

**automechanika**  
KUALA LUMPUR

**1 – 3.8.2024**

Kuala Lumpur Convention Centre  
(KLCC), Malaysia

# Sourcing Entertainment Training

Malaysia's leading regional trade fair for  
the automotive service industry targeting  
trade visitors from ASEAN

[www.automechanika-kl.com](http://www.automechanika-kl.com)



Enquiries

# Transitioning mobility with automotive solutions



## Moving towards a next phase in the automotive industry

Driven by EV development, technological advancement and industrial transformation, players along the automotive value chain are experiencing changes in both business and daily life. In Malaysia, AI is also shaping the transport sector's self-driving cars, logistics management, safety, fuel efficiency and traffic congestion.

Overall, the country has one of the highest vehicle ownership rates in Asia with 551 automobile units per 1,000 people and 481 motorcycle units per 1,000 people. The results indicate more vehicles on Malaysia's roads than the country's population<sup>1</sup>.

Stepping up EV adoption, the Malaysian Government will ensure that cars are available to all income groups through financial assistance<sup>2</sup>. Plans have also been introduced to ramp up the expansion of charging infrastructure with 10,000 ports covering the peninsular and East Malaysia<sup>3</sup>. Likewise, the Ministry of Investment, Trade and Industry of Malaysia aims to enrich the development of domestically-made EVs through a number of policies.

The Malaysia Digital Economy Blueprint continues to underpin digital transformation across Malaysia. It supports the country's position as a regional pioneer in the digital economy, in addition to its progression as a high-income nation<sup>4</sup>. From this, Industry4WRD is powering the manufacturing sector and connected services by the integration of people, processes and technology. The Malaysian Investment Development Authority (MIDA) is leading this initiative by working with companies to optimise Industry 4.0<sup>5</sup>.

Malaysian market overview

28% increase of passenger vehicles sold in July 2023<sup>6</sup>

25.5% of GDP hailed from the digital economy by 2025<sup>7</sup>

#### Sources:

1. "Malaysia's Ownership Volume of Motor Vehicles", AAA weekly, 14 July 2023, <https://qr.messefrankfurt.com/v02df> (Retrieved: October 2023)
2. "Zafrul: Putrajaya to ensure EV ownership available to all", The Edge Malaysia, 2 October 2023, <https://qr.messefrankfurt.com/Q1a6e> (Retrieved: October 2023)
3. "Malaysia's 10,000 future EV charger locations detailed – 250 in Kelantan, 400 in Sarawak", AutoBuzz, 4 October 2023, <https://qr.messefrankfurt.com/Y906f> (Retrieved: October 2023)
4. "Malaysia – Driven by digital evolution", REUTERS PLUS, 2 June 2023, <https://qr.messefrankfurt.com/M3bba> (Retrieved: October 2023)
5. "Malaysia accelerates tech transformation with industry4WRD", REUTERS PLUS, 12 April 2023, <https://qr.messefrankfurt.com/y3c20> (Retrieved: October 2023)
6. "Malaysia sales jump in July", JustAuto, 18 August 2023, <https://qr.messefrankfurt.com/0c2a9> (Retrieved: October 2023)
7. "Digital Economy Projected To Represent 25.5% Of Malaysia's GDP, Says Fahmi", BusinessToday, 10 July 2023, <https://qr.messefrankfurt.com/af2a5> (Retrieved: October 2023)

# What to expect?

As a leading regional trade fair for the automotive industry, Automechanika Kuala Lumpur will offer opportunities for marketing, training, information sharing and business exchange. Fairgoers 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 and even international markets. This crossover will contribute to the country's growing influence in the regional automotive supply chain.

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

## Auto Repair, Maintenance & Care / Accessories & Customising Zone

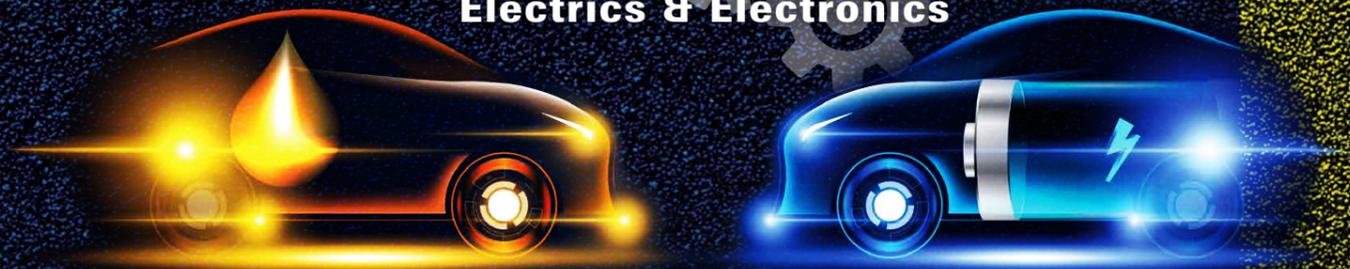
Diagnostics and repair technology, equipment and tools, accessories and customising, car care, car washing and detailing, oils, lubricants and fuels, tyres and wheels, and body and paint.



## 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 in response to the growing demand for e-commerce, ridesharing and food delivery services, in addition to business transformation of B2B and B2C.

## Looking for the market's hottest products? **Parts & Components** **Electrics & Electronics**



# Automotive Mobility Solutions Zone

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.

- 1 | Electric vehicles  
Battery systems  
Charging technologies  
Parking and security systems

- 2 | Automotive manufacturing, transformation and automation  
Internet of Things (IoT)  
Startup  
Sustainability of the automotive industry  
Environmental, Social and Governance (ESG)

- 3 | Supply chain  
Warehousing and storage  
Logistics



## Events and activities

### Collision Repair Training Workshop

The course will cater to over 300 attendees including technicians, mechanics, service centres and workshop owners, suppliers and more to build professionals for the next generation.

Topics will cover systems, equipment and tools for EVs, ADAS, measuring systems, refinishing and detailing, body and paint, 3D printing, and workshop management.

### Electrification and Digitalisation Business Networking Event Automotive Logistics, Warehousing and Supply Chain Conference Automotive Manufacturing, Transformation and Automation Workshop

Centred on electrification, the conferences will explore developments in new energy vehicle technology, charging facilities and battery systems. They will cover digitalisation, IoT, automotive manufacturing, transformation and automation, and warehouse solutions and logistics.

### Fleet Management Conference

More than 140 attendees from fleets, operators and logistics can learn about transformations in the commercial vehicle market and the shift of mobility with innovation and personalisation at the forefront of business models.



More events

# autoFEST @KL

Experience  
the day to  
night

autoFEST@KL is set to return with an even stronger line-up of events. The format continues to attract a wide scope of visitors, encouraging 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.



## Featured elements

- 1** Auto NITZ Music Party  
Singers, bands, dance and DJ performances provide entertainment during networking times
- 2** Motorsports & Classic Cars  
Racing versus vintage car collection will be showcased, together with crossover events
- 3** DIY Workshops  
Learn about the gadgets and techniques that make your car care easier
- 4** EMMA Malaysia  
Car Audio and Modifications Competition
- 5** Gaming  
Interactive games to unwind after your working day



More details



Automechanika Kuala Lumpur

## Key visitors from 77 countries and regions

3M	BMW	Continental	Exxon Mobil	General Electric
German Motors	Great Wall	Honda	ISUZU	Jaguar Land Rover
Lazada	Mazda	Mercedes Benz	Mitsubishi Motors	Nippon Paint
Nissan	Panasonic	Perodua	PETRONAS	Proton
Sapura Industrial	Scania	SCHAEFFLER	Shell	TecAlliance
Touch 'n Go	Toyota	Union Sanyo	Volkswagen	Volvo
Wizlynx	ZF			

### Visitors by business nature

Dealer / agent / distributor / wholesaler	30%
Manufacturer	17%
Service provider (auto refitter / tuner / garage / workshop / service centre / petrol company / gas station)	15%
Carmaker	10%
Retailer	9%
E-tailer / e-commerce centre / petrol company / gas station	5%
Private & official fleet	4%
Media / publisher	3%
Research & development institution	3%
Trade association / government agency	3%
Vocational / university institution	1%

### Visitors by product group and interest

Parts & Components	16%
Manufacturing of Parts & Components	10%
Automation	7%
Accessories & Customising	6%
Electronics & Connectivity	6%
Services	5%
Dealer & Workshop Management	5%
Diagnostics & Repair	5%
E-business / Startup	4%
Tyres & Wheels	4%
Warehouse Management System	3%
Material	3%
Production Equipment & System	3%
Body & Paint	3%
Car Wash & Care	3%
Equipment of Freight Transport	2%
Automatic Identification (Auto ID)	2%
Telecommunication	2%
Design / Research & Development	2%
Inspection & Quality Control	2%
Mobility as Service & Autonomous Driving	2%
Intralogistics	2%
Alternative Drive Systems & Fuel	2%
Others	1%

# About us

Automechanika Kuala Lumpur extends its support to the Malaysian market by confirming a yearly edition from 2024 onwards responding to growing economy, EV adoption and industrial transformation. The show reflects the increasing global focus on sustainability, technological innovation, talent nurturing, and solutions for mobility and logistics across the automotive industry.

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.

## International and local supporters

- AAA – Auto Audio, Accessories and Air-condition Traders Association of Malaysia
- AAA – Automotive Accessories Traders Association of Malaysia
- AAAA – Australian Automotive Aftermarket Association
- AASA – Automotive Aftermarket Suppliers Association (USA)
- ASA – Federal Association of the Manufacturers and Importers of Automobile Service Equipment (Germany)
- EGEA – European Garage Equipment Association (Belgium)
- EMPTA – Selangor and Federal Territory Engineering and Motor Parts Traders' Association
- FAWOAM – Federation of Automobile Workshop Owners' Association of Malaysia
- FEMACGA – The Federation of Malaysia Chinese Guilds Association
- FEMPTAM – The Federation of Engineering and Motor Parts Traders' Association Malaysia
- HDMA – Heavy Duty Manufacturers Alliance (USA)
- MAARA – Malaysia Automotive Recyclers Association
- MACPMA – Malaysian Automotive Component Parts Manufacturers
- MCVTA – Malaysia Commercial Vehicle Traders Association
- MDEC – Malaysia Digital Economy Corporation
- MEMA – Motor & Equipment Manufacturers Association (USA)
- MRC – Malaysian Rubber Council
- MRPMA – Malaysian Rubber Products Manufacturers' Association
- MTF – Malaysia Trucking Federation
- MUVATA – Malaysia Used Vehicle Autoparts Traders Association
- OAC – Overseas Automotive Council (USA)
- PPIBM – Persatuan Pengusaha Industri Bengkel Malaysia
- TSC – Toyota Suppliers Club (Malaysia)
- ZDK – German Federation for Motor Trades and Repairs

Act now  
to join!



## Fair facts

**Dates** 1 – 3 August 2024

**Opening hours** 10:00 – 18:00

**Venue** Kuala Lumpur Convention Centre (KLCC),  
Kuala Lumpur, Malaysia

**Exhibition space** Hall 1 – 5

<b>Participation fee</b>	Standard Booth	USD 415 / sqm (min 9 sqm)
	Premium Booth	USD 480 / sqm (min 9 sqm)
	Raw Space	USD 355 / sqm (min 27 sqm)

## Exhibit, visit or sponsor?

### Contact us

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