

automechanika

KUALA LUMPUR

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

Sourcing • Training • Entertainment

21 – 23 March 2019

Kuala Lumpur Convention Centre (KLCC), Malaysia

www.automechanika-kl.com

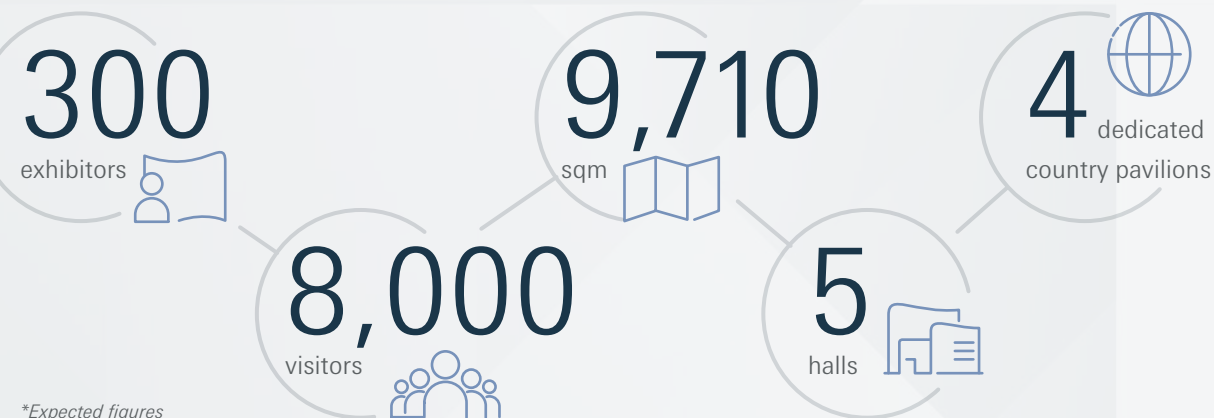


messe frankfurt

Steering you towards ASEAN's thriving automotive industry

Following on from a hugely successful show in 2017, the next edition of Automechanika Kuala Lumpur will inject a whole host of opportunities into ASEAN's thriving automotive industry! The show will feature a comprehensive series of educational fringe events, networking sessions and competitions, serving as an ideal platform for local and overseas industry players to expand into the ASEAN market and beyond. Combined with a strong presence from key exhibitors and influential visitors, now is the chance to capitalise on Malaysia's leading regional automotive trade fair.

Automechanika Kuala Lumpur 2019 in numbers



Why the ASEAN region?

- A global economic and trade powerhouse
- The world's sixth largest GDP and fourth largest trader¹
- A fusion of key automotive regions
- Annual car sales of 4.9 million units by 2020²
- Increased opportunities through the ASEAN Free Trade Zone

Why Malaysia?

- The heart of the ASEAN region
- The home of numerous global OEM players
- Third highest ASEAN region for car production and sales
- The highest GDP in the ASEAN region³

Why Automechanika Kuala Lumpur?

- The region's leading automotive trade fair
- Big name exhibitors from 18 countries and regions
- Influential visitors from over 70 countries and regions
- Strong coverage across multiple industry sectors
- Part of the globally recognised Automechanika brand



Sourcing

The entire automotive chain has the opportunity to grow their business and sit alongside some of the industry's most recognised names.

From parts and components, electronics and systems, repair and maintenance, and accessories and customising, the show is a complete sourcing platform for its participants.



Entertainment

The show's participants also have the opportunity to engage in some unmissable sources of entertainment. These additional competitions, networking sessions, workshops and demonstrations attract a broader range of visitors looking to discover the latest innovations on display. One such example is the EMMA car audio and tuning competition.



Training

What makes Automechanika Kuala Lumpur unique is the series of training sessions and educational activities, which run alongside the strong lineup of exhibitors during the course of the show. The 2019 edition will house even more events than the previous edition, allowing participants to explore the full potential of the industry's talents.



Tyre Competence

In partnership with REIFEN, the world's leading trade fair for the global tyre industry, the 2019 edition of the show features a brand new **Tyre Competence**, which categorises exhibiting companies from the tyre sector accordingly.



A rewarding experience for exhibitors

Launch Tech (Malaysia) Mr Chia See Yong, General Manager

The show is a highly efficient sourcing and marketing platform for us to increase our brand awareness. It plays a major role in the development of the Malaysian and Southeast Asian automotive industry. Key players from all over the region come here to source new products, and workshop technicians come to learn from industry experts.

Yamada (Japan) Mr Hidenori Uchiumi, Marketing Assistant Manager Corporate Planning Division

The 2017 show was a perfect chance to promote our new and highly mobile grease pump, which is relatively unique to this market. While at the fair, we met some potential distributors from Malaysia, Eastern Europe and Western Asia who expressed great interest in our products. We are very happy with the results and are looking forward to future editions.

Reference:

1 bit.ly/2oRvYkr

2 bit.ly/2o0Oc6j

3 bit.ly/2hEAAHI

Key buyers from ASEAN's most influential regions

- 3M
- Bosch
- BP
- Continental Automotive
- DAIHATSU
- Delphi
- Denso
- ExxonMobil
- Federal Mogul

- Gates Unitta
- Hella
- Hitachi
- Honda
- Honeywell
- HUAWEI
- Hyundai
- KYB
- LEXUS

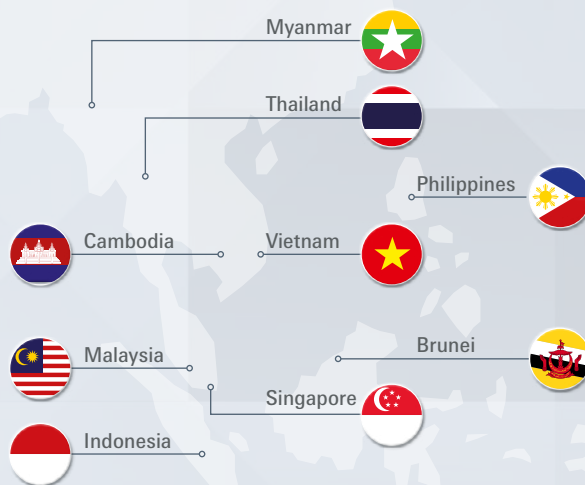
- LG
- LOTUS
- MANN+HUMMEL
- Mazda
- Mercedes-Benz
- Mitsubishi
- Nikon
- NIPPON PAINT
- Panasonic

- Perodua
- PETRONAS
- Phillips
- PPG
- Proton
- Schaeffler
- Shell Helix
- Snap-on
- SNR

- Sony
- TRW
- UCI-FRAM
- Valeo
- Valvoline
- Volkswagen
- Volvo
- ZF

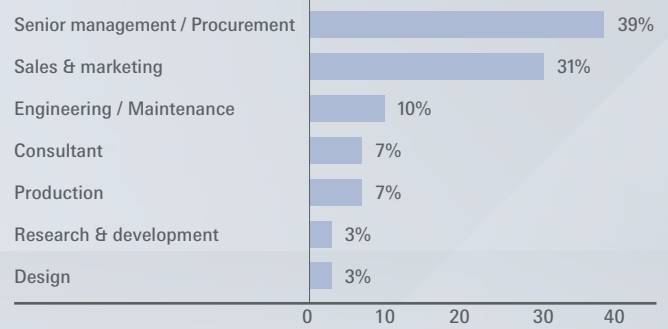
86%

of buyers from ASEAN countries

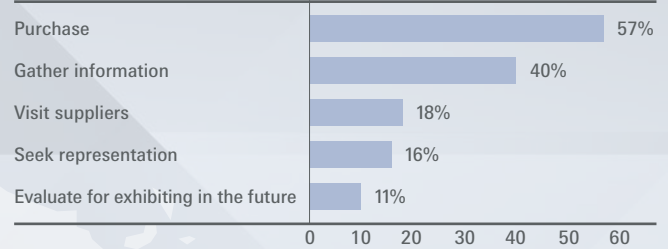


Source: Visitor Survey 2017

Trade visitor profile



Purpose of visit *



*Multiple selections



Dorman Products (US) Mr Damon Chang

At the show, we found a few potential suppliers from Mainland China, Taiwan and Malaysia for different products including repair parts and components. We found that the technology level of the automotive industry in Malaysia is much more developed compared to other Asian countries.

Media coverage

Let the world discover you

In view of its leading position in the industry, Automechanika Kuala Lumpur attracts global media coverage before, during and after the show. Just some of our noteworthy media representation can be found in:

Australia
• Bodyshop News

China
• Automobile and Parts
• Youku

India
• Motorindia

Italy
• Notiziario Motoristico

Korea
• Car and Tech

Malaysia
• Asian Trucker
• Fleet Asia
• Match Supplier
• New Straits Times
• SME
• Sin Chew
• Star Online

• The Star
• The Sun

Taiwan
• CENS

USA
• Automotive Industries
• Collision Week
• TSNN



Enhance your marketing tools to invite clients

Personalised e-cards

Send out e-invitations with customised messages along with your booth number



Printed invitations

Hand-write your booth information to selected clients ahead of the show



Online banners

Display eye-catching banners on your website or email signature



Product promotion

Send out press releases and e-newsletters promoting your latest products



To find out more about sponsorship opportunities at the show, please contact the organiser.

Fair facts

Date	21 – 23 March 2019 (biennial)		
Venue	Kuala Lumpur Convention Centre, Malaysia		
Admission	Free admission. Trade visitors only		
Participation fee	Raw Space	min 24 sqm	USD 320.00 per sqm
	Standard Booth	min 9 sqm	USD 380.00 per sqm
Organiser	Messe Frankfurt (HK) Ltd		
Co-organiser	MAI – Malaysia Automotive Institute		
Endorsed by	MATRADE – Malaysia External Trade Development Corporation		

Local and 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)
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
MEMA	Motor & Equipment Manufacturers Association (USA)
MREPC	Malaysian Rubber Export Promotion Council
MUVATA	Malaysia Used Vehicle Autoparts Traders Association
OAC	Overseas Automotive Council (USA)
PPIBM	Persatuan Pengusaha Industri-Industri Bengkel (Malaysia)
TSC	Toyota Suppliers Club (Malaysia)
ZDK	German Federation for Motor Trades and Repairs

Book your
stand now!

10% OFF

A special 10% early bird discount is offered for applications received by 29 June 2018.

Contact

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