

news +++ Automechanika Kuala Lumpur
Kuala Lumpur Convention Centre, Malaysia, 1 – 3 August 2024

automechanika
KUALA LUMPUR

Doors open to global industry players exploring new opportunities driven by automotive mobility solutions at Automechanika Kuala Lumpur 2024

Kuala Lumpur, 30 July 2024. Malaysia's leading automotive aftermarket trade fair, the 13th edition of Automechanika Kuala Lumpur is set to captivate the automotive industry from 1 to 3 August 2024. Spanning across 9,710 sqm of the Kuala Lumpur Convention Centre in Hall 1 to 5, this year's event will host 310 exhibitors from 19 countries and regions, showcasing the latest trends and new mobility solutions catered to the domestic market. In addition, autoFEST@KL will look to connect a wider audience with the aftermarket through a focus on motorsports, classic cars, gaming and more.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, said: "Automechanika Kuala Lumpur is vastly established within Messe Frankfurt's network of events within the Mobility & Logistics sector. As a leading regional trade fair for Malaysia's automotive aftermarket for some 20 years, the platform brings international resources to the country, providing comprehensive services and solutions tailored to the evolving needs of its market. This year's show marks a significant milestone, shifting from a biennial event to yearly in order to support Malaysia's progress and growth in a rapidly transforming industry."

Embracing the future of smart mobility

To address the evolving demands from the transforming new energy vehicles market, Automechanika Kuala Lumpur 2024 will debut the **Automotive Mobility Solutions Zone**. This zone will spotlight the latest trends and solutions in electrification, digitalisation, AI adoption, automotive manufacturing and automation, logistics and supply chain enhancement, sustainability, and ESG (Environmental, Social and Governance). To name a few, exhibitors and products include:

- Henkel – showcases a range of advanced solutions for e-mobility in thermal management materials, gasketing, and retaining solutions for electric drive systems
- LAUNCH – joins with battery pack testing cables for various new energy vehicle brands, with software and some diagnostic capabilities transferred through a specialised activation card
- Materialise Malaysia – introduces sustainable 3D printing technologies for automotive manufacturing

Beyond the Automotive Mobility Solutions Zone, the fair will host leading brands in other key areas including the **Commercial Vehicle & Fleet Zone** and **Automotive Repair**,

Maintenance & Care / Body & Paint / Accessories & Customising Zone, as well as **Parts & Components** and **Electrics & Electronics** across the board. For example:

- OBD – demonstrates their newly launched diagnostics products, THINKTOOL Expert 195 and THINKTOOL Master X2
- Emerald Auto Parts – distributor of Brembo's discs, callipers and complete braking systems as well as other premium brands like Continental, Seiken and more
- Bavarian Auto – brings genuine and OEM parts from BMW & MINI as Malaysia's leading authorised distributor
- Autel Malaysia – presents diagnostic scanning tools, advanced maintenance, TPMS services and sensors, ADAS calibration and heavy-duty tools
- Automatic Motors – offers genuine and aftermarket parts from Mercedes-Benz as an authorised stockist and distributor in Malaysia

Other renowned brands exhibiting include Alientech, Anhui Zhongtian Petrochemical, Carlas, Gaido, GOLD, Hella, Jinbo, Lucas, MIDWEST COMPOSITES, Reflek, Schmaco, Thinkcar, Tiktok, Topdon, Vanli, Vietsol, Yokomitsu, Yon Ming and Zero Mileage.

The full coverage of showcases has captured wide global attention with professional visitors from approximately 45 countries and regions pre-registered to attend the show. Overseas countries and regions include the likes of Australia, Cambodia, Canada, France, Indonesia, Italy, Japan, the Philippines, Saudi Arabia, Singapore, the UAE, and Vietnam.

Enriching the experience of participants

In addition to the exhibition, Automechanika Kuala Lumpur 2024 will offer a comprehensive programme of fringe events and activities, facilitating information exchange and skills training. As a new highlight this year, the **Automotive Mobility Solutions Conference (1 to 2 August)** will delve into the latest trends and solutions shaping the future of the automotive industry. The two-day agenda consists of the Main Conference and three other highlighted sessions, namely Electrification and Digitalisation, Automotive Logistics, Warehousing and Supply Chain, as well as Automotive Manufacturing, Transformation and Automation Workshop.

The Conference is supported by the Malaysian Investment Development Authority (MIDA). Speakers will include thought-leaders from Bosch Rexroth, Forwardlog, Henkel, MARii, MDEC, MyZEVA, Siemens, SHRDC, Swift, Universiti Teknologi Malaysia, Vinfast, Volkswagen, Volvo Trucks, and more. Notable speakers consist of:

- **Mr Yusri Jamal, Senior Deputy Director of the Transportation Technology Division at Malaysian Investment Development Authority (MIDA)**
Driving Malaysia's Sustainable Future: unleashing potential in the green energy transition, digitalisation, and automotive industry innovations to optimise resource utilisation and minimise environmental impact
- **Mr Clairy Chow, Asia Pacific Portfolio Development Executive at Siemens Digital Industries Software**
Transforming the Future of Mobility through Digitalisation
- **Mr Aditya Kumar Tiwari, Group Leader HV Battery System (Vehicle Development) at VinFast Auto Ltd, Vietnam**
Electric Vehicle Battery Technologies: advancements, challenges and implications
- **Mr Loo Yong Hui, Group Chief Executive Officer of Swift Haulage Berhad**

The Greening of Logistics: innovations in sustainable mobility for the supply chain of the future

- **Mr Ravi Tallamraju, Chief Technology Officer at PETRONAS Lubricants International**
Unlocking Cost Efficiency: how engine oil enhances total ownership value
- **Dr Susanne Lehmann, Managing Director of Volkswagen Group Malaysia**
Harnessing Potential with Automotive Manufacturing in Malaysia: current status, market trends and opportunities

Elsewhere, MIROS-CyberSecurity Malaysia will hold the **Modern Vehicle Expert Symposium & CamScore Grand Prix (3 August)** to promote the programme CAMSCORE, which conducts assessment on dashcam products. The event is supported by the Malaysian Institute of Road Safety Research (MIROS).

The well-received **Collision Repair Training Workshop (1 to 2 August)** will make a return as a flagship part of the fringe programme. The workshop will collaborate with ESnet Academy, a renowned institution in the automotive industry for education and training. Participants will be able to gain knowledge on EV subsystem basics, functions and technical specifications, as well as hands-on training in diagnostics and troubleshooting techniques using specialised scanning systems. LAUNCH will deliver New Energy Vehicles EV Diagnostic & Maintenance. In addition, ISQ and 3M Malaysia will bring in Body and Paint topics: Greener, Smarter and Safer Painting Practices.

Built upon its previous success, **autoFEST@KL** is making a comeback with an even stronger campaign in order to accentuate personal experiences and recreational activities within the automotive field. For instance, visitors can spar with Ms Leona Chin in an esports racing battle. Known locally as the 'Queen of Drift', she is a renowned Malaysian motorsport driver and a keen advocate for women in the automotive industry and will discuss her passion for all things motorsports during the show. In addition, Mr YS Khong, will also give a talk, touching upon his career as a winner of numerous Series Production Races and five times Malaysian Rally Champion before moving into automotive journalism. The **autoFEST@KL Music Party (19:00 to 21:00, 2 August)** will add a touch of entertainment with a line-up of guest performers, offering the perfect occasion to unwind after a successful business day. Other highlights include DIY Workshops, gaming and a classic car showcase.

For more information about Automechanika Kuala Lumpur 2024 and the fringe events, please visit www.automechanika-kl.com, or email the organisers at autoasia@hongkong.messefrankfurt.com.

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 Shanghai: 2 to 5 December 2024
www.automechanika-shanghai.com
- Automechanika Ho Chi Minh City: 19 to 21 June 2025
www.automechanika-hcmc.com

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Press information and photographic material
www.automechanika-kl.com/press

Automechanika Kuala Lumpur @Social Media

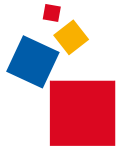
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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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).

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