

Press release

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Automotive Maintenance and Repair Expo (AMR) 2019 expands on special zones and introduces first ever German Pavilion

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The latest edition of Automotive Maintenance and Repair Expo (AMR) will take place from 21 – 24 March 2019 in Beijing’s New China International Exhibition Centre. As one of Asia’s leading repair and maintenance trade shows, the fair has expanded many of its special zones for 2019, and for the first time will host a new German Pavilion. The show’s latest addition will allow buyers to explore a more comprehensive exhibiting platform, and will enable them to connect with some of the most influential names in the overseas market. This year’s fair will feature more than 1,300 exhibitors across 120,000 sqm of space, covering the most recent advances in garage and collision equipment, testing, diagnostics equipment and tools, repair, car care, parts and more.

In recent years, the automotive industry across China and throughout Asia has seen continued growth driven by the increase in automotive ownership. This trend is expected to continue rising in the coming years, which has encouraged many key players across the value chain to tap into the country’s auto market. With this, the repair and maintenance sector, in particular, is seeing more and more demand for new and innovative product ranges and services.

This demand can be seen first-hand at the next edition of AMR, where it is forecasted that over 8,000 brands from across the world will exhibit. A number of regional and overseas participants have already confirmed their place at the show, including 3M, Akemi, Anche, Aotobacs, Atlas, Tapes, AUI, Autel, Axalta, Baozhongbao, Beiersdorf, Bost, Bright, Carbon Zapp, Celette, Christ, Corghi, Cosber, Dali, DEVILBISS, EBI, Faret, Festool, Fly-eagle, FRL, Gaither Tool, Gaochang, Giuliano, Goodlife, GSP, Guangli, Gulf, GYS, HF, Himore, Horn, Hunter, JB, JBT, JTC, Launch, Lukoil, Mirka, Monarch, Nanhua, Ominent, Oufeng, RAV, Ruiming, Saint Gobain, SAND, SATA, Sata tool, Sensen, Sicad, Sino-Italian, Snap-on, SORL, SP, Steril, Tech, TELWIN, Tiptop, Uniler, Whale, Yokistar and ZLDC, from countries such as Greece, Italy, Korea, Malaysia and the US and more.

In a new development for the 2019 edition, the German Pavilion will be making its debut at the fair. The area has already been highly anticipated by many buyers from the Chinese market, as it provides a one-off opportunity to meet some of the most influential European companies in the sector, including:

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

- **Advanced Adhesive Coatings** – a dynamic supplier for innovative solutions in direct-to-plastic coating
- **B-TEC** – an experienced automotive supplier with a wide range of products for paint and finishing
- **Eurolub** – offers a variety of products including engine oil, gear oil, winter chemicals, rapid biodegradable lubricants, industrial lubricants and workshop material
- **Haweka** – a leading company in centring and clamping systems for vehicle wheels and more
- **Herrmann Lack-Technik** – specialists in workshop equipment and vehicle refinishing
- **Orap** – an independent exporter of original parts and accessories that supply wholesalers, retailers and independent workshops with spare parts for Mercedes, BMW, Audi, Volkswagen, Seat, Porsche, Opel and Smart
- **Voltronic** – engages in developing and manufacturing high performance lubricants and additives
- **Weicon** – producers of special adhesives and sealants, technical sprays, high performance assembly pastes and greases for production, repair, maintenance and servicing.

Ms Fiona Chiew, Managing Director for Messe Frankfurt Traders-Link (Beijing), said: “To help maximise the experience for both our exhibitors and visitors, we are excited to welcome the first German Pavilion to this year’s edition of AMR. The exhibitors in this devoted area will be able to offer insights into specific sectors of the industry such as the aftermarket, which is already a very established field in Europe. We believe that this new collaboration will complement China’s quickly growing repair and maintenance market.”

Special zones target aftermarket developments and new energy vehicles

This year at AMR, visitors will benefit from more strategic hall planning to provide more enhanced coverage and easier navigation across different areas of the repair and maintenance sector. Halls have been categorised into specific zones to support matchmaking for both buyers and exhibitors. These zones, which span across 20,000 sqm, include **Spare Parts**, **Car Care** and **Lubricant Oil**, each of which will feature special sectors to highlight the industry’s most intricate areas further. For example, the aftermarket and new energy vehicles sectors will have their own dedicated area to cover each of these specific trends.

The growing fringe programme reflect rising trends in the repair and maintenance industry

Away from the zone’s exhibitors, a total of over 30 fringe events will also run concurrently with the show. Here, industry experts will hold seminars, forums and other activities to reflect the current themes, latest global developments and regional trends across the industry.

Some of the significant trends under the spotlight within the fringe programme include lubricant oils and the automotive aftermarket supply chain, the development of the repair industry under environmental policy changes, and how the automotive aftermarket is influenced by the development of new energy vehicles. Other interrelated topics will focus on the challenges and opportunities for traditional auto parts dealers, workshop profit patterns and marketing strategies for tyre shops. Participants can also attend the **2019 Automotive Aftermarket Brand Festival**, which is being hosted at AMR.

For all overseas visitors who pre-register online, organisers are delighted to sponsor VIP services including accommodation, transport, AMR lounge access and assist with visa applications. For further information about AMR, and this year's designated sector themes, featured fringe events and VIP services, please visit www.amr-china.cn.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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

*preliminary figures 2018