

Press release

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Launch and Vanli announced as Automechanika Kuala Lumpur strategic partners

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Ahead of the next edition of Automechanika Kuala Lumpur 2019, the show's organisers have outlined the details of two new strategic partnerships with Launch and Vanli, both of whom are leading international players in the fields of automotive repair & maintenance and parts & components.

Chinese aftermarket giant Launch was one of the first Asian companies to provide repair and testing equipment for tyres, and is now a key provider for complete workshop and service solutions worldwide. Joining Launch as a strategic partner for Automechanika Kuala Lumpur is Malaysian parts supplier, Vanli. The company works with key auto brands in Malaysia's domestic market, including with the likes of APM, Bosch, Denso, Delphi, and many more. In fact, Vanli is an authorised supplier for more than 40 automotive brands worldwide, and has committed to the partnership with Messe Frankfurt for the next two editions in 2019 and 2021.

In order to effectively capitalise on the show's unique position as the leading automotive trade fair in Malaysia, the new partnership will allow both companies to work closely with show organisers in terms of promotion before, during and after the show.

For example, Vanli and Launch will both enjoy exclusive and increased promotional benefits in the build-up to the fair. At the fairground itself, they will have the opportunity to maximise their efficiency and business connections, through product presentations to a live audience. Each company will also be featured in a premium location exhibition area within the fair's 9,700 sqm halls. In return, Messe Frankfurt will receive strong promotional support from the two brands in terms of visitor promotion, which will provide those in the ASEAN region with extended opportunities to meet with some influential industry names.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, has expressed her delight in welcoming two such influential players as strategic partners: "Launch and Vanli are both very well-respected brands not only across Asia, but worldwide. Their strong positions in the Parts & Components and Repair & Maintenance markets will draw even more associated participants to the show. We look forward to working together and increasing the awareness of one another's activities."

Messe Frankfurt (HK) Ltd
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26 Harbour Road
Wanchai, Hong Kong

Sharing those sentiments was Mr Chia, Manager at Launch Malaysia, who said: “Automechanika Kuala Lumpur perfectly represents how the automotive market in the ASEAN region is thriving, and we are proud to be a part of that. By joining as one of the show’s strategic partners, we hope to further consolidate our relationships in the region and help boost the show’s presence worldwide.”

Vanli’s Director, Mr Lim Choong Keat also commented on the announcement: “We believe Automechanika’s brand can significantly benefit us, not only in Malaysia, but worldwide. We expect our new strategic partnership to provide us with global exposure and networks through Messe Frankfurt’s promotion channels. We can’t wait to get the show underway next March!”

From 21 – 23 March, the 2019 edition of Automechanika Kuala Lumpur will welcome an expected 300 exhibitors and 8,000 visitors at the Kuala Lumpur Convention Centre in Kuala Lumpur, Malaysia. For further information, you can visit www.automechanika-kl.com, or email the organisers at autoasia@hongkong.messefrankfurt.com.

To learn more about Launch and Vanli, visit en.cnlaunch.com and www.vanli.com.my. More details about the show will be announced at a later date.

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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 2,400 employees at 30 locations, the company generates annual sales of around €669 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 | www.congressfrankfurt.de | www.festhalle.de