

Press release

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AMR returns in April to spotlight the opportunities of China's Inner Circulation

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The 2021 edition of the Auto Maintenance and Repair Expo (AMR) is returning to Beijing from 24 to 27 April. During the four-day show, over 8,000 brands from more than 1,000 local and overseas exhibitors, will be on display across 100,000 sqm of exhibition space at the New China International Exhibition Center (NCIEC).

In May 2020, the Chinese Government introduced its new 'Dual Circulation' policy in a continuation of its forward-looking economic strategy. The policy focuses on China's domestic demand, also referred to as it's 'Inner Circulation'.

Increasing per capita income in China, combined with the Dual Circulation policy have driven the automotive consumer market to new heights. In fact, despite the impact of COVID-19, China recorded a growth of car ownership from 261 million units in 2019¹ to 281 million units by the end of 2020². Beijing, the host city of AMR, led these statistics with 6.03 million units³.

As an influential sourcing platform for the aftermarket, the 2021 edition of AMR aims to assist companies and industry players to explore the opportunities of Inner Circulation in the post-pandemic era. Rooted in the heart of North China for almost four decades, the show has developed extensive connections amongst industry associations, manufacturing bases, research and educational institutions, distribution channels and chain stores.

This network helps participants take advantage of opportunities in North China, including the Jing-jin-ji (Beijing, Tianjin and Heibei), an integrated region which the Chinese Government takes a high priority to foster its economy and logistics industry. The area has also become a significant growth cluster for the automotive aftermarket. Comprehensive channels for car parts, manufacturing and trade have been developed in Tianjin,

¹ "Statistical Communiqué of the People's Republic of China on the 2019 National Economic and Social Development", National Bureau of Statistics of China, 28 February 2020, http://www.stats.gov.cn/english/PressRelease/202002/t20200228_1728917.html, retrieved 10 January 2021

² "The steady growth of Chinese car ownership", Sina Finance, 14 January 2021, <https://finance.sina.com.cn/money/future/roll/2021-01-14/doc-ikftssan6115637.shtml>, retrieved 16 January 2021

³ "The top ten Chinese cities of carownership", YICAI, 8 January 2021, <https://www.yicai.com/news/100907010.html>, retrieved 16 January 2021

while Hebei is building upon its capabilities by attracting more players along the supply chain to create its own automotive hub.

With a large contingent of industry participants from the Northern region, in addition to other areas of China, in attendance, the upcoming edition of AMR expects to see broader business interactions across the **Repair & Maintenance, Parts & Components** and the debuting **Accessories & Customising** sectors. Four specialised zones are also set to help players tackle industry evolution. These zones include:

- **Green repairs zone:** Spotlighting the implementation of VOCs and I/M, exhibitors will feature high quality products, solutions and sustainable advancements.
- **Profit solution zone:** The area will collect solution providers highlighting new business approaches for profit generation. They aim to reveal reliable products and compliance technologies that simplify risk management and operations in repair stores and workshops.
- **Automotive culture and customising zone:** Gathering a range of customising products for motor, recreational and commercial vehicles, along with solutions for the growing mobile office and backpacker lifestyle. A number of events and demonstrations will address these developments in the consumer market.
- **New energy vehicle aftermarket zone:** A one-stop platform showcasing services for future mobility and new energy vehicles. Exhibits include the likes of new energy, car connectivity, AI and cross-sector collaboration.

AMR has already received an overwhelming response from exhibitors. As of January 2021, confirmed exhibitors include 3D, 3M, Adebono, Anche, Aofu, Aveno, B2B, Beiqingzhongyu, Beissbarth, Benwoo, Best, Bestir, BTE, Carlas, Cars Easily, Chief, Cool Park, Corghi, Bright, Cosber, Dajie, Dali, Devilbiss, Dinglihui, EBI, Festool, FIRSD, Flex, Tongli, Gabele, Gemeco, Guangli, GYS, Hanway, Holway, Huali, Huayan, Hunter, JTC, Jkjoinns, Joyvie Club, Karcher, Kesens, Linquan, Lukoil, Maruni, Miller, Mirka, MIT, Nanhua, New Blue, PPG, Qinlide, Road Buck, Saint-gobain, Sata, SORL, Steril koni, Sunmo, Sunshine, Taitian, Thinkcar, Tongrun, Whale, Yuxuan, Zhongcheng, Zhonggong and ZLDC.

On the other hand, as one of the important components of the show, over 30 value-added fringe events during the four-day fair will escalate the information sharing and network expansion amongst fairgoers. For example, a number of business matching activities will help suppliers and buyers maximise the number of new business leads.

Other highlighted events include the 'City Service Star' 2020 and the National Promotion Conference for Car Maintenance Dealers, Rising Terminal Conference 2021, China Spare Parts Dealer's Development Forum and Award, The Green Repair and Maintenance Industry Forum, The 5th Auto Diagnostics Master Finals, LubTop 2020 Award, The New Technology Trends of Repair and Maintenance Industry Forum, New Energy Vehicle After Sales Service Innovation and Development Summit

Commercial Vehicle Aftermarket Forum, China Automatic Transmission Maintenance Technology Development Summit, as well as the AMR 2021 China Aftermarket Crossover Banquet, to name a few.

AMR 2021 is co-organised by Messe Frankfurt Traders-Link (Beijing) Co Ltd, the China Automotive Maintenance Equipment Industry Association (CAMEIA) and the China Automotive Maintenance and Repair Association (CAMRA). The fair is also one of the some 40 global events under Messe Frankfurt's Mobility and Logistics sector.

In light of the COVID-19 outbreak, the organisers will implement a number of safety measures to safeguard the health and safety of all stakeholders. For more information and participation enquiries, 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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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* preliminary figures 2020