

Press release

August 2020

## Automechanika Kuala Lumpur 2021: A trade fair S.E.T. for a twist

Suzy Heston  
Tel +852 2238 9907  
Suzanna.Heston@hongkong.  
messefrankfurt.com  
www.messefrankfurt.com.hk  
www.automechanika-kl.com  
AMKL21\_PR1\_ENG

**Full throttle ahead as Automechanika Kuala Lumpur 2021 sparks a fresh outlook on the traditional automotive trade fair. From 18 to 20 March at the Kuala Lumpur Convention Centre, the event-oriented exhibition will uniquely combine all elements of ‘Sourcing, Entertainment and Training’ to offer a ‘S.E.T.’ of solutions for fairgoers to meet their participating objectives. An all-encompassing array of onsite activities and networking opportunities will help create a dialogue between players in the passenger vehicle, commercial vehicle, logistics and IoT sectors.**

Malaysia is one of the most dynamic countries in ASEAN and a regional leader of digital development. Its 81 percent saturation of internet coverage across the country<sup>1</sup> influences both daily consumer trends and the transformation of many staple industries. According to recent statistics, the advancements of digital technology like the Internet of Things (IoT) will contribute to over 21 percent of Malaysia’s GDP by 2022, with USD 82 billion in IT-spending between 2019 and 2022<sup>2</sup>.

These digital breakthroughs present a host of new opportunities in the ongoing automation of traditional manufacturing and practices (Industry 4.0) throughout the automotive value chain; the recent National Automotive Policy (NAP) 2020 even placed IoT at the forefront of future thinking. Taking these factors into account, Malaysia’s leading regional trade fair for the automotive industry, Automechanika Kuala Lumpur, will push the boundaries even further at its upcoming edition to emphasise the potential of the digital transformation in the automotive market.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd, further explained that: “The launch of ‘S.E.T.’ is yet another development in the show’s 22-year history. It equally weights all components, shaping dynamic growth opportunities for automotive players along the supply chain. Each element of ‘Sourcing, Entertainment and Training’ will incorporate underlying digital trends that have the power to, ultimately, revolutionise end-user experiences. Therefore, we aim to embody this innovative spirit at the show with one-of-a-kind activities that foster a passionate albeit business-oriented atmosphere.”

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

<sup>1</sup> “Internet usage in Asia”, January 2020, Internet World Stats, <http://m-es.se/d3CB> (Retrieved 20 July 2020)

<sup>2</sup> “Investment opportunities ahead in digital Malaysia”, July 2020, MARIi, <http://m-es.se/Mo8s> (Retrieved 20 July 2020)

### **Sourcing for comprehensive business needs**

As a dominant aspect of the show, business opportunities are key drivers for participants looking to find new suppliers and meet with existing clients. The 2021 event expects to host exhibitors from 16 countries and regions across all sectors at the fair.

The show introduces **IoT** as a standalone sector to amplify cloud-based, connectivity and telematics trends rising around the regional market. These digital trends will also transcend across OE right through to the aftermarket in the **passenger, commercial vehicle and logistics sectors**. To illustrate this, the fair's product coverage of **Diagnostics & Repair / Body & Paint, Accessories & Customising, Parts & Components** and more within the core sectors will spotlight digital breakthroughs in safety, environmental protection, infotainment and comfort. For industry players, these are critical factors for today's changing consumer patterns.

### **Entertainment at the centre of exploring automotive culture**

Automechanika Kuala Lumpur, once again, is more than just a trading platform. The **Auto NITZ Party** and **EMMA Malaysia Final – Car Audio and Modifications Competition** will give way to a new type of auto-cultural festival. The spectacle aims to create a community amongst a mix of automotive players and is set to promote extended networking opportunities by engaging with more exhibitors, visitors and car enthusiasts alike. In the events, visitors from around the world will find an estimated 70 cars, tuned exclusively by local talent, along with guest performances from electronic dance and music troops.

Mr Howie Choo, President of EMMA Malaysia, emphasised: "The industry is shifting towards a new customer and lifestyle-oriented era. The Auto NITZ Party and EMMA competition embody these transformations as it is amongst only a handful of other auto lifestyle events in Malaysia. However, Automechanika Kuala Lumpur stands out as it has the ability to attract global industry leaders, thus providing a great arena for car enthusiasts to highlight the country's promising aftermarket."

### **Training from international experts to improve on-the-job skills**

Information gathering, training and applied teaching remain huge pull factors for the show. A number of highly influential leaders will introduce the latest tools, technologies, systems and industry know-how to the regional market.

For example, the **Collision Repair Training Workshop** is returning to offer professional hands-on demonstrations and theory-based discussions for technicians, mechanics and business owners. This year, coverage will extend into commercial vehicle repair and maintenance, in addition to the passenger vehicle sector. Topics in sessions include the latest advancements for diagnostics, smart repair, and ADAS calibration and vehicle coding.

Supported by the Pan-Malaysia Lorry Owners' Association (PMLOA), the highly requested **Fleet Management Conference** is geared towards

fleet and transport managers, workshop owners and managers, and works engineers. This event will spotlight the application and use of IoT in the commercial vehicle sector, as well as carefully examine the current opportunities and challenges that companies across the region are facing.

For more information about S.E.T. at Automechanika Kuala Lumpur, visit [www.automechanika-kl.com](http://www.automechanika-kl.com) or email the organisers at [autoasia@hongkong.messefrankfurt.com](mailto: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 about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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](http://www.messefrankfurt.com)