

automechanika
KUALA LUMPUR

16 – 18 March 2023
Kuala Lumpur Convention Centre
(KLCC), Malaysia

Sourcing Entertainment Training

Malaysia's leading regional trade fair for
the automotive service industry targeting
trade visitors from ASEAN

www.automechanika-kl.com



Apply for a booth

Reconnect the automotive community

“ Time to start ”

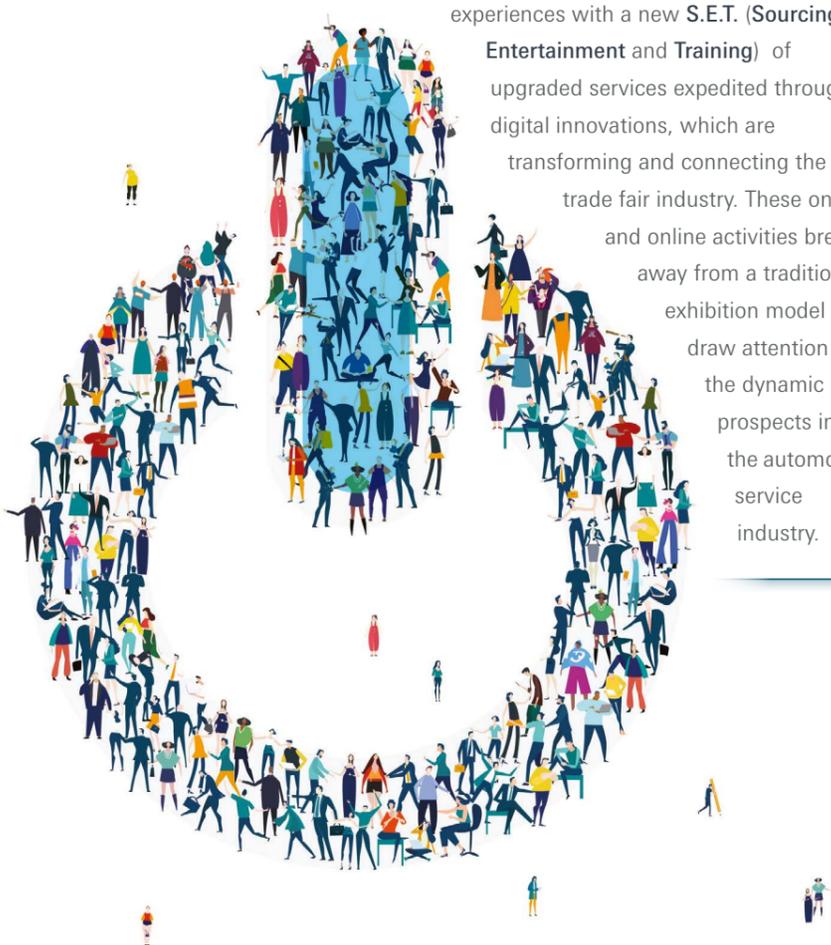
Under a vibrant backdrop of Malaysian culture, Automechanika Kuala Lumpur presents a passionate and business-oriented automotive platform. In the past 22 years, the show's presence in the ASEAN market has developed alongside the ever-evolving automotive industry, enabling businesses and the show itself to flourish together.

The show continues to recalibrate its experiences with a new **S.E.T. (Sourcing, Entertainment and Training)** of upgraded services expedited through digital innovations, which are transforming and connecting the trade fair industry. These onsite and online activities break away from a traditional exhibition model to draw attention to the dynamic prospects in the automotive service industry.

For example, its reconfigured business matching service, **Match Up**, combines optimised processes, people and expertise to stimulate growth in the regional auto community and build upon the country's position in the international market.

What is more, the show is one of 15 Automechanika events in 14 countries and regions from Messe Frankfurt's Mobility & Logistics sector. Participants can gain access to this **global network** that spreads across Africa, America, Asia, Europe and the Middle East.

Through this, professionals will be able to take advantage of wider international connections and media resources to help identify new business opportunities, as well as discuss new tools, technologies and management systems in the service sector that can positively influence business processes and end-users.



Sourcing Entertainment Training



“ Connect online and meet onsite ”

300

local and overseas exhibitors

7,033

local and overseas visitors (2019)

600,000

database of buyers and suppliers

A chance to change

“ Why Automechanika Kuala Lumpur? ”

15,200 Automechanika press contacts

150,000+ social media followers

25 trade associations and government agencies

60 global sales partners

Malaysia's market development

The automotive market has been a key contributor to Malaysia's economy for years. With local policies presenting favourable conditions to stimulate market growth in the supply chain, the industry's strong position in the country plays a significant role in its overall **industrial transformation, digitalisation** and **electrification**.

This will inevitably reinforce growth and development in sectors like **automotive manufacturing and automation, passenger vehicle, commercial vehicle, the Internet of Things (IoT), logistics and electromobility**.

Inspiration from OE through to the aftermarket

- Parts & Components
- Electronics & Connectivity
- Accessories & Customising
- Diagnostics & Repair
- Dealer & Workshop Management
- Car Wash & Care
- Alternative Drive Systems & Fuels
- Tyres & Wheels
- Body & Paint
- Mobility as a Service & Autonomous Driving
- Manufacturing Equipment
- E-tail
- Retail
- Material
- Design
- Machine tools
- Augmented reality (AR)
- Virtual reality (VR)
- Software
- Assembly
- Engineering
- Welding
- Testing
- 3D Printing

Digitalisation
Electrification
Industrial transformation



Malaysian market overview

17%

increase of passenger vehicles sold in January 2022¹

After-sales service market to reach
USD 6.8 billion
in revenue by 2025²

75%

increase of commercial vehicles sold in January 2022¹

22.6%
of GDP hailed from the digital economy by 2025³

Sources:

1. Malaysia vehicle market up 22% in January, February 2022, Just Auto, <https://qr.messefrankfurt.com/k8H1> (Retrieved: 23 February 2022)
2. Malaysia Automotive Aftermarket Service Market is expected to reach about USD 6.8 Bn in Revenue by 2025: Ken Research, April 2021, Yahoo!Finance, <https://qr.messefrankfurt.com/Wg52> (Retrieved: 24 August 2021)
3. PM: Digital economy to contribute 22.6% to nation's GDP by 2025, February 2021, The Sun, <https://qr.messefrankfurt.com/Yg83> (Retrieved: 24 August 2021)

Change
chance

Let us unite! From engagement to advertising opportunities

Over 15 onsite and online events and activities

Collision Repair Training Workshop

Approximately 300 attendees will learn from hands-on demonstrations and theory-based discussions about **diagnostics, repair and maintenance**.

Auto NITZ Party

An anticipated 1,000 revellers can network and exchange experiences under a more social setting with electronic dance music, DJ performances, dance groups and more.

Fleet Management Conference

200 attendees will explore the application of IoT in the **commercial vehicle** and **logistics** sectors to enhance business revenue and address safety points.

Smart Factory & Industry 4.0 Conference

Geared to developing the **automotive manufacturing and automation** sector, this conference introduces the latest manufacturing breakthroughs and solutions.

Play It! Channel MY: inspire social engagement, expand business circles

This video channel will feature playful and educational content that acts as an online guide for the local and international automotive communities to understand different auto cultures and related topics, including basic DIY for car repair and maintenance, recommendations for enhancing the driving experience, and consumer behavioural trends, to name a few. The knowledge from these guides will help to build stronger business relationships and deepen awareness amongst different parties.



Match Up: a year-round business matching programme

Capitalise on a reconfigured business matching service with a database of over 600,000 high-quality buyer and supplier contacts.



EMMA Malaysia Final – Car Audio and Modifications Competition

Car customising and styling are arts combining personalities, unique ideas and specialised techniques.

Digitalisation and Electrification Conference

Driving the automotive industry towards new mobility concepts and a sustainable future.

Want to sponsor an event? Please contact the team for further information.

“ Who will be there? ”

Automakers, dealers, agents, distributors, wholesalers, service providers, fleet and transport managers, technicians, mechanics, works engineers, business owners, workshop owners, government agencies, associations, institutions for research and development, publishers, car enthusiasts and more.



Fair facts

Subject to change, as of May 2022

Previous key visiting brands from 58 countries and regions

BASF	Daihatsu	eBay	Gates	Hitachi	LIQUI MOLY	Newera	PETRONAS	Schaeffler	Vanli
BHP	DENSO	EXEDY	Goodyear Tire	Hock Lee	MANN+HUMMEL	NTN	Proton	Shell	Walker Products
Bosch	DHL	ExxonMobil	HELLA	Huawei	Mazda	Panasonic	Samsung	Snap-on	ZF
Castrol	Digi	Fras-le	Hino	Isuzu	Mitsubishi Motors	Perodua	Scania	Sony	

^ Partial visitor list

Endorsed by

MARii – Malaysia Automotive Robotics & IoT Institute
 MATRADE – Malaysia External Trade Development Corporation

Supporters (local and international)

AAA – Auto Audio, Accessories and Air-condition Traders Association of Malaysia
 AAA – Automotive Accessories Traders Association of Malaysia
 AAAA – Australian Automotive Aftermarket Association
 AASA – Automotive Aftermarket Suppliers Association (USA)
 ASA – Federal Association of the Manufacturers and Importers of Automobile Service Equipment (Germany)
 EGEA – European Garage Equipment Association (Belgium)
 EMPTA – Selangor and Federal Territory Engineering and Motor Parts Traders' Association
 FAWOAM – Federation of Automobile Workshop Owners' Association of Malaysia
 FEMACGA – The Federation of Malaysia Chinese Guilds Association
 FEMPTAM – The Federation of Engineering and Motor Parts Traders' Association Malaysia
 HDMA – Heavy Duty Manufacturers Alliance (USA)
 MAARA – Malaysia Automotive Recyclers Association
 MACPMA – Malaysian Automotive Component Parts Manufacturers
 MDEC – Malaysia Digital Economy Corporation
 MEMA – Motor & Equipment Manufacturers Association (USA)
 MREPC – Malaysian Rubber Export Promotion Council
 MRPMA – Malaysia Rubber Products Manufacturer's Association
 MUVATA – Malaysia Used Vehicle Autoparts Traders Association
 OAC – Overseas Automotive Council (USA)
 PMLQA – Pan-Malaysia Lorry Owners' Association 1987
 PPIBM – Persatuan Pengusaha Industri-Industri Bengkel Malaysia
 TSC – Toyota Suppliers Club (Malaysia)
 ZDK – German Federation for Motor Trades and Repairs

Show dates

16 – 18.3.2023

Opening hours

09:00 – 18:00

Venue

Kuala Lumpur Convention Centre (KLCC), Malaysia

Exhibition space

9,710 sqm from Hall 1 to 5

Organiser

Messe Frankfurt (HK) Ltd

Participation fee

Standard booth (min 9 sqm) USD 395 / sqm
 Premium booth (min 9 sqm) USD 460 / sqm
 Raw space (min 24 sqm) USD 335 / sqm

Contact

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Stay tuned with us on

