

Press release

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Automechanika Kuala Lumpur 2023 magnifies opportunities following the return of trade and mobility

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In 2022, Malaysia estimates a 6.3 percent growth in GDP¹ owing to a stronger business and consumer environment from the resumption of international and domestic travel. The automotive industry, in particular, is set to play a key role in this forecast, with supportive government policies spurring market demand and capturing global market trends. For example, Automechanika Kuala Lumpur will spotlight how manufacturing, electrification, connectivity and services are transforming the Malaysian automotive industry. The show will take place from 16 to 18 March 2023 at the Kuala Lumpur Convention Centre (KLCC).

As a cornerstone of commercial activity, Malaysia's automotive industry continues to play an essential role in the economy. For example, statistics from March 2022 reveal a 12.8 percent year-on-year increase in new vehicle sales² following the extension of the Sales and Services exemption³ that supports the fresh demand for private vehicle ownership. This market momentum is capturing the interest of the global automotive industry. As a result, the Government is encouraging its potential by introducing plans that promote technological and industrial modernisation.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd, noted: "With greater mobility in and around Malaysia, we have had an enthusiastic response from our network wanting to explore the country's import and export activities through Automechanika Kuala Lumpur's global resources. We are glad their feedback aligns with local interests to expand vehicle sales, thereby accelerating skilled aftermarket services. It also includes enhancing automotive manufacturing, in addition to speeding up the electrification and digitalisation of the automotive industry as a whole."

Accentuating key trends across the entire value chain

Upon returning to the exhibition calendar, Automechanika Kuala Lumpur will highlight key trends in fields that the Government considers highly important for advancing the automotive industry. This includes sectors like automotive manufacturing and automation, the Internet of Things

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¹ After firm growth in Q1, Malaysia's economy set for further expansion, May 2022, New Straits Times, <https://qr.messefrankfurt.com/Bt68> (Retrieved: 13 July 2022)

² Malaysia's vehicle sales jump nearly 13pct to over 73,000 units in March, April 2022, New Straits Times, <https://qr.messefrankfurt.com/Kg1z> (Retrieved: 13 July 2022)

³ Automotive sector a big winner from 2022 Budget, November 2021, New Straits Times, <https://qr.messefrankfurt.com/Jm1k> (Retrieved: 13 July 2022)

(IoT), logistics and electromobility.

As a result, the show will harmonise with these developmental areas in specialised zones across the fairground. Exhibitors in the **Auto Service & Maintenance**, **IoT**, **Automotive Manufacturing & Automation**, and **Commercial Vehicle zones** will benefit from dedicated signage and displays to encourage more business exchange from visitors targeting the specific highlight.

In addition, a range of informative fringe events will complement themes across the show floor. For instance, with more vehicles on the road, the show aims to tackle the shortage of skilled labour in repair services and bring providers up to speed with smart repair and diagnostics during the **Collision Repair Training Workshop**.

Through drawing upon viable international use cases during the **Digitalisation and Electrification Conference**, industry experts will examine the future landscape of mobility and innovative ways to enhance green development. Other knowledge-sharing events include the **Fleet Management Conference** and **Automotive Manufacturing and Transformation Conference**.

Pre-show touchpoints to personalise onsite experiences

With Malaysia's borders opening up, Automechanika Kuala Lumpur's online activities aim to connect domestic and overseas professionals before the physical show. By introducing both parties ahead of time, the intention is to deepen onsite business exchanges and encounters.

In this regard, **Match Up** offers personalised and targeted year-round business matchmaking opportunities. So far, the dedicated service team has arranged more than 2,000 meetings between buyers and suppliers from over 50 countries and regions since its launch less than a year ago. To sign up for Match Up, please click here: www.automechanika-kl.com/business-matching-reg.

Furthermore, the show also introduced a new YouTube channel, **Play it! Channel MY**, as a valuable resource for players wishing to learn more about local customs. The content not only delves into Malaysian business etiquette but also touches upon market updates, do-it-yourself car care, repair and maintenance, as well as hosts impromptu street interviews about current trends. To enjoy an ever-growing array of videos, please visit: <https://www.youtube.com/watch?v=D5-G1DQvEPA>

For more information about Automechanika Kuala Lumpur and its wider onsite and online activities, please email the organiser at autoasia@hongkong.messefrankfurt.com.

The brand's flagship show, Automechanika Frankfurt, will return to the stage from 13 to 17 September 2022. Meanwhile, other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Shanghai: 1 to 4 December 2022
www.automechanika-shanghai.com

- Automechanika Ho Chi Minh City: 23 to 25 June 2023
www.automechanika-hcmc.com

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<https://www.instagram.com/automechanikakualalumpur>

[Play it! Channel MY](#)

#AutomechanikaKualaLumpur #AMKL #automotive #exhibition

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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. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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. 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