

automechanika

KUALA LUMPUR

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

Sourcing • Entertainment • Training
18 – 20.3.2021

Kuala Lumpur Convention Centre (KLCC)
Malaysia



messe frankfurt



Your **SET** of automotive solutions

At the heart of the ASEAN region, the 12th edition of Automechanika Kuala Lumpur is Malaysia's one-of-a-kind platform for the automotive industry. What's more, a series of roadshow events starting in 2020 and drawing to a close at the 2021 show will offer participants a SET of high quality solutions and services for business development and leisure needs in the passenger, commercial vehicle and IoT sectors.



Sourcing

Exhibitors at the fairground and a roadshow series leading up to the exhibition will offer more business opportunities to deepen industry development and growth.

Entertainment

Engage in unique networking experiences through a number of interactive activities like the EMMA car audio and tuning competition and Auto NITZ Party.

Training

A variety of top quality workshops and conferences have been tailor-made for the show's participants. Industry players will learn more about state-of-the-art technology, as well as advanced skills to enhance their competitive advantage.



Roadshow series to success

March 2021 (exhibition)

October 2020 (conference)

March 2020 (conference)

Attend conferences featuring the hottest topics:

- Future road of mobility
- National Automotive Policy (NAP) mobility and logistics development
- The change of biodiesel from B10 to B20 and what to expect
- Live training for truck diagnostics and maintenance
- Modernising the fleet management system

Product groups

- Parts & Components
- Electronics & Connectivity
- Accessories & Customising
- Diagnostics & Maintenance
- Dealer & Workshop Management
- Car Wash & Care
- Alternative Drive Systems & Fuel
- Tyres & Wheels
- Body & Paint
- Mobility as a Service & Autonomous Driving

Connected everywhere

Industry segments

IoT
Commercial vehicle
Passenger vehicle

AMKL
GARAGE
AMKL

Target segments

- Carmakers
- OEMs
- Manufacturers
- Importers / exporters
- Workshops / garage owners
- Dealers / agents / distributors / wholesalers / retailers
- Fleet operators
- Service station & centres
- E-commerce solution providers / platforms
- E-logistics providers
- IT consultants
- 2PLs, 3PLs & supply chain managers
- Government agencies & policy makers
- Research & development centres / technical institution



Global expertise at each Automechanika pit stop



A snapshot at Automechanika Kuala Lumpur 2021

 **7,033** Visitors
 from 58 countries and regions (2019)

 **300** Exhibitors (expected)

 **5** Halls

Local & international supporters

AAA	– Auto Audio, Accessories and Air-condition 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)
ATOMS	– Automotive Technicians of Malaysia Society
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
MDEC	– Malaysia Digital Economy Corporation
MEMA	– Motor & Equipment Manufacturers Association (USA)
MREPC	– Malaysian Rubber Export Promotion Council
MUVATA	– Malaysia Used Vehicle Autoparts Traders Association
OAC	– Overseas Automotive Council (USA)
PMLOA	– Pan-Malaysia Lorry Owners' Association 1987
PPIBM	– Persatuan Pengusaha Industri-Industri Bengkel (Malaysia)
TSC	– Toyota Suppliers Club (Malaysia)
ZDK	– German Federation for Motor Trades and Repairs

Organiser

Messe Frankfurt (HK) Ltd

Endorsed by

MARii
 – Malaysia Automotive Robotics & IoT Institute

MATRADE
 – Malaysia External Trade Development Corporation

Participation fee:

Raw Space

(min 24 sqm) | USD 335 / sqm

Standard Booth

(min 9 sqm) | USD 395 / sqm

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