

Press release

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## Messe Frankfurt's Shanghai subsidiary bolsters its Mobility & Logistics portfolio in Greater China through a stronger strategic alliance with Sinomachint

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**Messe Frankfurt (Shanghai) Co Ltd and China National Machinery Industry International Co Ltd (Sinomachint) will continue making significant contributions to the automotive industry by partnering on more trade fairs across China. Nearly two decades under their remit, the companies have grown Automechanika Shanghai into an influential exhibition in the automobile industry. Moving forward, they will co-organise the Auto Maintenance & Repair Expo and Auto Aftermarket Guangzhou to nurture opportunities in the respective regions. The cooperation marks a presence in three of the country's six major automotive manufacturing bases in the Yangtze River Delta, Circum-Bohai Sea Economic Zone and Greater Bay Area.**

Mr Stephan Buurma, Member of the Board of Management of Messe Frankfurt Group, commented: "Our expansion into a third automotive manufacturing base in China is a decisive move in the Company's coverage of the largest global automotive market, along with our overall exploration of the Greater Bay Area. Messe Frankfurt and Sinomachint have an impressive industry network across the domestic and overseas automotive supply chain. Because of this, furthering our collaboration will help promote international trade amongst Chinese suppliers and boost the internal circulation of automotive goods."

Mr Li Xiaoyu, Deputy General Manager of China National Machinery Industry Corporation, said: "As a Chinese state-owned enterprise, SINOMACH shoulders the responsibility of stimulating the country's machinery industry by promoting innovation and optimising the supply chain. Our subsidiary, Sinomachint, advocates this through its exhibition and trade services, which foster cooperation between overseas and domestic markets. In this regard, our long-term relationship with Messe Frankfurt continues to go from strength to strength in support of China's automotive industry development, with our strategic advantages and resources complementing both parties."

Representatives from the two companies will hold a signing ceremony on 15 February 2023 at the special edition of Automechanika Shanghai in Shenzhen to officiate the extended partnership.

**Automechanika Shanghai** was the beginning of the joint cooperation and, over the years, resources amassed by both companies at the show have helped connect a global automotive ecosystem. In its edition before the pandemic, the show attracted 6,590 exhibitors and 159,728 visitors. Its heavy focus on innovation and technology offers a benchmark for industry development in all areas of manufacturing, distribution, e-commerce, repair workshops and logistics.

The upcoming Automechanika Shanghai – Shenzhen Edition will take place from 15 to 18 February 2023 at the Shenzhen World Exhibition & Convention Center as a special arrangement. To enquire, please visit: [www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)

The **Auto Maintenance & Repair Expo (AMR)** has had a footing in North China's automotive industry for nearly forty years. The show reflects the region's well-established supply chain with a host of top brands from the passenger and commercial vehicle aftermarket ranging from auto maintenance, repair, car care, accessories, customising, parts & components, supply chain, and new energy vehicle services.

The next edition of AMR will take place from 23 to 26 March. For more details, please visit: [www.amr-china.cn](http://www.amr-china.cn)

**Auto Aftermarket Guangzhou (AAG)** is one of the largest professional exhibitions in South China's automotive aftermarket. The region is known as China's technology and innovation hub, which promotes research and development in a number of industry sectors. Prior to the pandemic, the 2019 edition attracted 1,478 exhibitors and 57,068 visitors, covering parts & components, repair & maintenance, accessories, and tuning, to name a few.

To find out more about AAG on 11 to 13 October 2023, please visit: [www.aag.org.cn](http://www.aag.org.cn)

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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. Group sales in financial year 2022 were around €450 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](http://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). For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2022