

Press release

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Automechanika Kuala Lumpur defers to 2022

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With COVID-19 cases still being recorded in Malaysia¹, the organisers of Automechanika Kuala Lumpur defer the upcoming edition of the show initially planned for March 2021. The move to reschedule the fair to 15 – 17 March 2022 comes as a result of travel restrictions hampering both domestic and international attendance. Exhibitors, partners and supporting associations have backed the decision, and they look forward to the fair’s mixture of exhibition and events that promote automotive industry recovery.

Over the years, Automechanika Kuala Lumpur has gathered a broad international audience that leverages the platform to explore the opportunities in ASEAN’s automotive market. The last edition of the show, held in 2019, hosted 16 exhibiting and 58 visiting countries and regions worldwide.

However, prevailing travel restrictions into the country and local prevention measures, set out by the Conditional Movement Control Order (CMCO)², have limited the geographical mobility into and around Malaysia. With large numbers of COVID-19 cases still being reported domestically, the uncertainty of these restrictions being lifted before March 2021 is at the forefront of the organiser’s decision to postpone the show.

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK), further explains: “The wellbeing and safety of our stakeholders at Automechanika Kuala Lumpur is a top priority for us. After closely monitoring the developments of COVID-19 in Malaysia and to support prevention protocols curbing the spread of the virus, deferring the show to 2022 was the only reasonable response to effectively support players in the market, as well as safeguard public health.”

Ms Chiew added: “With over 22 years in the ASEAN automotive industry, Automechanika Kuala Lumpur has stood the test of time. It will continue to adapt to trends and the current market situation, as well as expose wider opportunities for growth and development.”

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¹ COVID-19: 935 new cases in Malaysia; total cases exceed 60,000, 26 November 2020
<https://www.theedgemarkets.com/article/covid19-malaysia-reports-935-new-cases-today-%E2%80%94-326-sabah-and-161-selangor> (Retrieved: November 2020)

² Minister: Govt studying need to extend CMCO until end of year, 23 November 2020
<https://www.malaymail.com/news/malaysia/2020/11/23/minister-govt-studying-need-to-extend-cmco-until-end-of-year/1925304> (Retrieved: November 2020)

To illustrate, the recent signing of the Regional Comprehensive Economic Partnership (RCEP) has exposed a beacon of light in the automotive supply chain and the economy³. Experts believe that this is a pivotal move to promote trade and industry recovery in the region stemming from the pandemic.

This alliance will foster greater synergy at Automechanika Kuala Lumpur with many key participating countries and regions at the show belonging to the 14 RCEP member nations. The fair aims to further amplify these market opportunities through its interactive events and activities, which will connect players across ASEAN and wider territories. Stay tuned for details about how Automechanika Kuala Lumpur can expand networks, create channels of communication and transfer knowledge in the regional supply chain.

For more information about Automechanika Kuala Lumpur, please email the organiser at 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 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

³ Asian auto sector to make major gains under RCEP, 17 November 2020, <https://www.globaltimes.cn/content/1207159.shtml> (Retrieved November 2020)