

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

Fair Date	18 - 20 March 2021	
Opening Hours	10:00 – 18:00	
Venue	Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia	
Exhibition Space	9,710 sqm gross	
Exhibitors	293 (2019)	
Visitors	7,033 (2019)	
Product Groups	<p>Parts & Components: Powertrain; chassis; body; standard parts; interior; charging accessories; regenerated, restored and renewed parts for cars and commercial vehicles.</p> <p>Electronics & Systems: Engine electronics; vehicle lighting; electrical system; comfort electronics.</p> <p>Accessories & Customising: General accessories for motor vehicles; technical customising; visual customising; infotainment; special vehicles, equipment, assemblies and modifications; trailers for cars and small commercial vehicles, spare and accessory parts for trailers.</p> <p>Repair & Maintenance: Workshop equipment and tools; bodywork repair; paintwork and corrosion protection; towing equipment / maintenance and repair of vehicle superstructures; waste disposal and recycling; workshop safety and ergonomic workshop; workshop and dealership equipment; oils and lubricants.</p> <p>Dealer & Workshop Management: Workshop / dealership / filling station planning and construction; dealer management systems; workshop management; basic and advanced training; workshop and dealership marketing; internet service providers and vehicle marts; economic regeneration, cluster initiatives.</p> <p>Car Wash, Care & Reconditioning: Washing, vehicle care, vehicle preparation; filling station equipment.</p> <p>Alternative Drive Systems & Digital Solutions: Electromobility and other alternative drive systems; connected cars and vehicle safety; mobility services; new workshop technologies; cluster initiatives and economic support.</p> <p>REIFEN (New tyre sector): Tyres; wheels and wheel rims; tyre repair; used tyres; tyre management and systems; sales equipment and storage of tyres.</p>	
Participation Fee (2019)	Raw Space:	USD 320.00 per sqm (minimum 24 sqm)
	Standard Booth:	USD 380.00 per sqm (minimum 9 sqm)
Admission	Trade visitors only	
Organiser	Messe Frankfurt (HK) Ltd	
Endorsed by	MARii – Malaysia Automotive Robotics & IoT Institute MATRADE – Malaysia External Trade Development Corporation	
Supporters	<p><u>Local & International</u></p> <p>AAA – Auto Audio, Accessories and Air-condition Traders Association of Malaysia</p> <p>AAAA – Australian Automotive Aftermarket Association</p> <p>AASA – Automotive Aftermarket Suppliers Association (USA)</p> <p>ASA – Federal Association of the Manufacturers and Importers of Automobile Service Equipment (Germany)</p> <p>ATOMS – Automotive Technicians of Malaysia Society</p> <p>EGEA – European Garage Equipment Association (Belgium)</p> <p>EMPTA – Selangor and Federal Territory Engineering and Motor Parts Traders' Association</p> <p>FAWOAM – Federation of Automobile Workshop Owners' Association of Malaysia</p> <p>FEMACGA – The Federation of Malaysia Chinese Guilds Association</p> <p>FEMPTAM – The Federation of Engineering and Motor Parts Traders' Association Malaysia</p> <p>HDMA – Heavy Duty Manufacturers Alliance (USA)</p> <p>MAARA – Malaysia Automotive Recyclers Association</p> <p>MACPMA – Malaysian Automotive Component Parts Manufacturers</p> <p>MDEC – Malaysia Digital Economy Corporation</p> <p>MEMA – Motor & Equipment Manufacturers Association (USA)</p> <p>MREPC – Malaysian Rubber Export Promotion Council</p> <p>MUVATA – Malaysia Used Vehicle Autoparts Traders Association</p> <p>OAC – Overseas Automotive Council (USA)</p> <p>PMLOA – Pan-Malaysia Lorry Owners' Association 1987</p> <p>PPIBM – Persatuan Pengusaha Industri-Industri Bengkel Malaysia</p> <p>TSC – Toyota Suppliers Club (Malaysia)</p> <p>ZDK – German Federation for Motor Trades and Repairs</p>	
Fringe Programme (2019)	<p>Auto NITZ Party</p> <p>Automotive Aftermarket Ideas Exchange</p> <p>Autotronics Training Workshop</p> <p>Collision Repair Training Workshop</p> <p>EMMA Malaysia Final – Car Audio and Modification Competition</p> <p>Fleet Management Conference</p> <p>Networking Happy Hour</p> <p>Official Launch of Camel Power Malaysia</p> <p>Technical Training on Why Engine Oil Fails to Protect Your Engine & Why It Overheats</p> <p>Training Workshop by CMC</p>	
(Visit our official website to see the details of all 14 fringe events)		
Contact	<p>Messe Frankfurt (HK) Ltd</p> <p>35/F, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong</p> <p>Ms Clara Tam / Mr Calvin Lau</p> <p>Ms Maggie Ngan / Ms Flora Chan / Ms Cherry Cheung</p> <p>Ms Gloria Ng / Mr Patrick Kwan / Ms Jenny Chuang</p> <p>Tel: +852 2802 7728 Fax: +852 2519 6079</p> <p>Email: autoasia@hongkong.messefrankfurt.com</p> <p>Website: www.automechanika-kl.com</p>	<p>Messe Worldwide Sdn Bhd (Malaysia representative office)</p> <p>Mr Kenneth Fong</p> <p>Tel: +60 3 7803 2276</p> <p>Email: auto@messeww.com</p>

Please also contact your local sales partner. Contact information can be found at www.messefrankfurt.com, go to The Company / Company profile / Sales partners

Subject to change, as of 9 April 2019