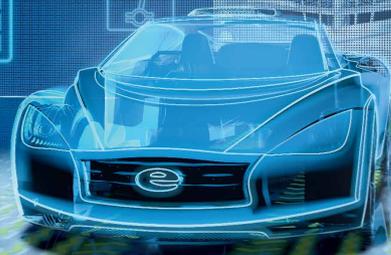


automechanika

KUALA LUMPUR

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



Show review 2019

21 – 23 March 2019
Kuala Lumpur Convention Centre (KLCC)

The 11th edition of Automechanika Kuala Lumpur gathered domestic and international exhibitors across the automotive industry. Proving itself to be more than just a platform for sourcing and trading, the show encouraged participants to take part in conferences, seminars, training sessions and fun auto-lifestyle events.



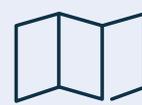
7,033 visitors
from **58** countries
and regions



293 exhibitors
from **16** countries
and regions



14 fringe
programme
events



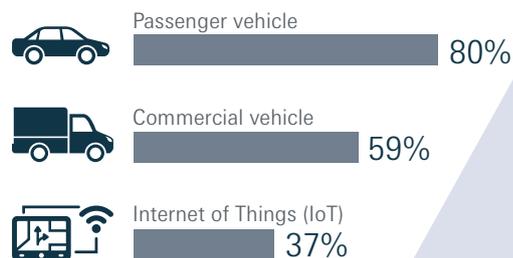
9,710 sqm
of exhibition space

Visitor profile at a glance – ↑ 24%

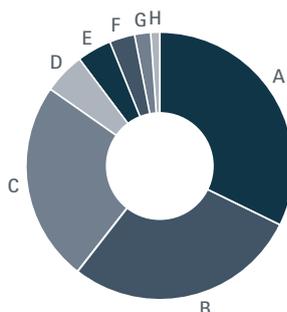
Top 10 overseas countries and regions



Related business segments



Business sectors



- A 37% Dealer, agent, distributor, wholesaler
- B 23% Manufacturer
- C 20% Service provider
- D 9% Private & official fleet
- E 5% Trade association / government agency
- F 3% Research institution / university / polytechnic
- G 2% Retailer
- H 1% Publisher



Exhibitor numbers – ↑ 19%

7 Country and region pavilions:

China, Europe, Korea, the Middle East, Singapore, Taiwan and Thailand

16 Countries and regions:

Australia, Cambodia, China, Germany, Hong Kong, India, Indonesia, Italy, Korea, Malaysia, Singapore, Taiwan, Thailand, Turkey, the UAE and the UK

New zones respond to market needs and trends



IoT zone



Truck zone

Truck Competence



Fringe programme offered skills development and interactive activities

The platform helped to improve local skill sets through events and workshops that provided easily transferable knowledge and information exchange.

Collision Repair Training Workshop

- Over 200 attendees from ASEAN countries
- Hands-on demonstrations and theoretical discussions
- Topics: accident repair, measuring, and alignment and aluminium repair.

Fleet Management Conference

- Attended by over 140 industry players
- Topics discussed applied to both SME and large fleet operators
- Topics: technology for fleet monitoring, maintenance & repair and the importance of fleet modernisation.

EMMA Malaysia Final – Car Audio and Modification Competition

- 70 modified cars reflected the country's booming auto culture for cutting-edge accessories and customising.

Auto NITZ Party

- 640 partygoers immersed in the show's first ever Auto NITZ Party, a new type of auto-cultural lifestyle event.



Book early for the next edition to enjoy more marketing opportunities!

18 – 20 March 2021
Kuala Lumpur Convention Centre

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