

Press release

28 April 2021

AMR 2021 concludes with new services and zones mapping out opportunities from industrial innovation

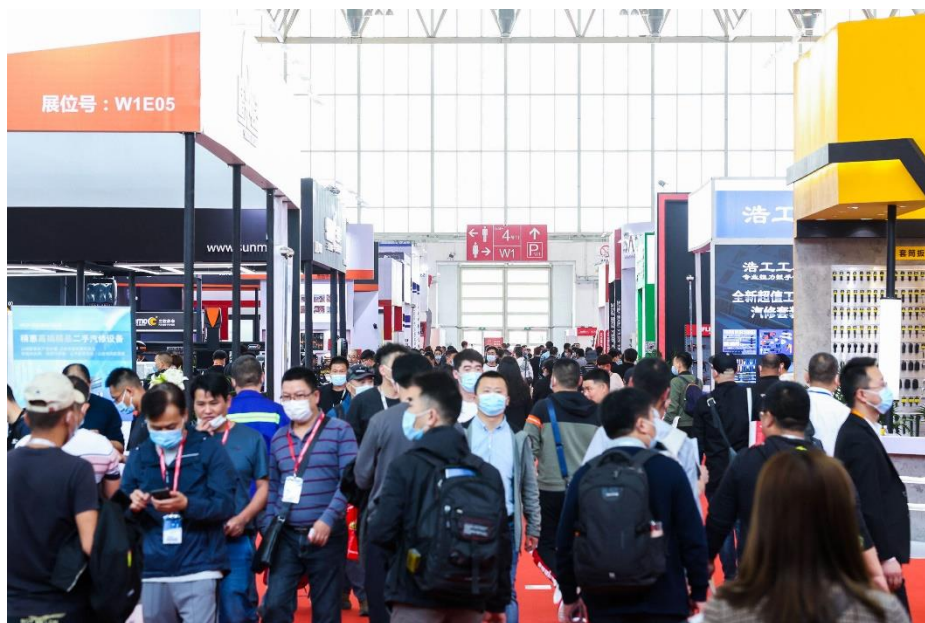
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The Auto Maintenance and Repair Expo (AMR) closed its doors yesterday (27 April 2021) at Beijing's New China International Exhibition Centre after successfully presenting a meeting point for China's vehicle maintenance and repair sector. Across the four-day show, exhibitors and fairgoers recognised the new specialised zones that reflected innovation in the automotive aftermarket. There was also high praise towards AMR Online, the show's latest service connecting domestic and international markets.

Key figures for AMR 2021:

- Visits: 46,352
- Exhibitors: 952
- Space: 90,000 sqm
- 186 onsite-to-online business matching meetings through AMR Online
- 36 concurrent events
- 406 new product launches



Visitor flow at AMR 2021

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

Over the last 38 years, AMR has established its prominence in North China's Jing-jin-ji region (Beijing, Tianjin and Hebei) as a one-stop sourcing platform for the automotive repair and maintenance sector.

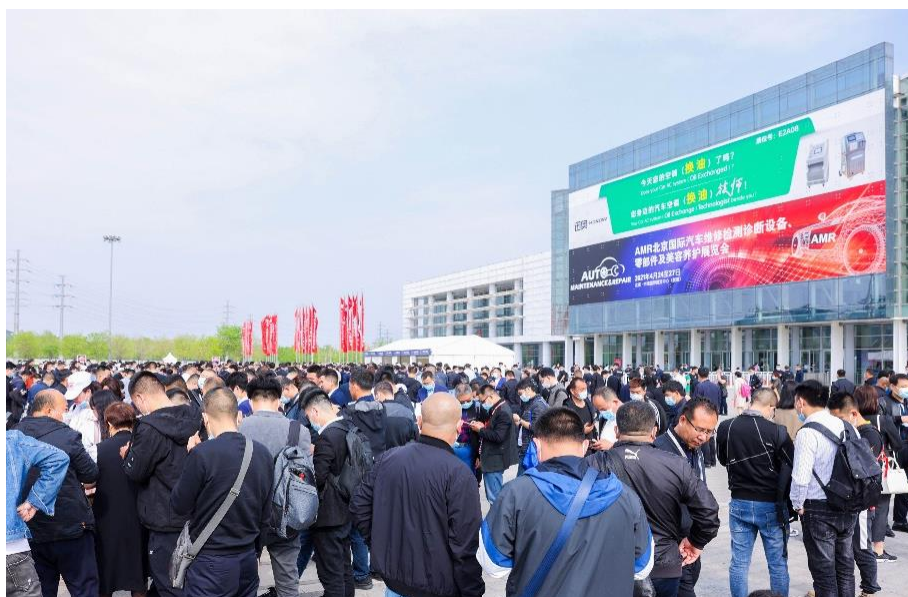
This year, participants admired the show's initiatives to highlight market trends. On top of its core coverage of **Auto maintenance, Repair, Parts & components** and **Car care**, the show introduced five new zones, including **Green repairs, Profit solution, Automotive culture and customising, New energy vehicle aftermarket** and **Commercial vehicle display**. Together, the range of exhibits amplified the rising need for innovative technologies and end-user market transformation.

"Spotting how the automotive value chain is digitally shifting, we realised the repair and maintenance sector is also evolving to cope with these dynamic changes. Therefore, we introduced additional zones and AMR Online to accentuate the developments and cater to the latest industrial needs," said Ms Fiona Chiew, Managing Director of Messe Frankfurt Traders-Link (Beijing) Co Ltd.

Across the show floor, a number of leading brands, including the likes of 7 Chief, All Sun, Anche, Autel, Autotop, Aveno, B2B, Beissbarth, Benwoo, Bestir, Blue, Bright, Brown, BTE, BYD, Cool Park, Cosber, Dali, Dayou, Devilbiss, Dinglihui, EBI, FCar, Flex, Focus, Foton, Gabele, Haitun, Haoshun, Holway, Hontai, Huayan, Hunter, Huo's, Idrobass & Dearg, Iveco, JBT, Jiemeike, Joinns, Joyvie, JTC, Karchar, Lombra Rosso, Lotus Pond, Maruni, Michel, Mirka, MIT, Nanhua, Ossca, PPG, Rk, Ruili, Sata, Savaboon, Shufeng, Shuguang, SIF Auto, SJMC, Sorl, Sunmo, Sunshine, Taitian, Thinkcar, UMA, Whale, Xtool, Xtraseal, Yuxuan, Zhengmao, Zhonggong and ZLDC brought their portfolios.

As a whole, 952 exhibitors showcased their newest products, not only for the traditional repair and maintenance sectors but also cutting-edge technologies relating to digital transformation and green movements. Displays included emissions control, environmental protection, customisation, new energy, AI, IoT and emerging business models.

Participants also appreciated the debuting **AMR Online business matching services (AMR Online)**. In combination with the physical show, AMR Online extended the trade fair sourcing experience to a digital realm. The platform helped match the buyers, who could not attend the show in person, with exhibitors according to their sourcing needs. Throughout the show period, 186 onsite-to-online business matching meetings facilitated interactions and exchanges for future collaboration.



The four-day show welcomed 46,352 visits

Exhibitors reflected on the show's position and influence in the market. Mr Ben Tan, CEO of Thinkcar Tech Co Ltd, noted: "Due to the pandemic, it was difficult to meet industry players last year. Therefore, I am pleased we could reunite at AMR and explore the future auto industry together. I was happy to see more coverage of accessories, car care and customising products this year, on top of the repair and maintenance sector. As an exhibitor, this wider coverage across the show floor brought us more quality buyers and distributors, which will be particularly beneficial for us going forward."

Additionally, Mr Lucas Liu, the General Manager of Shenzhen MAXLINK Technology Co Ltd, another exhibitor, concluded: "We have been participating at AMR for many years now as the show always pushes our business momentum forward. Owing to the fair's strong influence, we have met with many buyers from across China, and particularly in the Jing-jin-ji region. As a result of a positive boost in sales, I am sure we will return to AMR to promote our brand in the years ahead."

Please visit http://www.amr-china.cn/beijing/en/facts-figures/AMR_2021_feedback.html to access more feedback from the show's participants.

In relation to the fairgoers' comments, Ms Chiew further reflected: "I am pleased to see that exhibitors, buyers, industry organisations and experts from every aspect of the aftermarket were able to reconnect through AMR. Along with thanking everyone who contributed and supported the show tremendously, the positive feedback also affirms the fair's role in connecting the industry. This continues to assure us that we are heading in the right direction."

AMR 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.

Auto Maintenance and Repair Expo
Beijing, 24 – 27 April 2021

Details of the show's 2022 edition will be announced in due course. Latest updates and high resolution photos for press use are available from the "Press" page of the show's website (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).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020