

automechanika
KUALA LUMPUR

1 – 3.8.2024

Kuala Lumpur Convention Centre
(KLCC), Malaysia

Show review

Sourcing Entertainment Training

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



A significant edition at a pivotal time in Malaysia's transforming automotive market

Automechanika Kuala Lumpur shifted from a biennial event to yearly. The strong levels of engagement from participants emphasised its reputation as a platform for business exchange, education, and entertainment, injecting vitality into Malaysia's transforming automotive aftermarket and lifestyle trends.



Automotive Mobility Solutions Zone and Conference

The debuting zone created synergy between product sourcing and information exchange. Exhibitors presented cutting-edge technologies and solutions for new energy vehicles. The related conference explored the industry's shift towards electrification and digitisation, as well as automation and manufacturing, logistics, and supply chain which attracted over 470 attendees including company directors, procurement managers, solution architects, and R&D engineers from corporations and institutions like AutoX3, Nottingham University, Petronas, Siemens, and Sime Darby.



35 speakers and supporters:



A hub for global business exchange

Europe

Denmark, France, Germany, Italy, Poland, Romania, Spain, Sweden, Türkiye, the UK and more

The Middle East

Jordan, Oman, Saudi Arabia, Syria, UAE, and more

Africa

Algeria, Egypt, Mauritius, Mexico, South Africa, Sudan, Uganda, and more

**Top 15 visiting countries and regions in orange*

autoFEST@KL

• autoFEST@KL Music Party

An after-show party with over 800 attendees

• DIY Workshops

With 14 sessions on car wrapping, ADAS tools and sound-proofing

• Esports Battle with Leona Chin

• Motorsport and Classic Cars

Race drivers like Adele Lew, Leona Chin and YS Khong shared their experiences. Unique classic cars were displayed for car lovers.

• EMMA Malaysia

A showcase of car audio modifications

Asia

Bangladesh, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Myanmar, Pakistan, the Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam, and more

Malaysia

Johor, Kedah, Kelantan, Kuala Lumpur, Malacca, Negeri Sembilan, Pahang, Penang, Perak, Perlis, Sabah, Sarawak, Selangor, and Terengganu

Oceania

Australia and New Zealand



13,017 visitors
from 70 countries and regions

310 exhibitors
from 19 countries and regions



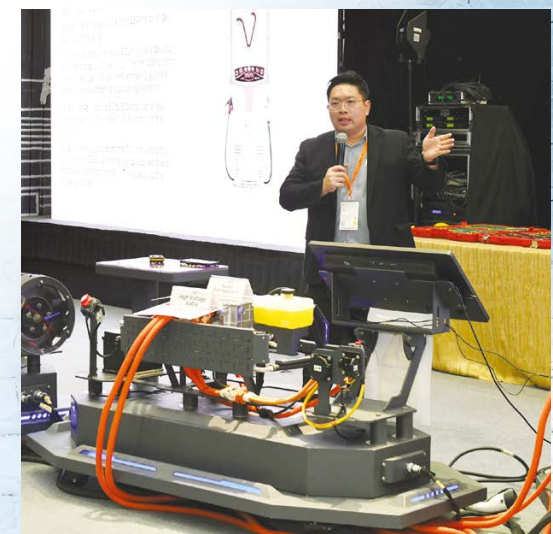
Explore global media coverage

Collision Repair Training Workshop

Over 200 attendees included technicians, mechanics, service centre and workshop owners. Topics included:

- Construction and working principles of high voltage components in an electric vehicle
- Hands-on demonstrations: new energy vehicle maintenance and detection with an EV diagnostics add-on kit and scanning tool
- Greener and smarter body and paint
- Workshop innovation with ECU programming

Trainers and supporters:



Key visitors

BMW	Chevron	Continental	Daikin
ExxonMobil	Foodpanda	Grab Malaysia	Great Wall Motor
Hitachi	Isuzu	Jaguar Land Rover	Lexus
MAHLE	Mitsubishi Motors	NEC	Perodua
PETRONAS	Pos Logistics	PROTON	Scania
Siemens	Sime Darby Motors	TecAlliance	Tesla
TikTok	Touch n Go	Toyota	ZF

■ Carmakers

■ Tier one players and other corporations

Visitors by business nature

Importer / dealer / agent / distributor / wholesaler	25%
Carmaker	17%
Service provider (3S & 4S centres / auto refitter / tuner / garage / workshop / service centre / petrol companies / gas station)	17%
Manufacturer	13%
Retailer	11%
E-commerce / e-tailer	5%
Media / publisher	4%
Private & official fleet	3%
Research & development institution	3%
Vocational / university institution	1%
Trade association / government agency	1%

Visitors by product group and interest

Parts & Components	15%
Electrics & Electronics	8%
Accessories & Customising	8%
Diagnostics & Repair	7%
Oils, Lubricants & Fuels	7%
Digital Solutions & Services	6%
Car Wash, Care & Detailing	6%
Tyres & Wheels	6%
Body & Paint	6%
Connectivity & Autonomous Driving	5%
Manufacturing of Parts & Components	4%
Manufacturing Process	4%
Industry Institutions, Trade Publishers, Education and Training, Sustainability	3%
Repair & Maintenance	3%
Electronics & Systems	2%
Motorcycle Accessories	2%
Service Groups	2%
Automotive Production Equipment and System	2%
Manufacturing Automation and Artificial Intelligence of Things (AIoT)	1%
Automotive Inspection and Quality Control	1%
Automotive Design and R&D	1%
Automotive Material	1%
Automotive Electronic Components	1%
Automotive Paints & Finishing	1%

*The total is over 100 percent due to multiple choice

Key exhibitors



More exhibitors



automechanika
KUALA LUMPUR

8 – 10.5.2025

Kuala Lumpur Convention Centre (KLCC), Malaysia

**Contact us
to exhibit,
visit and
sponsor**

Messe Frankfurt (HK) Ltd

Tel +852 2802 7728

autoasia@hongkong.messefrankfurt.com

Stay tuned with us



www.automechanika-kl.com