16 – 18 March 2023
Kuala Lumpur Convention Centre (KLCC), Malaysia

Malaysia’s leading regional trade fair for the automotive service industry targeting trade visitors from ASEAN
www.automechanika-kl.com
Reconnect the automotive community

Under a vibrant backdrop of Malaysian culture, Automechanika Kuala Lumpur presents a passionate and business-oriented automotive platform. In the past 22 years, the show’s presence in the ASEAN market has developed alongside the ever-evolving automotive industry, enabling businesses and the show itself to flourish together.

The show continues to recalibrate its experiences with a new S.E.T. (Sourcing, Entertainment and Training) of upgraded services expedited through digital innovations, which are transforming and connecting the trade fair industry. These onsite and online activities break away from a traditional exhibition model to draw attention to the dynamic prospects in the automotive service industry.

For example, its reconfigured business matching service, Match Up, combines optimised processes, people and expertise to stimulate growth in the regional auto community and build upon the country’s position in the international market.

What is more, the show is one of 15 Automechanika events in 14 countries and regions from Messe Frankfurt’s Mobility & Logistics sector. Participants can gain access to this global network that spreads across Africa, America, Asia, Europe and the Middle East.

Through this, professionals will be able to take advantage of wider international connections and media resources to help identify new business opportunities, as well as discuss new tools, technologies and management systems in the service sector that can positively influence business processes and end-users.
Inspiration from OE through to the aftermarket

- Parts & Components
- Electronics & Connectivity
- Accessories & Customising
- Diagnostics & Repair
- Dealer & Workshop Management
- Car Wash & Care
- Alternative Drive Systems & Fuels
- Tyres & Wheels
- Body & Paint
- Mobility as a Service & Autonomous Driving
- Manufacturing Equipment
- E-tail
- Retail
- Material
- Design
- Machine tools
- Augmented reality (AR)
- Virtual reality (VR)
- Software
- Assembly
- Engineering
- Welding
- Testing
- 3D Printing

Malaysia’s market development

The automotive market has been a key contributor to Malaysia’s economy for years. With local policies presenting favourable conditions to stimulate market growth in the supply chain, the industry’s strong position in the country plays a significant role in its overall industrial transformation, digitalisation and electrification.

This will inevitably reinforce growth and development in sectors like automotive manufacturing and automation, passenger vehicle, commercial vehicle, the Internet of Things (IoT), logistics and electromobility.

Malaysian market overview

17% increase of passenger vehicles sold in January 2022¹
75% increase of commercial vehicles sold in January 2022²

After sales service market to reach USD 6.8 billion in revenue by 2025³

22.6% of GDP hailed from the digital economy by 2025³

Sources:
3. PM: Digital economy to contribute 22.6% to nation’s GDP by 2025, February 2021, The Sun, https://qr.messefrankfurt.com/Yg83 (Retrieved: 24 August 2021)
Let us unite!
From engagement to advertising opportunities

Over 15 onsite and online events and activities

Collision Repair Training Workshop
Approximately 300 attendees will learn from hands-on demonstrations and theory-based discussions about diagnostics, repair and maintenance.

Auto NITZ Party
An anticipated 1,000 revellers can network and exchange experiences under a more social setting with electronic dance music, DJ performances, dance groups and more.

Fleet Management Conference
200 attendees will explore the application of IoT in the commercial vehicle and logistics sectors to enhance business revenue and address safety points.

Smart Factory & Industry 4.0 Conference
Geared to developing the automotive manufacturing and automation sector, this conference introduces the latest manufacturing breakthroughs and solutions.

Play It! Channel MY: inspire social engagement, expand business circles
This video channel will feature playful and educational content that acts as an online guide for the local and international automotive communities to understand different auto cultures and related topics, including basic DIY for car repair and maintenance, recommendations for enhancing the driving experience, and consumer behavioural trends, to name a few. The knowledge from these guides will help to build stronger business relationships and deepen awareness amongst different parties.

Match Up: a year-round business matching programme
Capitalise on a reconfigured business matching service with a database of over 600,000 high-quality buyer and supplier contacts.

EMMA Malaysia Final – Car Audio and Modifications Competition
Car customising and styling are arts combining personalities, unique ideas and specialised techniques.

Digitalisation and Electrification Conference
Driving the automotive industry towards new mobility concepts and a sustainable future.

Want to sponsor an event? Please contact the team for further information.

Who will be there?
Automakers, dealers, agents, distributors, wholesalers, service providers, fleet and transport managers, technicians, mechanics, works engineers, business owners, workshop owners, government agencies, associations, institutions for research and development, publishers, car enthusiasts and more.
Fair facts

Previous key visiting brands from 58 countries and regions

BASF Daihatsu eBAY Gates Hitachi LIQUI MOLY Newera PETRONAS Schaeffler Vanli
BHP DENSO EXEDY Goodyear Tire Hock Lee MANN+HUMMEL NTN Proton Shell Walker Products
Bosch DHL ExxonMobil HELLA Huawei Mazda Panasonic Samsung Snap-on ZF
Castrol Digi Fras-le Hino Isuzu Mitsubishi Motors Perodua Scania Sony

Endorsed by
MARii – Malaysia Automotive Robotics & IoT Institute
MATRADE – Malaysia External Trade Development Corporation

Supporters (local and international)
AAA – Auto Audio, Accessories and Air-condition Traders Association of Malaysia
AAA – Automotive Accessories Traders Association of Malaysia
AAA – 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
MDEC – Malaysia Digital Economy Corporation
MEMA – Motor & Equipment Manufacturers Association (USA)
MREPC – Malaysian Rubber Export Promotion Council
MRPMA – Malaysia Rubber Products Manufacturer’s Association
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

Show dates 16 – 18.3.2023
Opening hours 09:00 – 18:00
Venue Kuala Lumpur Convention Centre (KLCC), Malaysia
Exhibition space 9,710 sqm from Hall 1 to 5
Organiser Messe Frankfurt (HK) Ltd
Participation fee
Standard booth (min 9 sqm) USD 395 / sqm
Premium booth (min 9 sqm) USD 460 / sqm
Raw space (min 24 sqm) USD 335 / sqm

Contact
Messe Frankfurt (HK) Ltd
Tel: +852 2802 7728
autoasia@hongkong.messefrankfurt.com
www.automechanika-kl.com

Messe Worldwide Sdn Bhd
(Malaysia representative office)
Tel: +60 3 7803 2276
auto@messeww.com

Stay tuned with us on