

# Press

Automechanika Kuala Lumpur  
Malaysia's leading regional trade fair for the automotive  
industry targeting trade visitors from ASEAN  
Kuala Lumpur Convention Centre, Malaysia  
21 – 23 March 2019

Hong Kong  
March 2018

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## **Plans begin to take shape ahead of Automechanika Kuala Lumpur 2019, supporting the ASEAN region's automotive growth path**

Preparations have already begun for the next edition of Automechanika Kuala Lumpur, which continues to serve as the ASEAN region's leading automotive trade fair by connecting the global industry with the most significant domestic players. The 2019 edition will welcome an expected 300 exhibitors and 8,000 visitors at the Kuala Lumpur Convention Centre in Malaysia. The country sits within the Association of Southeast Asian Nations (ASEAN), whose continually developing automotive industry has recorded a CAGR of 11 percent since 2011<sup>1</sup>. What's more, annual car sales in the ASEAN region are expected to reach 4.9 million units by 2020<sup>2</sup>, supporting the view that the area is transforming itself into a global economic and trade powerhouse for the automotive world.

As the host of Automechanika Kuala Lumpur, Malaysia sits at the heart of the ASEAN region and is home to numerous global OEM players. The country boasts the third highest motor sales and production figures<sup>3</sup>, and is a hotspot for overseas companies to expand their business in the region and to capitalise on the market's positioning. Facilitating that connection is Automechanika Kuala Lumpur, which will converge leading names from an estimated 18 countries and regions at the 2019 edition. The show will once again feature a comprehensive series of educational fringe events, networking sessions, competitions and business opportunities, reflected through the theme of 'Sourcing · Training · Entertainment'.

In terms of the fair's sourcing aspects, its coverage converges multiple industry sectors, such as parts, components, electronics, systems, repair, maintenance, accessories and customising. Some of the previous edition's participants include Hock Lee, Launch Tech, Newera, Perodua, Proton, Spandy Tool, UG Electronics, Unipac, Valeo, Wilayah, Yamada, and more.

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

<sup>1</sup> "Why ASEAN could be the next big thing for carmakers" – <http://bit.ly/2EOJiQL>. Retrieved 20 February 2018.

<sup>2</sup> "ASEAN Automotive Market Outlook" – <http://bit.ly/2oOoc6j>. Retrieved 20 February 2018.

<sup>3</sup> "ASEAN Automotive Federation – Sales" - <http://bit.ly/2FfQ9jH>. Retrieved 20 February 2018.

The brand new Tyre Competence product category will also add to the range of sourcing opportunities. Exhibiting companies from the tyre sector will be categorised accordingly, allowing fairgoers to easier tap into a plethora of product developments and innovations from the renowned tyre sector in Malaysia and beyond.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, discussed how the addition of Tyre Competence will benefit the show's attendees: "Malaysia's tyre market is expected to reach over US\$ 2.3 billion by 2022<sup>4</sup>, on the back of growing vehicle demands, continued infrastructure development and higher consumer purchasing power. The entire ASEAN region has a well-established tyre sector, meaning its inclusion at Automechanika Kuala Lumpur will naturally benefit those looking to tap into the entire industry's developments here."

Aside from the range of sourcing opportunities, ingenuity is also found in the show's impressive training and entertainment offerings. One such example is the highly anticipated EMMA (European Mobile Media Association) car audio and tuning competition, whereby vehicles from different ASEAN countries will have the opportunity to demonstrate their most impressive audio installations. The Collision Repair Training workshop will also take place once again, following its successful and beneficial inclusion at the previous edition.

Further show announcements will be made in due course. For more information about Automechanika Kuala Lumpur, please visit the show's website at [www.automechanika-kl.com](http://www.automechanika-kl.com), or email the organisers at [autoasia@hongkong.messefrankfurt.com](mailto:autoasia@hongkong.messefrankfurt.com).

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#### **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 some 30 locations, the company generates annual sales of around €661\* 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). \*preliminary 2017 numbers. For more information, please visit our websites at: [www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

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<sup>4</sup> "Malaysia Tire Market Forecast 2012 – 2022" – <http://bit.ly/2odE9YG>. Retrieved 21 February 2018.