

Press release

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## Working towards a cooperative future at the Auto Maintenance & Repair Expo 2020 Press Conference

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**Underlined by the theme “Towards a cooperative future with industry collaboration and evolution”, the 2020 Automotive Aftermarket Outlook cum Auto Maintenance & Repair Expo (AMR) 2020 Press Conference took place on 2 December 2019. Approximately 200 representatives, exhibitors and media professionals gathered at the conference to explore the thriving future of the Chinese automotive aftermarket industry. Through integration of the platform’s vast resources, the upcoming expo will help to facilitate mutually beneficial outcomes for industry players across different sectors.**

With the industry entering an inventory market era, demand for products and services have now reached a saturated level. Cross industry collaboration highlights the importance of the automotive aftermarket among the other marketing strategies. With 37 years of accumulated resources at the Auto Maintenance & Repair Expo (AMR), the 2020 edition of the fair will continue to strengthen the business platform by utilising its extensive capabilities in a more efficient way. While keeping the repair and maintenance industry at its core, new sectors will also be introduced to the fair. These include tyres, lubricants, auto parts, chain stores and supply chain stores, commercial vehicles, body and paint and more. These sectors will be spotlighted through the dedicated concurrent events, award ceremonies and special zones across the show floor. Synergy across industries will also facilitate integration between sectors in the automotive aftermarket by bridging more cooperation for rising business opportunities.

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Industrial organisations pledge their support to AMR2020

### **Supply and demand matching promotes cross-industry collaboration**

In 2019, Messe Frankfurt Traders-Link (Beijing) Co Ltd brought together the leading production bases and local associations in the automotive repair and maintenance industry to discuss how to upgrade their services. The parties came to a commitment to exchange information about the supply and demand in the aftermarket to elevate business efficiency.

As supporting partners of the fair, Yingkou Auto Maintenance Equipment Industry Association, Shandong Automobile Maintenance and Repair Equipment Trade Association, Shanghai Auto-Maintenance Equipment Association, Hebei Auto Maintenance Equipment Industry Association and Guangdong-Hong Kong-Macao Greater Bay Area Transport Association attended the press conference. Each expressed their commitment to the support of AMR and its series of tailored concurrent events, achieving cross-industry integration, as well as maximising trade values.

The Chairman of the China Auto Maintenance Equipment Industry Association (CAMEIA), Mr Xie Jiaju mentioned during the press conference: "Since its establishment in 1983, CAMEIA has witnessed the rapid development of the automotive repair and maintenance sector in China. Along the years, the industry has evolved consistently, standing its foot in the tides of market evolution. Manufacturers for the aftermarket must fulfil and adapt to the ever-changing consumer needs. AMR gathers industry players from the emerging commercial vehicles, tyres and lubricants sectors to meet manufacturers in the repair and maintenance sector. Face-to-face communication and integration will be fostered greatly at the 2020 expo."

At the press conference, the Secretary General of the China Automotive Maintenance and Repair Trade Association, Mr Yan Bo commented: "According to the latest data from the Ministry of Transport of China, registered repair chain stores have dropped from 460,000 to 429,000

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units, although, the actual decrease could be larger with some of the smaller stores not being recorded. It is an indication of the transformation currently being seen in the repair and maintenance industry sector. Here, we have industry experts and professionals together building an integrated and sustainable ecosystem for the industry. Organised by our association, the 2nd Automotive Aftermarket Awards for China's Top Chain Brands will be hosted concurrently with AMR 2020. We hope to rally high quality brands and excellent services while supporting more cooperation across the industry during the event."

### **Join forces with leading platforms for breakthrough innovations**

Leading automotive platforms, Magic Cube Auto College (China), Sinolub.com, Tengfei Planning, China Rubber Industry Association, Commercial Vehicle Branch of China Association of Automotive Manufacturers Aftermarket Committee and Car nanny application also took part in the press conference. Together they discussed how businesses in the industry can thrive under the current conditions of an inventory market and saturated demand. Also, they aim to help connect traditional repair and maintenance companies with those products and service providers, dealers and chain stores for the tyres and lubricants sectors.

"In 2020, the industry will enter a phase of cross-sector development. As there is a rising demand for automotive services from car owners, different automotive sectors will flourish innovative solutions in every aspect. Cross-sector integration serves to provide tailored services to meet different market needs," said Mr Dai Chen, Dean of Magic Cube Auto College (China).

Mr Wang Jianwei, Chief Executive of sinolub.com, later added: "China's automotive aftermarket industry has great potential. As the demand from consumers has begun to broaden, the market will also evolve and respond to their needs. In the future, Sino.com and AMR will identify more high quality lubricant brands and professional buyers to bring to the fair, encouraging high-level partnerships across the industry."

Mr Bian Tengfei, Founder and CEO of Tengfei Planning, said: "The collaboration between Tengfei Planning and AMR will set a successful example for lubricant companies. It will promote new projects in the automotive aftermarket amongst top quality businesses."

AMR will return next spring from 15 to 18 March 2020 at the Beijing's New China International Exhibition Center. Spanning across the 120,000 sqm in eight exhibition halls, more than 1,300 overseas and domestic exhibitors are expected to participate in the 2020 fair.

To better serve local and overseas participants, there will be more than 30 concurrent and highlighted events organised during the three-day show. They include the **2nd Automotive Aftermarket Awards for China's Top Chain Brands, Commercial Vehicle Aftermarket Annual Meeting, the Rising Terminal Conference 2020, Tyre Marketing**

Summit, LubTop 2019 Awards, National Parts Dealer Conference, China Auto Beauty Championships, the 5th Auto Diagnostics Master Finals, Green Repair and Maintenance Industry Forum, China Aftermarket "Northwest Day" Special Event, AMR 2020 China Aftermarket Crossover Banquet, the Integration of Production and Education Forum and more. Elsewhere, there will also be business matchmaking programmes to pinpoint the specific needs of both exhibitors and buyers, heightening exhibiting efficiency, experience and results. AMR, therefore, continues to bring forward transformation in the ever-evolving automotive aftermarket.



Organisers and supporting partners at the AMR resources platform partners joint launch ceremony

Mr Steven Wang, General Manager of Messe Frankfurt Traders-Link (Beijing) Co Ltd also made a detailed note on AMR 2020 and provided his insight on the 2020 expo's strategic planning, event highlights and resource allocation for cross-industry matching.

Following this, Ms Fiona Chiew, Managing Director of Messe Frankfurt Traders-Link (Beijing) Co Ltd, highlighted: "AMR serves the China automotive aftermarket by continuing to develop and grow alongside the drastic changes in the market. Given the expansive global resources under the Mobility & Logistics brand of Messe Frankfurt, the 2020 expo will introduce more new brands for lubricants, tyres and equipment product groups in the repair and maintenance sector. AMR leads the market with the variety of product categories and buyers, which has proven itself to be an all-inclusive business platform for all streams of the automotive supply chain."

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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 2,600\* employees at 30 locations, the company generates

annual sales of around €733\* million. 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. 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). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2019