

Press release

21 March 2019

Automechanika Kuala Lumpur 2019 opens with more opportunities for knowledge transfer, networking and entertainment

Telly Cheuk
Tel +852 2238 9956
Telly.Cheuk@hongkong.
messefrankfurt.com
www.messefrankfurt.com.hk
www.automechanika-kl.com
AMKL19_OR_ENG.doc

Automechanika Kuala Lumpur 2019 opens for its 11th edition in Malaysia. This leading automotive trade fair in the ASEAN region takes place from today until 23 March. Participants from around the world, including a number of new supporters, are set to descend upon the Kuala Lumpur Convention Centre (KLCC). Showing a 19 percent exhibitor increase, the fair houses 293 exhibitors across 9,710 sqm of space in five halls. The event also goes even further to accentuate its themes across every aspects of the show.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd said: "As the automotive industry evolves, so does Automechanika Kuala Lumpur. The vision of becoming a platform for 'Sourcing, Training and Entertainment' has been a driving force behind the scenes. We believe that the show's direction will attract new audiences from the commercial vehicle sector, Malaysia's tech industry and auto-lifestyle fanatics. The vision also transcends through all the fringe programme events. Attendees can embrace global trends through entertaining and auto-cultural experiences, as well as hands-on learning opportunities."

Therefore, the show goes beyond just a trading platform. Through its value-added fringe programme, visitors can take advantage of the all-encompassing events, which deliver different experiences for all types of participants.

One such event is the new **Fleet Management Conference** that has been specifically tailored to meet the educational needs of fleet operators in the commercial vehicle sector. On the 22 March, a number of highly influential industry experts will shine a light on the sector's rising trends, as well as present new technology for fleet monitoring and management like telematic-based solutions, best practices in sustainability and system integration.

Another highly-educational event is the returning **Collision Repair Training Workshop**. Representatives from I-CAR Australia will guide participants through a variety of hands-on demonstrations and theoretical discussions. The two-day training programme, held from 21 to 22 March, will cover the most up-to-date industry know-how related to accident repair, measuring, alignment and aluminium repair.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

The show also builds upon its auto-lifestyle experiences. For example, between the 22 and 23 March, visitors can marvel at over 70 of the most cutting-edge car modifications at the **EMMA Malaysia Final – Car Audio and Modification Competition**. The winner of this year-long competition will also be announced during the show.

Away from the show floor, visitors can join the famous local DJ Pennie Tan at the exclusive **Auto NITZ Party**. The party is expected to be one of the most popular events at the show. Attendees can take advantage of this special event as it aims to encourage even more business networking across different segments of the industry.

Elsewhere, the China-based battery supplier, Camel Power is set to announce the company's new development plan in Malaysia. The event demonstrates that Automechanika Kuala Lumpur is recognised as an influential and significance platform in automotive industry.

Dedicated areas expose the industry's latest trends and automotive advancements

Once again, exhibitors have been carefully allocated into different zones to showcase specific products, services and technology in various market sectors, which also amplify upcoming regional trends.

The **IoT zone** features both upstream and downstream companies from the industry to reflect some of how IoT technology is changing the automotive landscape. Visitors can see both hardware and software developers present their most innovative technological breakthroughs such as advanced GPS systems, telematics, road safety, software for fleet management and cloud-based technology. Some of the exhibitors in the zone include PNMB, Inter Enterprise Solutions and FleetSol.

The new **Truck zone** also shines a light on the fast-growing commercial vehicle sector and is set to become one of the busiest places at the fair. It comes as a result of the sector's growth potential in both Malaysia and throughout the region. As such, the zone welcomes an impressive collection of manufacturers, auto part and tyre dealers with exhibitors like Acmar, Biosurge Asia, CPC Tyre, Hinsitsum Ten Ming and Yamamoto offering their latest solutions, products and services.

The Truck Zone sits alongside the IoT zone so that visitors can utilise some of the interconnected technology in the sectors.

Elsewhere, the fair welcomes exhibitors from Aramex, eBay, Payoneer, Pos Malaysia and World First Asia, all of whom are leaders in e-commerce and logistics in the automotive industry.

The fair also features devoted areas that relate to specific automotive product categories such as **Parts & Components, Electronics & Systems, Accessories & Customising, Repair & Maintenance, Dealer & Workshop Management, REIFEN (tyre sector), Alternative Drive Systems & Digital Solutions and Car Wash, Care & Reconditioning**.

International participation at the show becomes stronger than ever

Now entering into its 11th edition, the show has established a strong reputation in the region's automotive industry. It offers a dynamic level of international participation by hosting 293 exhibitors from 16 countries and regions. Many global industry players like AIMCO, Anchi, Aokly, AUTOBACS, CMC, FILM WORLD, FUJU UNITTA GESEL HEINZ, HEYNER, Kaller, LAUNCH, MATRIX, PHOENIX, Raybestos, SCHMACO, and XMFAN are joining this year's event.

The number of country and region pavilions has also increased two-fold, showing a significant spike in international participation at the show. The 2019 pavilions include China, Europe, Korea, the Middle East, Singapore, Taiwan and Thailand. This increase will encourage even more opportunities for local businesses to connect, network and exchange business with some of the most influential names in the global industry. Local companies offering their support include CKL Group, Camel Power, Nes Oil Seal, PNMB, V-tech and Vanil Auto.

For more information about Automechanika Kuala Lumpur, please visit www.automechanika-kl.com, or email the organisers at autoasia@hongkong.messefrankfurt.com.

- End -

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018