

# AUTO MAINTENANCE & REPAIR

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

24 – 27.4.2021

New China International Exhibition Center (NCIEC), Beijing  
[www.amr-china.cn](http://www.amr-china.cn)



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

# A comprehensive sourcing platform dedicated to automotive repair, maintenance and car care

The Auto Maintenance and Repair Expo (AMR) has been serving China's automotive aftermarket for almost four decades. With a solid foothold in the market, it is now a leading annual sourcing event for the aftermarket, with a heightened focus in vehicle repair, maintenance and car care.

Stepping into its 38<sup>th</sup> year, the 2021 edition is extending its scope across industry segments and introducing new technologies in response to evolving supply chains and sourcing patterns. The wider coverage will facilitate players adapting to these transformations and new consumer needs.

More visitor resources will elevate the already far-reaching visitor profile. It will welcome new parts and accessories distributors from OE, customising, lubricants, car washing sectors and more. With international and domestic participants coming together for business, networking and information sharing, the show effectively nurtures opportunities for global brands venturing into the Chinese and Asian markets.

## AMR 2021 highlights

01

Building upon wider resources in the supply chain across China and Asia Pacific

02

New sectors map out more collaborative business opportunities

03

Showcasing new vehicle technologies to the Chinese market



**100,000+**  
Exhibition space (sqm)



**1,300+**  
Exhibitors



**8,000+**  
Brands



**60,000+**  
Visits



**2,000+**  
Overseas buyers  
(70 countries and regions)



**50+**  
Buyer delegations



**10,000+**  
New product launch



**200+**  
Media partners



**30+**  
Fringe events

\* AMR 2019 facts & figures

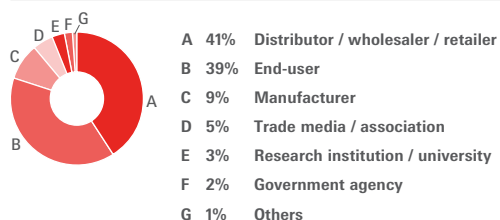
# Discover China's robust automotive repair and maintenance sector

Rooted in the heart of North China, AMR's geographical influence radiates over several key economic regions, like the Circum-Bohai Sea Economic Zone and northeastern provinces (Heilongjiang, Jilin and Liaoning). Recently, the Government has also prioritised integrating the Jing-jin-ji (Beijing, Tianjin and Hebei) regional city cluster. With the synergy among the economic centre, well facilitated port and developed manufacturing hub, the region is set to become a significant location for many industries like automotive and logistics.

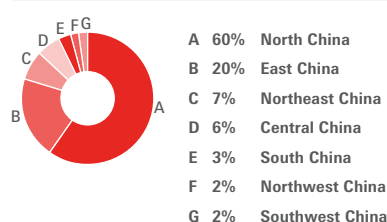
## Visitors resources across China



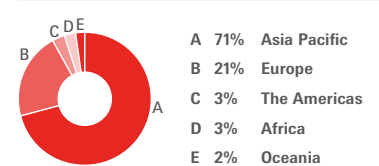
Visitors by segment (2019)



Domestic visitors by region (2019)



Overseas visitors by region (2019)



"The aftermarket is changing very fast and there are many new technologies being introduced every year. So, it is important for us to visit to find these new updates. At the show, international exhibitors are showcasing their best and latest services and solutions. We can find lots of potential business partners and opportunities here."

**Visitor: Mr Jingzhuang Gao, Beijing Tong Taichang Vehicle Maintenance Equipment Co Ltd (China)**

# Specialised zones and dedicated events shine a light on industry advancements

The automotive industry continues to transform quickly in the rising digital and connectivity era. China is amongst many markets across the world that is proactively adapting to future 5G and new energy car development, which rise emerging market needs and industry demand in the aftermarket.

AMR 2021 will introduce specialised zones to highlight the new technologies and how they are positively influencing the traditional aftermarket. The zones will allow solution providers to present a range of new applications like remote diagnostics through VR and AI technologies. Participants can also discover ways that Chinese players have quickly transformed and created innovative customer experience. For example, online businesses continue to flourish and fully automated services like self-activated car washes are becoming the new normal.



Connected experience zone

EV aftersales services zone



Car tuning and customising zone

5G applications zone



As always, fringe events play an important role at AMR. Over 30 events have already been planned for the 2021 fair. These events will gather the aftermarket community, from both China and abroad. Distributors, 4S stores, individual workshops, chain stores, as well as data processing, logistics, finance, insurance, fleet, vehicle sharing and car club members will come together to capture the latest trends, new knowledge and expand business connections.

## Key fringe programme events

- 30-year Achievement Awards for China's Repair and Maintenance Industry
- Lubricant Industry Forum
- Commercial Vehicle Aftermarket Annual Meeting
- The Rising Terminal Conference for Workshops
- National Parts Dealer Conference

# A top choice for the entire supply chain in China's automotive aftermarket

To fulfil consumer needs, many aftermarket service providers, such as 4S stores, garages, repair workshops and body shops are shifting into one-stop stores to maximise profit. In response, AMR 2021 will introduce new sectors for car care, car washing, lubricants, auto parts, accessories and tuning, on top of the longstanding repair and maintenance sector. From these add-ons, the show will deliver a full spectrum of services across the entire automotive service value chain. It will integrate a total of 15 product groups, and welcome exhibitors from the top five domestic industry bases.

## Key industry players \*

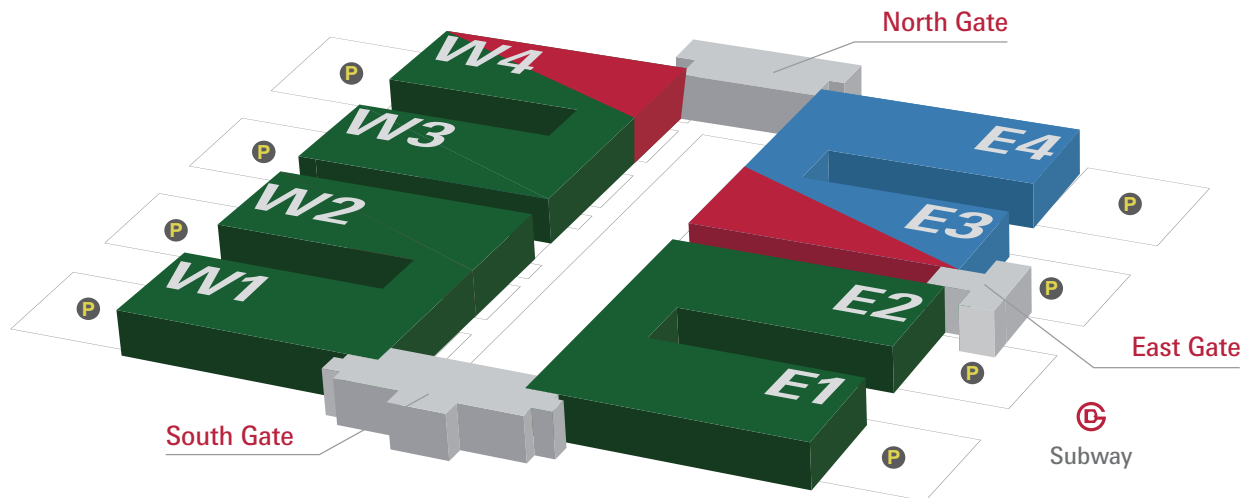


\* AMR 2019 brands (partial list)

"We brought our new wheel liner to the show so that we can introduce it to our Chinese distributors. The product was well received by our Chinese customers because it carries newer technologies and offers more precise measuring than 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."

**Exhibitor: Mr Moro Ferdinando, Ravaglioli Spa (Italy)**

# Hall plan



Subject to change, information as of August 2020

- |   |  |  |  |
|---|--|--|--|
| <b>W1</b> Painting   Collision Repair<br>Country & Region Pavilions | <b>W2</b> Car Care Equipment<br>Car Wash Equipment   | <b>W3</b> Tools   Tyre Repair                | <b>W4</b> Tools   Accessories & Tuning |
| <b>E1</b> Workshop Equipment<br>Tyre Equipment                      | <b>E2</b> Testing Equipment<br>Diagnostics Equipment | <b>E3</b> Accessories & Tuning   Spare Parts | <b>E4</b> Spare Parts   Supply Chain   |

## Stand rental prices

Standard package (min 9 sqm)	RMB 11,250 / 9sqm (one side open)
	RMB 12,350 / 9sqm (two sides open)
Raw space (min 36 sqm)	RMB 1,130 / sqm

*(20% surcharge for locations on the main gangway, 10% surcharge for corner.)*

*\* Early bird permits 10% off before 30 November 2020, with 50% payment as deposit.*

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More about AMR 2021



Auto Maintenance & Repair Expo

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