

AUTO MAINTENANCE & REPAIR

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

Show review 2018

110,000

Exhibition space (sqm)

57,117

Visits

1,200

Exhibitors

70

Countries and regions



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

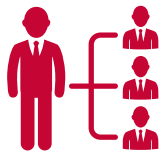


messe frankfurt

2018 show summary

An effective business platform for gaining a foothold in China's evolving automotive aftermarket

Auto Maintenance & Repair Expo (AMR) boasts a high reputation with 36 years' experience in China's repair and maintenance sector. As the show organiser, we aim to provide fairgoers with a leading professional platform to cultivate new business opportunities from both domestic and overseas industries. The 2018 show was held under the newly-formed joint venture, Messe Frankfurt Traders-Link (Beijing) Co Ltd which was highly praised by visitors and exhibitors as a resounding success. Apart from the exhibition, an array of fringe programme events also offered participants with abundant opportunities for training, education, trading and networking.



1,200

exhibitors (5% increase)



110,000_{sqm}

spanning 8 halls



57,117 visits from
70 countries and regions



over 30
concurrent events

Top 10 overseas visiting countries and regions (excluding China)



Australia



India



Indonesia



Korea



Malaysia



Poland



Russia



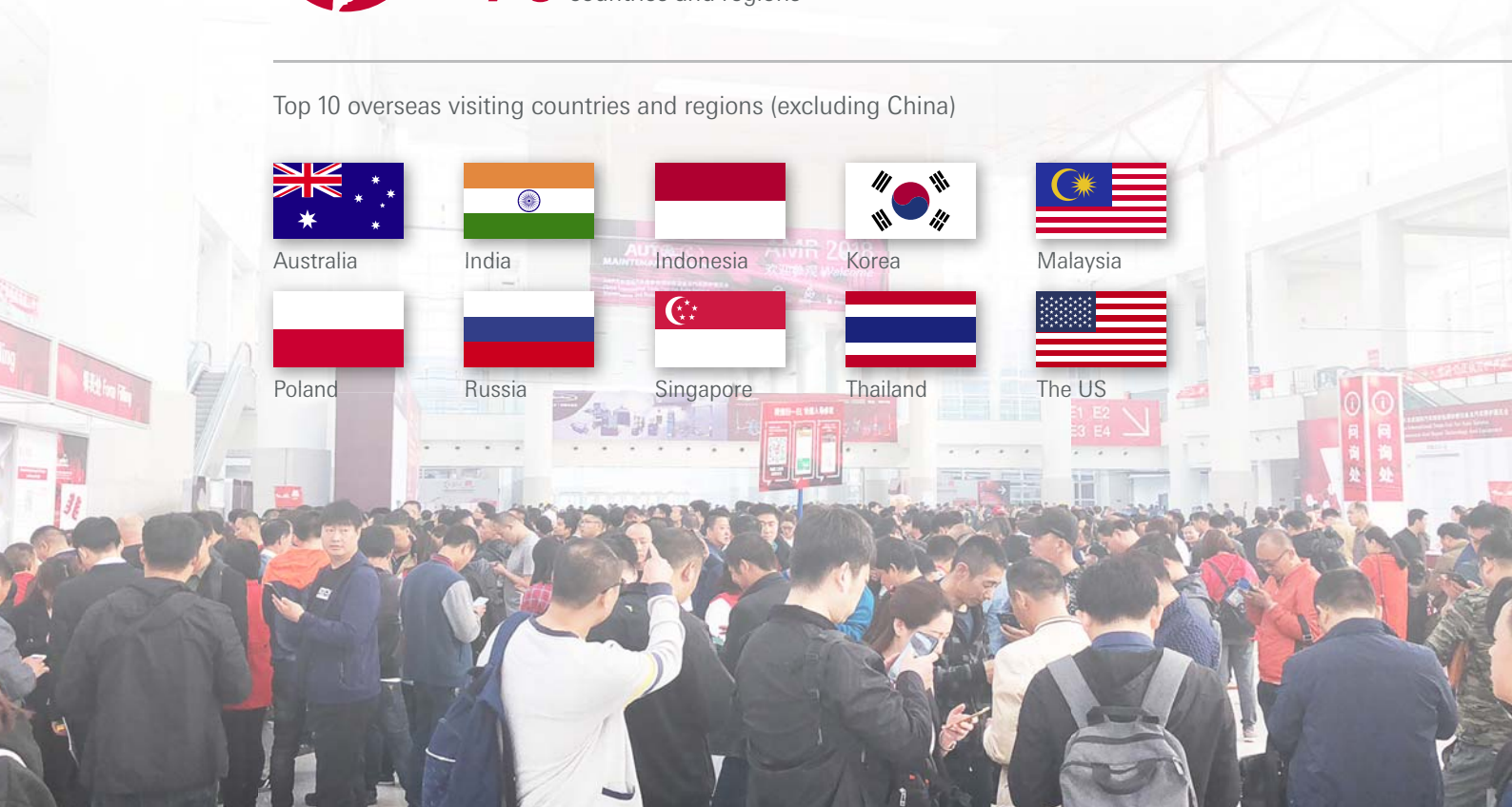
Singapore



Thailand



The US

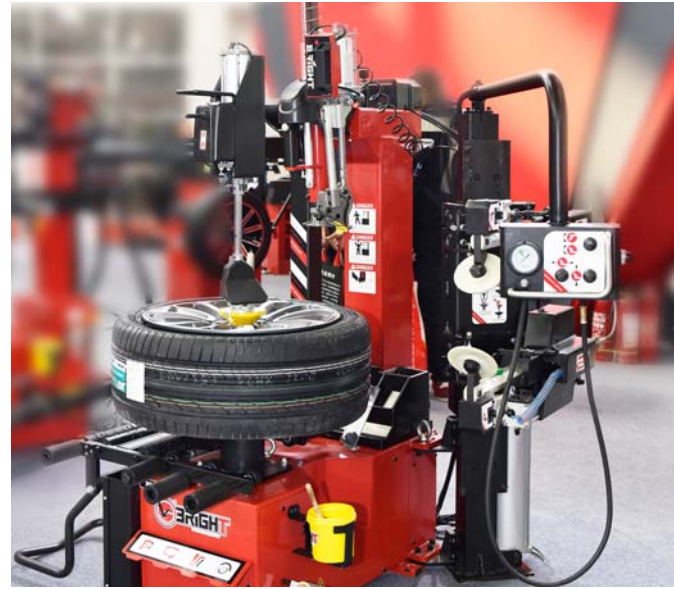


Brands showcase



Repair & Maintenance

- **Coating**
3M, Akemi, Axalta, Carsystem, Devilbiss, Festool, Fillon Technology, Kapci, Manzerna, Mirka, Novol, Rupes, Sata
- **Collision Repair**
AMH, Baozhongbao, Car-o-liner, Celette, Fly-eagle, Guangli, Josam, Telwin, Uniliner, Yokistar
- **Diagnostics & Testing**
Anche, Autel, Cosber, Fcar, JBT, Launch, Nanhua
- **Garage Equipment & Tools**
Autop & Stenhoj, Beissbarth, Blue-point, Changlu, Consul, Gaochang, Hans, JTC, Maha, Nussbaum, RAV, Sata Tools, Snap-on, Steril Koni, Xianghong
- **Tyre Equipment & Products**
Bright, Corghi, Dali, Hunter, M&B, Sino-Italian Taida, Tech, Tiptop, Unite



Spare Parts

APG, Leoch, Luoshi, Sensen, Sorl, Sontian



Car Care

Biaobang, BPI, Liangdu, Juxuan



Lubricant Oil

Horn, Monarch, Piusi, Wepp

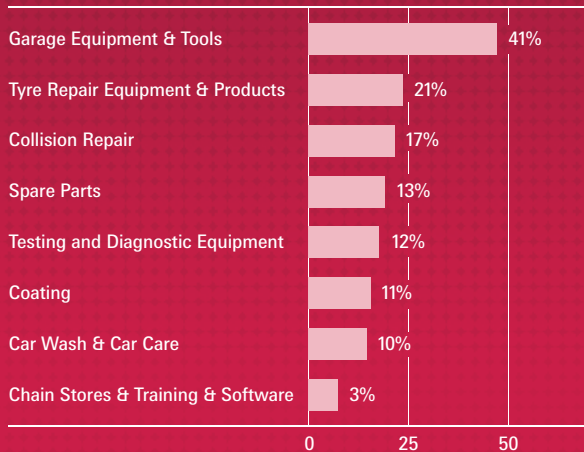


Exhibitor profile

84% exhibitors were satisfied with the participation

80% exhibitors are likely to participate again in 2019

Exhibitors' profile



* Total percentage exceeds 100 as multiple answers were allowed.

Exhibitors' participation objectives



* Total percentage exceeds 100 as multiple answers were allowed.

“Our first experience at AMR has been overwhelmingly positive. We have met with our target customers including car painting buyers and dealers, and made many new connections with customers from Italy, Spain and the USA. The show is a great way to find target customers for our products and market them in the repair and maintenance market.”

Mr Song Sheng Lai, Chairman
Liangdu (Shanghai) New Material Technology Co Ltd

“AMR is an industry event which gathers both domestic and overseas professional buyers from the entire auto maintenance sector. We participate in this show and launch our very latest technology and products every year. At AMR, we’ve met lots of domestic auto maintenance dealers from Beijing, Shenzhen, Guangzhou and other major provinces. There were also many repair shop owners, big data customers and auto parts manufacturers who want to cooperate with us.”

Mr Zhong Ke You, Service Department Manager
Launch Tech Co Ltd



Exhibitor comments

"We are addicted to this fair because we can meet up with our business partners and dealers from all over China, as well as big chain stores and 4S shops who looking for new trends and products."

Mr Albrecht Kruse, CEO
SATA Holding GmbH

"The show serves a purpose to facilitate industry integration by bringing more international resources and an exchange platform for local and international stakeholders. Like us, we are here to build up our network with 4S shops, repair shops and chain stores, and I am happy to engage in a potential partnership with Toyota."

Ms Wang Hai Xia, Managing Director
Shanghai Juxuan Auto Supplies Co Ltd

"AMR surprises us every year, and we can see that in 2018, there are even more overseas buyers on the show floor. It's a good place to extend our client base with the international market and present our new products, because it is very influential in the aftermarket sector and attracts highly relevant industry players."

Mr Feng Li Bin, Regional Manager
Snap-on Trading (Shanghai) Co Ltd

"AMR is a show that we can't miss every year. It is also the most relevant annual industry event for production enterprises, channel distributors and end users. This year, the show features auto accessories, body maintenance, oil and other new products, many of which match what we are promoting. We will return to the show in 2019, and we hope to continue enjoying a successful business platform at AMR."

Mr Zhang Yun Kun, General Manager
Zhongshan Eagle-fly Electrical Appliance



Visitor profile



57,117 visits from 70 countries and regions



71% stayed at the fair for more than 2 days



47% to conduct purchases

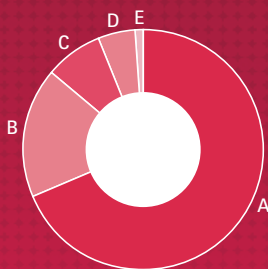


84% had full or partial influence on purchasing decision



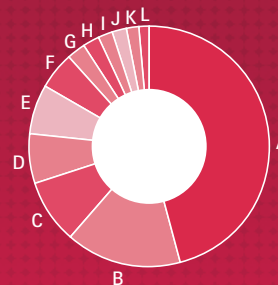
92% keep to visit the next edition

Overseas visits breakdown by region



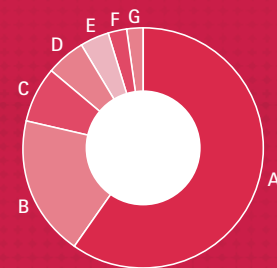
A 68.8% Asia Pacific
B 17.5% Europe
C 7.7% America
D 4.9% Africa
E 1.1% Middle East

Nature of business



A 46% Distributors / Wholesalers
B 15.5% Workshops
C 8.6% Manufacturers
D 6.7% 4S Shops (Car Dealers)
E 6.6% Chain Stores
F 5.2% Car Manufacturers
G 2.4% Car Care Shops
H 2.3% Tyre Shops
I 1.9% Bus and Transportation Companies
J 1.8% Colleges / Schools
K 1.7% Associations and Medias
L 1.3% Test Stations

Domestic visits breakdown by region



A 60% North China
B 19% East China
C 7.4% North East China
D 5.1% Central China
E 4% South China
F 2.4% North West China
G 2.1% South West China



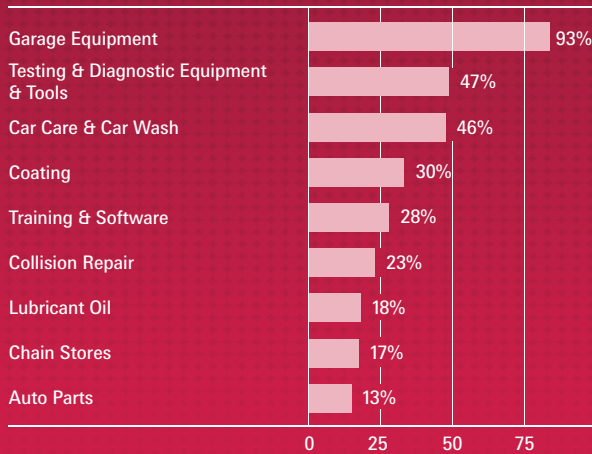
"I have been visiting the show many times and this year I have seen something different. The booths are bigger with better decorations, and there are more international faces. Messe Frankfurt is very experienced in the international market, and AMR is specialised in the Chinese market. This combination will make the show even more powerful in future editions. Besides this, the show layout is very well organised which makes it easy to find the right suppliers."

Mr Chady H Abdo, Managing Partner
CAS Canada Auto Solutions Inc



Visitor objectives

Visitors' interested product range



* Total percentage exceeds 100 as multiple answers were allowed.

Visitors' attending purpose



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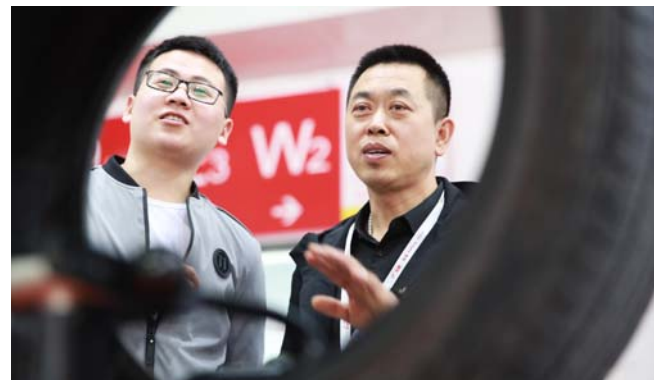
"The show offers a comprehensive range of repair equipment and tools and car wash, paint booths, electroplating machines, wheels, tyres and more. Every time we come, we are able to see new things and products that are suitable for our market and improve our work efficiency. This year is no exception and some of our members have even made orders onsite."

Dato' Too Peng Huat, President
The Federation of Automobile Workshop Owners' Association of Malaysia



"Today, I have made orders for automotive transmission fluid exchangers, brake disassembly tools and air conditioning cleaning products. Apart from sourcing, I have noticed three product trends at AMR this year. There are more environmentally friendly products, new portable lifts and new generation diagnostic equipment. I'm sure the show will have even more cutting edge technologies and solutions in the future with the cooperation between Messe Frankfurt and Traders-Link Beijing."

Mr Jin He Zhang, General Manager
Dezhou Dezhong Car Maintenance Center



Fringe programme

Our concurrent programme encouraged participants to share and exchange market insight as well as technical know-how, allowing the industry's leading businesses to better shape their models and fit into the involving industry trends.



Highlight

The AMR 2018 Automotive Aftermarket Awards Ceremony for China's Top Repair Chain Store Brands, Top 20 Manufacturers of Exported Auto Maintenance and Repair Products, Top 20 Exported Products, Top 20 Distributors, and AMR 2018 Recommended Products

Several awards were presented to encourage new product innovations and developments across the industry, with nearly 2,000 industry representatives attending this award ceremony during the show.



Other popular concurrent activities included

- New Trends in the Automotive Services Industry 2018
- China's Automotive Service Industry Summit – Technology Innovation and Business Module Upgrade, The China Auto Parts Dealer Grand Alliance Inauguration Conference
- Aftermarket Empowerment: Summit for Internet+, Technology and Finance
- China Collision Industry Summit 2018
- The Motor Vehicle Emissions Inspection and Maintenance Summit
- The 3rd Edition of the National Finals of Automotive Mechanics
- The 2nd JD.com x AMR China Auto Maintenance Products Mall



"I believe the summit today has brought eminent value to the industry by sharing the benefits of data management and block chains. After rounds of engaging discussions, the attendees have come up with many new ways of improving business and production efficiency. With the inclusion of Messe Frankfurt at the show, I look forward to utilising their global expertise and expanding our summit into other parts of the world."

Mr Handson Yang, Executive Deputy Director & General Secretary
The China Automotive Maintenance Equipment Industry Association and the Informatization Working Committee



Marketing & promotion

Social media

Official WeChat with more than 40,000 followers.

Massive mailing

Distribute exhibition and industry news to your targeted customers such as local distributors, workshops, 4S shops, trading companies, chain stores, car care shops, tyre shops on a regular basis.

Industry promotion

50 domestic and 26 overseas industry events.

Telemarketing

Professional call centre to invite local buyers to visit the fair, 90% of them are decision makers.

Advertisement

Advertising campaigns were implemented across the industry's leading international magazines and portals.



2019 Fair facts

Date	21 – 24.3.2019
Venue	New China International Exhibition Centre (NCIEC) • Beijing
Organisers	China Automotive Maintenance Equipment Industry Association China Automotive Maintenance and Repair Association Messe Frankfurt Traders-Link (Beijing) Co Ltd

Subject to change, information as of June 2018



Reserve your booth space now!

For more information, please contact
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