

Press release

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Automechanika Kuala Lumpur 2022 redefines the matchmaking experience to reconnect the automotive community

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Automechanika Kuala Lumpur is acclimatising to a new age of trade fair experiences with its S.E.T. (Sourcing, Training and Entertainment) of upgraded activities. The show's reconfigured business matching service, Match Up, brings together optimised processes, people and expertise to stimulate market growth in the international automotive community. This all-year-round networking service helps link up potential partners and allows participants to explore the local and overseas auto service industry. Players can already start capitalising on the fair's extensive global industry resources leading up to the physical show on 15 to 17 March 2022 at the Kuala Lumpur Convention Centre (KLCC).

Malaysia is a top contender for companies laying down roots, as its automotive industry has been a key contributor to the nation's economy for years. Off the back of last year's repressed activity in the automotive industry, a shift in supply networks has resulted in many players eyeing up different markets and channels to establish buyer-and-supplier relationships.

With local policies presenting favourable conditions to stimulate market growth in the automotive supply chain, the country's position plays a significant role in its overall industrial transformation, digitalisation, and electrification. This inevitably reinforces growth and development in automotive manufacturing and automation, passenger vehicles, commercial vehicles, the Internet of things (IoT), and logistics.

With this in mind, Automechanika Kuala Lumpur revives its 'S.E.T.' of hybrid activities and digital solutions before, during and after the show. The objective is to draw attention to dynamic prospects in the automotive service industry and supply chain through the show's communication channels and social media campaigns. For example, its advanced business matching service, **Match Up**, aims to create more means for participants to examine and explore new business opportunities. In addition, it utilises a database of 600,000 buyer and supplier contacts from Automechanika shows in Ho Chi Minh City, Kuala Lumpur and Shanghai to connect the regional automotive community with the rest of the globe.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd, said: "As the automotive industry kicks into gear, it is crucial that players

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take advantage of Automechanika Kuala Lumpur's connections in Match Up, in addition to its other wider media resources. The service opens up more communication channels for companies looking to expand into markets like Africa, Asia, Europe, the Middle East, North America, Oceania and South America. Through this, professionals will be able to identify business prospects and discuss new tools, technologies and management systems in the service sector.”

A professional consulting team from the organisers will offer continuous guidance to help answer the business needs of participating companies. Many players already using the service have reflected on their experiences that support their trade fair journey. Buyers like Mr Zosimo Cabezas Untiveros, General Manager of Corporation Z Cabezas SAC from Peru, commented: “The pandemic has impacted our business greatly, and so we are always looking for ways to improve our trade. We decided to utilise this service as a new way of sourcing products from abroad. The matchmaking has really helped us; therefore we look forward to using this online tool again.”

Another participant, Mr Gao Wen Li, Marketing Product Manager of Qingdao Copton Technology Co Ltd (China), explained: “Through this value-added service, we have been able to access a number of high-quality buyers. It was very efficient and saved me a lot of time during my pre-show planning and onsite meetings. It is a programme that both suppliers and buyers can benefit from to improve business sustainability.”

To sign up for Match Up, please click here: www.automechanika-kl.com/business-matching-reg.

For more information about the show, please email the organiser at autoasia@hongkong.messefrankfurt.com.

In light of the COVID-19 outbreak, organisers of Automechanika Kuala Lumpur will follow government guidelines to ensure appropriate measures are in place to safeguard the health and safety of all stakeholders at the show.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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