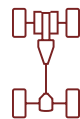


AUTO MAINTENANCE & REPAIR

China International Trade Fair For Auto Service, Parts,
Maintenance And Repair Technology And Equipment

2019 Show Review



AMR



中国汽车保修设备行业协会
China Automotive Maintenance Equipment Industry Association



中国汽车维修行业协会
China Automotive Maintenance and Repair Association



messe frankfurt

New sectors at AMR 2019 mapped out untouched business opportunities in the aftermarket

Focusing on automotive repair, maintenance and car care, AMR has developed into a comprehensive purchasing platform with high quality global buyers from China as well as the Asian market.

With a solid foundation in the traditional repair and maintenance sector, AMR 2019 expanded its product offerings in lubricant oil, car care, supply chain, new energy and aftersales service. Together with the expansive Spare Parts Zone, overseas pavilions, buyer delegations and fringe programme, the show has, once again, received an overwhelmingly positive response from the aftermarket industry.



1,241
exhibitors



120,000 sqm
spanning 8 halls



59,102 visits from **66** countries and regions

Visitor profile



78% of visitors stayed at the fair for more than **2** days



75% of visitors were top-management

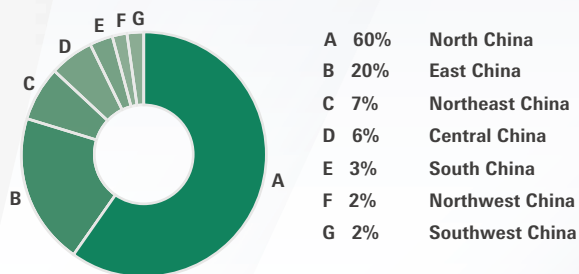


90% plan to visit the next edition

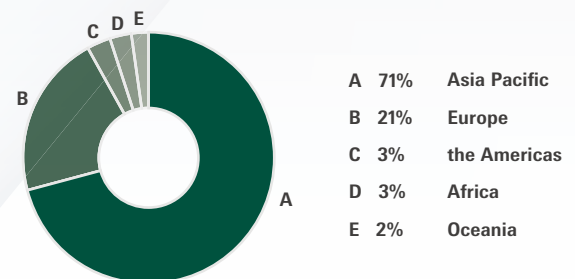


84% of visitors intend to make a purchase order

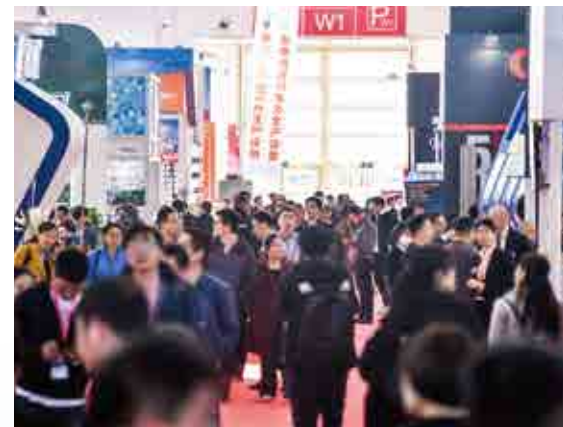
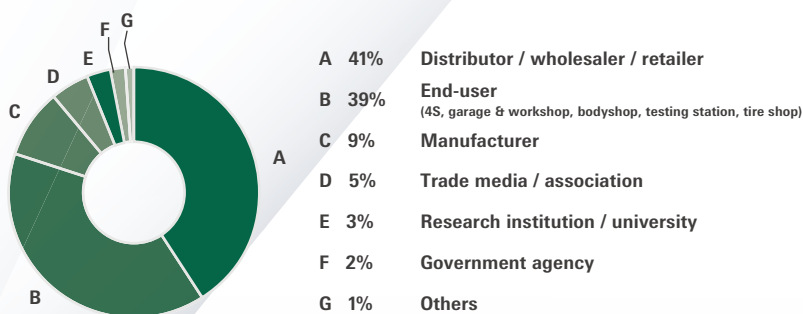
Domestic visitors by region



Overseas visitors by region



Visitors by segment



Buyer delegations

Over **50 official delegations**, with **quality members**, from China's top auto maintenance and repair manufacturing regions, sourced a **wide range of products at the fair**.



171 business match meetings with VIP buyers



82%

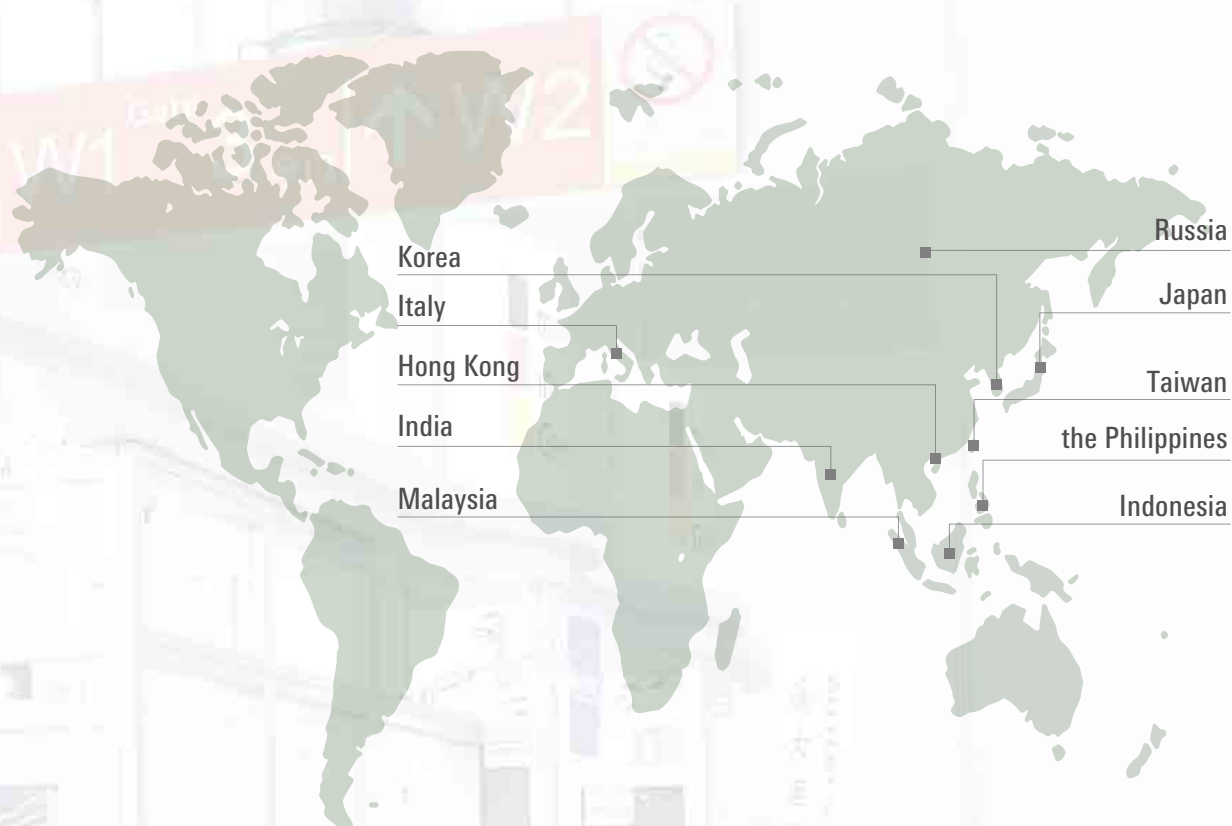
exhibitor overall satisfaction



97%

buyer overall satisfaction

Top 10 visiting countries & regions (excluding Mainland China)



Top 10 visitor interests by product category

Garage Equipment & Products

Lubricants

Tools

Car Wash & Car Care

Tyler Repair Equipment & Products

Parts & Components

Painting & Collision Repair

Accessories & Tuning

Test & Diagnostic Equipment

New Energy Vehicle Repair

Visitor quotes



"I visit AMR almost every year. I am looking for teaching equipment and tools for auto mechanics institutions, and also vocational education institutions for repair and maintenance. At present, traditional repair and maintenance companies are shifting their focus to mechanics institutions, as their demand for equipment and tools is huge. The schools also have high standards on the comprehensiveness of products, and the sales volumes for mechanics institutions is now getting higher than the traditional market. The most popular new energy vehicles, smart cars and automation assembly line will be what the institutions look for next. I am glad to see many exhibitors here are offering more products relevant to mechanics school supplies."

Mr Tao Bian, General Manager, Shijiazhuang Xingguo Automobile Maintenance Equipment Co Ltd

"I am a distributor for automotive machinery and tools. I have been here three times, and this year the product range and quality has definitely increased. There has been a better range of auto accessories and more eco-friendly paint products. I have a tendency to buy from our existing suppliers that I meet at the show that might suit our local market."

Mr Roger Miller, Romco Tools, New Zealand

"The aftermarket is changing very fast and there are new technologies coming up every year, so it is important for us to come to the fair to see what the new updates are. There's no doubt that Chinese companies have the capacity to produce advanced equipment and tools. Here at the show, the exhibitors are showcasing their best and latest version of technologies, services and solutions, that I couldn't find in other trade fairs."

Mr Anil Didwania, J.J. Equipments, India (Garage and workshop equipment retailer)



Exhibitor profile

87 product debuts

31 first-time global launches 20 debuts at AMR

9 debuts in Asia 27 debuts in China

Exhibitors comments

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“We’ve been supporting the AMR show for years as we recognise its leading industry position in China, and it’s the place to observe the market outlook because of the early show dates. We have invested a lot in the booth to increase our brand awareness and to attract the right type of distributors for cooperation and maintaining relationships. The show’s new product sectors also drew new customers to visit. There are quite a number of new distributors who turned up at our booth, which is a bonus to the positive result.”

Mr MingJun Bi, China Marketing Director, Corwei (Yingkou) Industrial Co Ltd

“Benefitting from its geographical location, this fair is a very specialised repair, maintenance and spare parts industry platform in Northeast North China, as well as the Bohai Rim. We’ve made connections with many trade companies and customers from these regions and also from Europe and the USA. Besides, we also received new customers because of the new spare parts and lubricant oil sectors, so the traffic in our booth has been exceptional! The show also gives us the opportunity to have deep discussions and idea sharing with industry peers, which allows us to have a better understanding of the evolving aftermarket and grow with the industry. We will certainly return next year.”

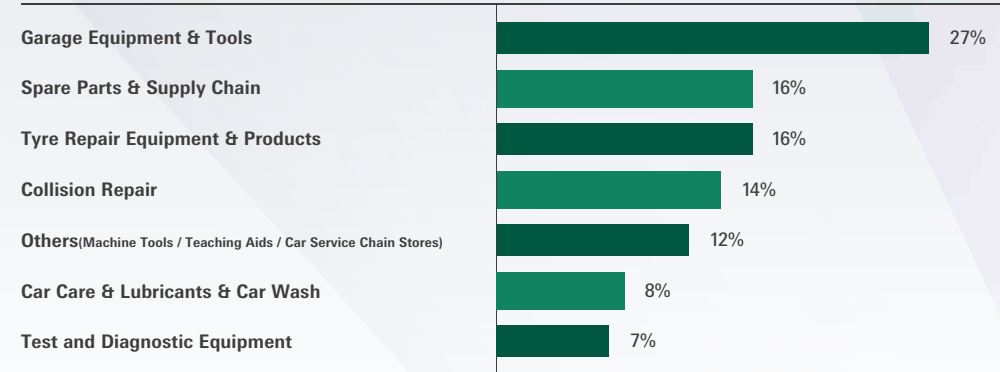
Mr Qiang Li, Domestic Trade Department Regional Manager, Zhejiang Gold Shock Absorber Corp

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82% exhibitors are likely to participate again in 2020

Exhibitors’ profile



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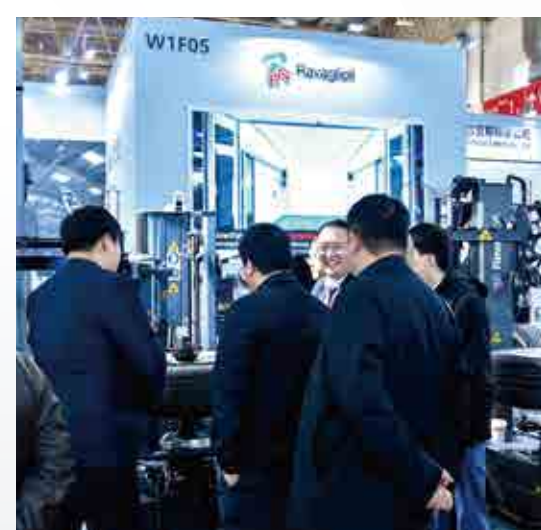
“This is our first time joining AMR because it’s one of the biggest aftermarket industry events in China in the first half of the year. I am impressed with the strong turnout of representatives from workshops and lubricant oil distributors who have a high interest in our product. They are mainly from Hebei, Henan and also from South China such as Guangdong. Here in China, there’s an uprising demand for private vehicles lubricant oil, especially the good quality ones. Because of the wide recognition of AMR in North China and across the country, we can effectively promote our brand here. Besides, many overseas and high quality lubricant oil brands also have a booth Here. This gives us an opportunity to learn from our competitors.”

Mr Jinli Pan, Sales Manager, Northwest China of LUKOIL Lubricants (China) Co Ltd

“We brought our new wheel liner to introduce to our Chinese distributors at the show. The product has been well received by Chinese customers here because it carries newer technology for precise measuring, compared to the traditional wheel liners, which makes it good for workshops. We want to be at AMR as most of our international and Chinese customers attend the show, so our presence here is very strategic.”

Mr Moro Ferdinando, Commercial Sales Director, Ravaglioli S.p.A s.u

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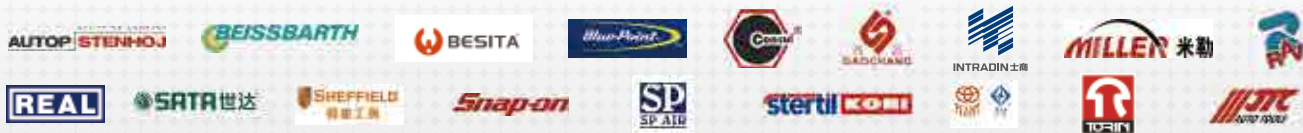


Key industry players



Maintenance & Repair

•Garage Equipment & Tools



•Tyre Repair Equipment & Products



•Collision Repair



•Test & Diagnostic Equipment



Lubricants & Car Care



Spare Parts & Supply Chain



German Pavilion



Three days of insights, inspirations and experiences

Event highlights

- China Automotive Service Development Conference 2019
- How to increase the value of tyre distribution channels
- China Spare Parts Dealers' Development Forum 2019
- Lubricant Oil And Automotive Aftermarket Supply Chain Development Summit
- The 4th Edition of the National Finals of Automotive Mechanics
- Reaching the Standards of Eco-friendly Repair and Maintenance



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"We have been working with AMR for the past few years to co-organise forums. Objective is to provide an interactive networking platform for both exhibiting manufacturing companies and end-users. This year, our forum was well attended by relevant industry stakeholders, half of which being end-users, 30% being distributors and the rest being service providers. The forum also enhances the capabilities of the end-users to form a healthy complete industry chain. Today, our international guest speakers have shared different views in workshops operations, including improving the management, speed and efficiency of the store."

Co-organiser of China Automotive Service Development Conference 2019 – The Rise of Chain Stores
Mr Chen Dai, President of MoFang Commercial Institution

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15 – 18.3.2020
Save the date!

For more information, please contact :

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