

Fact sheet

automechanika
KUALA LUMPUR

16 – 18.3.2023

Kuala Lumpur,
Malaysia

Fair Name	Malaysia's leading regional trade fair for the automotive service industry targeting trade visitors from ASEAN
Fair Date	16 – 18.3.2023
Opening Hours	10:00 – 18:00
Venue	Kuala Lumpur Convention Centre, Malaysia
Exhibition Space	9,710 sqm gross
Exhibitor	300 exhibitors from around the world
Visitor (2019)	7,033 visitors from 58 countries & regions
Product Groups	<p>Parts & Components: Parts & Components: Components for conventional drive systems; chassis; body; standard mechanical parts; interior; exterior; charging accessories 12 volt; regenerated, restored and renewed parts for cars and utility vehicles; external vehicle air quality and exhaust gas treatment; new materials</p> <p>Electronics & Connectivity: Engine electronics; vehicle lighting; electrical system; comfort electronics; human machine interface (HMI); connectivity; internet of things</p> <p>Accessories & Customising: General accessories for motor vehicles; technical customising; visual customising; infotainment and Car IT; special vehicles, equipment, assemblies and modifications; car trailers for cars and small commercial vehicles; spare and accessory parts for trailers; merchandising</p> <p>Diagnostics & Repair: Workshop equipment for repair and maintenance; tools; digital maintenance; vehicle diagnostics; maintenance and repair of vehicle superstructures; towing equipment; workshop equipment for repair and maintenance for alternative drive concepts; fastening and bonding solutions; waste disposal and recycling; workshop safety and ergonomic workshops; workshop and dealership equipment; oils and lubricants; technical fluids; workshop concepts</p> <p>Dealer & Workshop Management: Workshop / dealership / filling station planning and construction; dealer, sales and service management; digital marketing; customer data management; online presence; e-commerce and mobile payment; basic and advanced training and professional development; workshop and dealership marketing; online service providers and vehicle/parts/service marts; economic regeneration, research, consulting, cluster initiatives</p> <p>Car Wash & Care: Washing; vehicle care; vehicle preparation and detailing; water reclamation, water treatment; filling station equipment</p> <p>Alternative Drive Systems & Fuels: Energy storage alternative fuels; complementary products; vehicle concepts; resources; charging and tank technologies and systems; new workshop technologies</p> <p>Tyres & Wheels: Tyres; wheels and rims; tyre/wheel repair and disposal; used tyres and wheels; tyre/wheel management and systems; sales equipment and storage of tyres; accessories for tyres, wheels and installation</p> <p>Body & Paint: Bodywork repairs; paintwork and corrosion protection; smart repairs for paintwork, metal parts, plastic parts, windows, headlights, rims; new materials</p> <p>Mobility as a Service & Autonomous Driving: Mobility services; automated driving; fleet management / leasing / corporate mobility</p>

Visitor Profile	Manufacturer, dealer, agent, distributor, wholesaler, retailer, service provider (auto refitter/tuner/garage/workshop/service center/petrol), private & official fleets, trade association, government agency, publisher, research institution, university, polytechnic	
Participation Fee (for reference)	Standard Booth	USD 395 / sqm (min 9 sqm)
	Premium Booth	USD 460 / sqm (min 9 sqm)
	Raw Space	USD 335 / sqm (min 24 sqm)
Fringe Events	Collision Repair Training Workshop; Fleet Management Conference; Smart Factory and Industry 4.0 Conference; AutoFest; EMMA Malaysia Final – Car Audio and Modification Competition; Auto NITZ Party; Networking Happy Hour	
Admission	For trade visitors only – upon registration. Persons under 18 will not be admitted.	
Organiser	Messe Frankfurt (HK) Ltd	
Endorsed by	MARii – Malaysia Automotive Robotics & IoT Institute MATRADE – Malaysia External Trade Development Corporation	
Local & International Supporters	AAA – Auto Audio, Accessories and Air-condition Traders Association of Malaysia AAA – Automotive Accessories 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) 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 Repair	
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Organiser

