**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**

<table>
<thead>
<tr>
<th>Product Groups</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>Parts &amp; Components</strong>:</td>
<td>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</td>
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<tr>
<td><strong>Electronics &amp; Connectivity</strong>:</td>
<td>Engine electronics; vehicle lighting; electrical system; comfort electronics; human machine interface (HMI); connectivity; internet of things</td>
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<tr>
<td><strong>Accessories &amp; Customising</strong>:</td>
<td>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</td>
</tr>
<tr>
<td><strong>Diagnostics &amp; Repair</strong>:</td>
<td>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</td>
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<tr>
<td><strong>Dealer &amp; Workshop Management</strong>:</td>
<td>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</td>
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<tr>
<td><strong>Car Wash &amp; Care</strong>:</td>
<td>Washing; vehicle care; vehicle preparation and detailing; water reclamation, water treatment; filling station equipment</td>
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<tr>
<td><strong>Alternative Drive Systems &amp; Fuels</strong>:</td>
<td>Energy storage alternative fuels; complementary products; vehicle concepts; resources; charging and tank technologies and systems; new workshop technologies</td>
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<tr>
<td><strong>Tyres &amp; Wheels</strong>:</td>
<td>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</td>
</tr>
<tr>
<td><strong>Body &amp; Paint</strong>:</td>
<td>Bodywork repairs; paintwork and corrosion protection; smart repairs for paintwork, metal parts, plastic parts, windows, headlights, rims; new materials</td>
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<tr>
<td><strong>Mobility as a Service &amp; Autonomous Driving</strong>:</td>
<td>Mobility services; automated driving; fleet management / leasing / corporate mobility</td>
</tr>
</tbody>
</table>
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)
<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Standard Booth</th>
<th>Premium Booth</th>
<th>Raw Space</th>
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</thead>
<tbody>
<tr>
<td>Price/ sqm</td>
<td>USD 395</td>
<td>USD 460</td>
<td>USD 335</td>
</tr>
<tr>
<td>Minimum Size</td>
<td>(min 9 sqm)</td>
<td>(min 9 sqm)</td>
<td>(min 24 sqm)</td>
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</tbody>
</table>

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)
MRC – Malaysian Rubber Council
MTF – Malaysia Trucking Federation
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 Repair

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