

Press release

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Doors open as all signs point to Automechanika Kuala Lumpur's record-breaking return

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AMKL23_OR_ENG

Malaysia's leading trade fair for the automotive industry returns, recharged, with its unique 'S.E.T.' (Sourcing, Training and Entertainment) concept. From today until 18 March, the show hosts 330 exhibitors across 11,071 sqm of the Kuala Lumpur Convention Centre. In addition, thematic zones and a full spectrum of concurrent events ensure that attendees can maximise their participation; businesses of all sizes can explore prospects in the market from the advancements of digitalisation and electrification.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK), said: "Since the last edition in 2019, we have continued to analyse the Malaysian industry closely in view of wider automotive developments. The country is on the cusp of a wide-scale transformation; therefore, Automechanika Kuala Lumpur remains as important now as when we first stepped into the market some 20 years ago. It goes beyond a trading platform with the fringe programme navigating new opportunities from trends like digitalisation and electrification in the supply chain."

From this perspective, these advancing trends will underscore the carefully curated zones spotlighting exhibitors with products, services and technologies in specific market sectors. These comprise of:

- **Electric Vehicle (EV)** – showcasing solutions for new energy vehicles, an electric bus, charging facilities, and battery technology
- **Auto Service and Maintenance** – displaying diagnostic and repair technology, specialised equipment for electric vehicle repair and ADAS calibration
- **Commercial Vehicle** – highlighting aftermarket services, parts, fuels, lubricants and oils
- **AutoFest@KL** – primarily in Hall 4 and 5, exhibitors will have a deeper focus on end-user products, wrapping, accessories, and perfume. A number of booths will support in-person transactions allowing attendees to take home products like Hot Wheels on the spot.

Throughout halls 1 to 5 and 7C, the fair also offers a dynamic level of participation with a record-breaking 330 exhibitors from 17 countries and regions, including Australia, China, Germany, Hong Kong, India, Italy, Korea, Lithuania, Malaysia, Mauritius, Oman, Poland, Singapore, Taiwan, the UAE, the UK and the US.

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

This increase is set to encourage even more opportunities for local businesses to connect, network and exchange with some of the most influential names in the global industry. Brembo, Caltex Delo, Carlas, CELETTE, Deltran's Battery Tender®, GBT, Launch, MAGICMOTORSPORT, Rimbunan Kuasa, SATA Tools, SCHMACO, Solid, TecAlliance, Techtronic, Tetrosyl, Yon Ming, and ZMC Automotive are amongst the key exhibitors at the show.

More experiences await the automotive community

Pairing with each zone, Automechanika Kuala Lumpur will also offer 14 events to probe into the region's most pressing topics.

Collision Repair Training Workshop (16 – 18 March 2023)

More than six repair masters will delve into the repair and maintenance of high-voltage systems, measuring, ADAS calibration, workshop management systems, ECU remapping and tuning. Those that attend will receive an accredited certification to endorse their service centre or workshop upon completing the three-day course. Both international and local business owners, technicians, mechanics and apprentices are set to partake.

IBIS ASEAN 2023 (16 March 2023)

As a world-leading provider of automotive collision repair conferences, IBIS brings knowledge and expertise from five continents to the ASEAN market. The symposium will bring together top managers, senior directors, and business owners to explore the latest strategies for sustainable success. Together, they will dive into trends like EV and ADAS, as well as current challenges and opportunities within the region.

Digitalisation and Electrification Business Networking Event (16 March)

Attendees can take away valuable business networking opportunities and knowledge about significant trends that have an all-encompassing influence on the automotive ecosystem. It also offers an interactive gathering with the National ESG Association of Malaysia, Malaysia Digital Economy Corporation, Hong Kong Productivity Council, as well as POS Malaysia and Lazada Group.

Fleet Management Conference (17 March 2023)

The conference will focus on the shift from transportation to smart mobility solutions. Discussions will include best practices to ensure profitability and address solutions for the sector's overall modernisation. Key speaker Bobby Marshal (Manager, Marketing – South East Asia) from Chevron Malaysia Limited will provide an insight into the company's strategy for their Caltex Diesel and Techron® D plus DELO® solution.

AutoFest@KL

Automechanika Kuala Lumpur sets its eyes on attracting a wider scope of visitors to the show. The latest addition to the fringe programme offers a medley of activities that blend automotive culture, networking and a day-to-day market. Participants can experience:

- Auto NITZ Party (17 March 2023)

- EMMA Malaysia Final – Car Audio and Modification Competition (16, 17 and 18 March)
- OEM & Auto City Marketplace (16, 17 and 18 March)

For the full list of events, please visit: www.automechanika-kl.com/events

Press information and photographic material:

www.automechanika-kl.com/press

The brand's flagship show, Automechanika Frankfurt, will return to the stage from 10 to 14 September 2024. Meanwhile, other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Ho Chi Minh City: 23 to 25 June 2023
www.automechanika-hcmc.com
- Automechanika Shanghai: 29 November to 2 December 2023
www.automechanika-shanghai.com

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#EV #digitalisation #automechanika

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. 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

* Preliminary figures for 2022