Mann+Hummel, Osram, Schaeffler, TRW and ZF.

Joining this year's show is a number of industry brand names from various product groups. The following exhibitors are joining the show for the first time:

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- **Parts and components**
BorgWarner, Dana, Fras-Le SA, Mahle, Mann+Hummel, NTN-SNR, Osram, Panasonic and Philips.
- **Repair and maintenance**
Graco and PCL.
- **Accessories, tuning and car care**
Biaobang, Chief and EGR.

First time exhibitor Mahle is the number one engine component manufacturer and the world's second largest filtration manufacturer. Mr Serafino Bartolozzi, Director and General Manager Aftermarket Asia / Pacific for Mahle Trading (Shanghai) Co Ltd said: "We will be looking for opportunities to cooperate with other industry leaders at Automechanika Shanghai. I think no one has any doubt about China's great potential. Also, it will take some time for Japan to recover from the earthquake. So, I think it is a good opportunity for Chinese automotive suppliers."

Also making its debut is Chinese car care company Biaobang Fine Chemical Industry Co Ltd, exhibiting in the accessories and tuning category. Expressing his confidence in the show and automotive market, Mr Shao-an Wu, Sales Director said: "Automechanika Shanghai is a good trading platform for domestic companies to export to overseas markets. We are optimistic about the automotive accessories market because the potential is huge resulting from an increasing automotive demand."

Regular exhibitors remain enthusiastic about the show and market

Automechanika Shanghai continues to attract the industry's biggest names to the show including:

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- **Parts and components**
Affinia, Arvin Meritor, Brembo, Continental VDO, ContiTech, Dayco, Delphi, Federal Mogul, Febi Bilstein, Schaeffler and TRW.
- **Repair and maintenance**
Bosch, Corgi, Giuliano, JBT, Launch Tech, SPX and Stanley.
- **Accessories and tuning**
ITW and Liqui Moly.

American company Affinia specialises in the design and manufacturing of aftermarket automotive products such as brakes, chassis and filtration. Mr Ming Yuan, the company's Business Development Director said Affinia aims to introduce its new patented product, strengthen relationships with industry partners and develop the OE and distribution business in China.

Second time exhibitor TRW is the world's largest automotive safety products manufacturer of braking, steering and suspension and hydraulics systems. The company's Director of Aftermarket, Asia Pacific is Mr Alex Ashmore, who is also the Chairman of CAF. He commented: "We aim to explore new business opportunities and increase our brand image and awareness at the show. Over the past years, China and Asia's automotive markets have experienced a rapid growth and now China becomes one of the world's biggest automotive markets. As a result, it is expected that the automotive aftermarket will also have the same or even a higher growth rate in the next three to five years."

Sharing a similar view is Beijing JBT which is a popular car scanner brand in China, exhibiting in the repair and maintenance area. Mr Guo-hui Du, the company's Vice-General Manager said: "At Automechanika Shanghai, we aim to increase our exposure in the

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domestic and international markets, learn the latest industry trends and make new maintenance industry friends.”

Liqui Moly is partnering with Du-Hope International Group Co to display its lubricating oil, additives and car care products at the accessories and tuning product zone. Mr Jing-dong Lin, Marketing Director remarked that Automechanika Shanghai is an internationally renowned exhibition which will help to enhance Liqui Moly's regional brand image. Commenting on China's automotive maintenance market he added: “China's auto industry has had a rapid development over the past 10 years and consumers are now more conscious about vehicle maintenance. In addition, the rise in car ownership directly increases the demand for the vehicle maintenance suppliers market. It is expected that China will have one of the largest vehicle populations and as a result the demand for car maintenance products and other automotive supplies will increase.”

Organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Automotive Industry International Corporation (CNAICO), Automechanika Shanghai has already confirmed nine overseas pavilions from Korea, Malaysia, Singapore, Spain, Taiwan, Thailand and the US. Japan and India will have their first ever pavilions supported by Japan External Trade Organization (JETRO) and Automotive Component Manufacturers Association of India (ACMA) respectively. In addition, the show is forming the Italian and German pavilions. To meet an increasing market demand, Automechanika Shanghai will feature a new automotive accessories product hall as well as remanufacturing and new energy vehicle product zones this year.

Automechanika Shanghai is one of 12 global Automechanika fairs held in Asia, Europe, North America, South America and Africa. For further information about Automechanika Shanghai, please visit

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www.automechanika-shanghai.com / www.automechanika.com or
email auto@hongkong.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 448.3 million euros in sales and more than 1,600 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 87 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com