

Press release

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Automotive Maintenance and Repair 2019 new sectors mapped out untouched business opportunities in the aftermarket

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A constant buzz of business discussions could be found in every corner of the Automotive Maintenance and Repair Expo (AMR), which was held from 21 – 24 March 2019 at Beijing’s New China International Exhibition Centre. With a solid foundation in the traditional repair and maintenance sector, AMR 2019 has expanded its product offerings in lubricant oil, car care, supply chain, new energy and aftersales service. Together with the enlarged Spare Parts Zone, overseas pavilions, buyer delegations and fringe programme, the show has once again received a distinctive response from the aftermarket industry.

On the show floor, 78 exhibiting companies reported carrying out product launches at their booths. This included 31 first-time global launches, as well as nine debuts in Asia, 27 in China and 20 at the show itself. This attracted trade visitors from all walks of the automotive industry to the show, including representatives from distributors, dealers, car manufacturers, new energy vehicle makers, insurance and finance, trading companies, 4S shops, workshops, chain stores, car care product retailers, lubricant oil changing centres, tyre shops, testing stations, institutions, trade associations, government bodies and auto spare parts malls.

- Show scale: 120,000 sqm
- Number of exhibitors: 1,241
- Number of visitors: 59,102



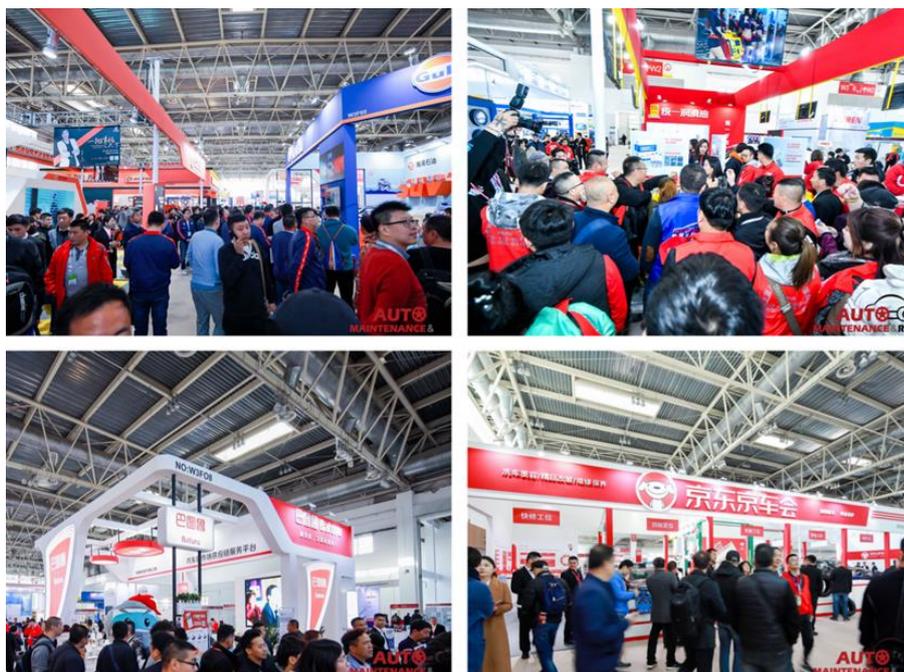
Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

Every spring, AMR is a must-attend event for automotive aftermarket industry professionals.

Since 2018, the joint-venture company Messe Frankfurt Traders-Link (Beijing) Co Ltd has been co-organising AMR with the China Automotive Maintenance Equipment Industry Association (CAMEIA) and the China Automotive Maintenance and Repair Association (CAMRA). The latest edition of the show continued to uphold its reputation as an influential industry event for the repair and maintenance sector in Asia. While providing an unrivalled business platform and development trends for the traditional sector, the show also brought in new and related sectors into the industry chain. AMR has, more than ever, a higher value for the aftermarket industry with more new exhibitors, customers and business opportunities.



Some of the renowned participating exhibitors from the repair and maintenance sector



New product zones were well received by buyers

Automotive Maintenance and Repair Expo
Beijing, 21 - 24 March 2019



The German pavilion made its first appearance at AMR



Fringe events with industry hot topics drew a huge amount of high quality attendees.

Ms Fiona Chiew, Managing Director of Messe Frankfurt Traders-Link (Beijing) Co Ltd, concluded after the show: “Since Messe Frankfurt has been involved in AMR, we have worked closely with our partners CAMEIA and CAMRA to enhance the show by facilitating collaborations across relevant industry sectors and different countries. We will continue to grease the wheels of the show, allowing it to develop alongside the ever-growing aftermarket and strengthen the connections between Chinese and overseas industries.”

For high-resolution photos, please visit AMR’s [online photo album](#). The next edition of AMR will be held from 15 – 18 March at Beijing’s New China International Exhibition Centre.

Automotive Maintenance and
Repair Expo
Beijing, 21 - 24 March 2019

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

Exhibitor feedback

Traditional repair & maintenance

“We’ve been supporting AMR for years as we recognise its leading industry position in China; it’s the place to observe market outlook as a result of the early show dates. We have invested a lot in the booth to increase our brand awareness and to attract the right type of distributors for cooperation and maintaining relationships. The show’s new product sectors also drew new customers to visit. There are a number of new distributors who have turned up at our booth, which is a bonus and a positive result.”

Mr MingJun Bi, China Marketing Director of Corwei (Yingkou) Industrial Co Ltd

“We brought our new wheel liner to introduce to our Chinese distributors at the show. The product has been well received by Chinese customers here because it carries newer technology and precise measurement than the 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.”

Mr Moro Ferdinando, Commercial Sales Director, Ravaglioli S.p.A.a s.u.

Spare parts

“Benefiting from its geographical location, this fair is a very specialised repair, maintenance and spare parts industry platform in the Northeast and North of China, as well as the Bohai Rim. We’ve made connections with many trading companies and customers from these regions and also from Europe and the US. Besides, we also received new customers because of the new spare parts and lubricant oil sectors, so the traffic at our booth has been exceptional! The show also gives us the opportunity to have deep discussions and idea sharing with industry peers, which allows us to have a better understanding of the evolving aftermarket and grow with the industry. We will certainly return next year.”

Mr Qiang Li, Domestic Trade Department Regional Manager of Zhejiang Gold Shock Absorber Corp.

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Supply chain

“More and more automotive industry companies and workshops are turning towards new technologies to resolve problems in finding customers and cash flow. This show allows us to link with chain stores and workshops that have great demand in operation management and marketing solutions. In China, there are more than 25,000 workshops that are using our apps and solutions. The show helps us to increase our brand visibility in the industry and expand our customer base to include product companies and agents. In the past three days, we’ve already had many business transactions, and the result is terrific.”

Ms Lurong Zhou, Business Planning Director, Xiamen Zhongtu Network Technology Co Ltd

Car care

“We are showing a number of new products, including colour change and colour repair to change people’s traditional perspective on our brand and have a more comprehensive understanding of our brand. AMR gathers top quality auto maintenance and repair specialists in China. In the past few days, we have met a lot of new customers, including our targeted clients from different category’s workshops and car paint centres. With the increased spending power of the 80s, 90s and 00s generations, they have become the main source of our customers for our high-performance body paints. No doubt, personalised body colours will become the main trend and there’s a huge potential in the car care market. We are very happy to be present at this leading industry show to promote our brand.”

Mr Ming Min Lv, Business Manager of Guangzhou Dsyas Trading Co Ltd

“It has been a very busy show! We’ve more than 2,500 customer enquiries at the booth. So far, we have signed orders with dozens of customers and the total value of the onsite orders have been doubled when compared to other trade fairs. Next year, we are planning to have a bigger cooperation with AMR. It will be in the format of a showcase plus training forum with 1,000 attendees.”

Ms Haixia Wang, General Manager, Shanghai Juxuan Auto Supplies Co Ltd

Lubricant oil

“This is our first time joining AMR because it’s one of the biggest aftermarket industry events in China in the first half of the year. I am impressed with the strong turnout of representatives from workshops, lubricant oil distributors who have high interest in our product. They are mainly from Hebei, Henan and also from Southern China such as Guangdong. Here in China, there’s an uprising demand for private vehicles lubricant oil, especially the good quality ones. Because of the wide recognition of AMR in Northern China and across the country, we can effectively promote our brand here. Besides, many overseas and high quality lubricant oil brands also have a booth here, this gives us an opportunity to learn from our competitors.”

Mr Jinli Pan, Sales Manager of Northwest China of LUKOIL Lubricants (China) Co Ltd

Lubricant oil & German pavilion

“We are offering over 200 lubricants and car care products for the aftermarket sector. Germany is our key market and we are fourth in the market share of lubricant oil in Germany. We also sell in over 40 countries, and are very competitive in our market segment. Joining AMR gives us an opportunity to show our brand to everybody in the aftermarket, and we also want to introduce our entire product range to China through the show. Our car shampoo is also one of the featured products, as it aligns with the new environmental policies in China. We have reached our target to meet with many Chinese dealers and distributors, as well as workshop owners. We have had very good feedback as many of them have confirmed to buy our products. The overall organisation of the fair is very well prepared.”

Mr Jorg Voiges, Director Export Certified Lubricant Specialist, Eurolub GmbH, Germany

New energy

“This is our first time to participate in AMR and clearly, the attended exhibitors and visitors are in both high quantity and quality. The key reason to participate is because 2019 will be the most important year for the development of new energy vehicles. We are bringing with us five new energy vehicle partners including Jiayuan, Weltmeister, Enovate, Xpeng and Nio and our booth has become one of the highlights at the show. Expanding our client base and downstream supply chains has always been our first priority, so I am happy that we have engaged with many customers from the auto service sector. We will continue to assist the growth of China's new energy vehicle market.”

Ms Sunny Zhao, Marketing General Manager of DAS Master China Auto Co Ltd

Buyers' feedback

“AMR is a must-attend industry event. As a dealer, we have been facing intense competition in recent years. We are also changing our business model from traditional product selling to integrated sales and services, and are also improving our sales team's structure. At the show, I noticed more exhibitors are evolving and shifting their focus to after-sales service. This is a good match with our company and industry needs, and in line with the industry development direction for after-sales service.”

Mr Yue Deng, Deputy General Manager of Liuzhou DYC Automobile Maintenance Equipment Limited Liability Company

“I visit AMR almost every year. I am looking for teaching equipment and tools for auto mechanics institutions, and also vocational education institutions for repair and maintenance. At present, traditional repair and maintenance companies are shifting their focus to mechanics institutions, as their demand for equipment and tools is huge. The schools also have high standards on the comprehensiveness of products, and the sales volumes for mechanics institutions are now getting higher than the traditional market. The most popular new energy vehicles, smart cars and automation assembly line will be what the institutions look for next. I am glad to see many exhibitors here are offering more products relevant to mechanics school supplies.”

Mr Tao Bian, General Manager of Shijiazhuang Xingguo Automobile

Maintenance Equipment Co Ltd

“I am a distributor for automotive machinery and tools. I have been here three times, and this year the product range and quality has definitely increased. There has been a better range of auto accessories and more eco-friendly paint products. I have a tendency to buy from our existing suppliers that I meet at the show that might suit our local market.”

Mr Roger Miller, Romco Tools, New Zealand

“The aftermarket is changing very fast and there are new technologies coming up every year, so it is important for us to come to the fair to see what the new updates are. There’s no doubt that Chinese companies have the capacity to produce advanced equipment and tools. Here at the show, the exhibitors are showcasing their best and latest version of technologies, services and solutions that I couldn’t find in other trade fairs.”

Mr Anil Didwania, J.J. Equipments, India (Garage and workshop equipment retailers)

Fringe event organiser feedback

“We have been working with AMR in the past few years to co-organise forums, and our objective is to provide an interactive networking platform for both exhibiting manufacturing companies and the end-users. This year, our forum has been well attended by relevant industry stakeholders, half of which being end-users, 30% being distributors and the rest being service providers. The forum also enhances the capabilities of the end-users to form a healthy complete industry chain. Today, our international guest speakers have shared different views in workshops operations, including improving the management, speed and efficiency of the store.”

Co-organiser of China automotive service development conference 2019 – The rise of chain stores

Mr Chen Dai, President of MoFang Commercial Institution