

Press release

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AMR 2022 welcomes new supports in the new host city

Ken Chung
Tel +852 2280 9225
ken.chung@hongkong.
messefrankfurt.com
www.messefrankfurt.com.hk
www.amr-china.cn

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The Auto Maintenance and Repair Expo (AMR) is set to return from 24 to 27 March 2022. On the strength of nearly 40 years in the Jing-jin-ji (Beijing, Tianjin, Hebei) region, the show has developed into a highly internationalised annual event for China's automotive aftermarket industry. Its relocation from Beijing to the new state-of-the-art National Convention & Exhibition Center in Tianjin brings along new supporting organisations. The move aims to propel the business platform forward, offering opportunities to showcase products and exchange information alongside the country's latest economic development strategy for domestic and international markets.

In recent years, supportive policies have boosted the development of the Jing-jin-ji city cluster. As the host city of AMR, Tianjin, in particular, is one of China's major car manufacturing hubs covering the entire auto supply chain from parts manufacturing to car making and aftermarket services.

For example, a number of leading carmakers like BYD, FAW-Toyota, FAW-Volkswagen and Great Wall Motor with bases in Tianjin are reaping the benefits of the city's geographical location and flourishing automotive market. In 2020, the city saw 3.29 million vehicles on the road¹. Furthermore, players produced 1.26 million car units, contributing to the city's auto manufacturing industry that marked a value of RMB 230 billion (USD 36.04 billion)².

In November 2021, the Tianjin's local government expanded on its strategic blueprint to further elevate the city's automotive community³. This includes everything from manufacturing, consumption, trade, finance, driving culture, the used car market and aftermarket.

Ms Fiona Chiew, Managing Director of Messe Frankfurt Traders-Link (Beijing) Co Ltd, said: "Relocating AMR to Tianjin aims to assist various

¹ "2020 National Economic and Social Development of Tianjin Municipal", 17 March 2021, Tianjin Municipal Bureau of Statistics, http://stats.tj.gov.cn/tjsj_52032/tjgb/202103/t20210317_5386752.html, retrieved on 20 November 2021

² "Tianjin's unique advantages of becoming an automobile circulation city", 8 November 2021, Tianjin Commission of Commerce, http://shangwuju.tj.gov.cn/tjsswjzz/jqxx/dwld/lj/zyhdli/202111/t20211108_5696632.html, retrieved on 20 November 2021

³ "Tianjin builds an automobile circulation city", 7 November 2021, Tianjin Municipality People's Government, http://www.tj.gov.cn/sy/tjxw/202111/t20211107_5695403.html, retrieved on 20 November 2021

stakeholders in the auto repair and maintenance sector take on the region's rising opportunities. As a result, players from the entire aftermarket value chain can collaborate and grow together by taking advantage of the comprehensive resources from this high-quality business platform.”

To illustrate, the next edition will host an expected 1,000 domestics and overseas exhibitors, showcasing 8,000 leading brands across 100,000 sqm of exhibition space. Displays will cover auto maintenance, repair, parts and components, car care, accessories and customising, supply chain, new energy vehicle aftersales service and commercial vehicle.

New supporters and new product zones

The upcoming AMR is welcoming new industry associations and supporting organisations as an upshot of branching out in the new host city. They will introduce product zones at the show that shine a light on growing trends and address unique local market needs.

For example, the new **Made-in-Tianjin zone**, organised by the **Tianjin Automotive Aftermarket Industry Association**, will convene companies from Tianjin that reflect the city's capabilities in auto parts manufacturing across to car making.

On top of this, Tianjin has been identified as a key economic developmental city and an expected boost of local spending sets to accelerate car making. In fact, Tianjin saw a 73 percent growth of value in the automotive manufacturing sector during the first quarter of 2021. With this, the area is becoming a distinguished automotive manufacturing hub; there are already more than 300 car parts and components makers in Tianjin with an individual yearly turnover of over RMB 20 million, of which over 200 of them even reached RMB 100 million⁴.

The zone will also host the first **China (Jing-jin-ji Region) High-quality Development of Automotive Industry Forum**. The event will bring together several thought leaders who aim to explore strategies to elevate service standards, while providing extra networking opportunities.

Moreover, as lubricants are an essential product in the automotive industry, the **Lubricant zone** will spotlight Tianjin's leading position in the petrochemical supply chain under the “Coordinated Development for the Jing-jin-ji Region” strategy⁵. With over 300 associated enterprises located in the city, the zone will allow local exhibitors to demonstrate their high-quality lubricant products and effectively engage with potential partners.

AMR also aims to connect players from not only the Jing-jin-ji region, but with those across the whole nation and globally. For example, Zhejiang

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⁴ “Automotive hub development supports the growth of the industry”, 2 May 2021, Tianjin Municipality People's Government, http://www.tj.gov.cn/sy/tjxw/202105/t20210502_5441708.html, retrieved on 15 November 2021

⁵ “Binhai New Area promotes the green and high-end development of petrochemical industry”, 2 October 2020, Tianjin Airport Area of China (Tianjin) Pilot Free Trade Zone, Tianjin Port Free Trade Zone, <https://www.tjftz.gov.cn/contents/5993/321116.html>, retrieved on 20 November 2021

is also a significant automotive destination. Accordingly, **Zhejiang Broad International Convention and Exhibition Co Ltd** will join the show by organising the concurrent **International Automotive Intelligent Manufacturing and Parts Industry Chain Pavilion**. With a focus on “Zhejiang Intelligent Manufacturing” and “Quality goods from Zhejiang”, the pavilion aims to strengthen participating companies' brand awareness and market shares in Northern China and further afield.

Peak emissions and carbon neutrality in the green vehicle era

China's goal of reaching peak emissions by 2030 and achieving carbon neutrality by 2060 shows the country's determination to tackle climate change and move towards a green economy⁶. Furthermore, as a global economic pillar, the automotive industry is accelerating the speed of new energy transformation. In particular, players in the commercial vehicle sector see an urgent need to reduce emission levels to support global mobility.

Against this backdrop, the **China Automotive Maintenance Equipment Industry Association, China Automotive Maintenance and Repair Association, Professional Transport Equipment Committee of China Automotive Maintenance Equipment Industry Association, China Automotive Engineering Research Institute Co Ltd** and **China Transport News**, will assemble at the **CV Week – China International Commercial Vehicle Eco-Industry Conference** and **Commercial Vehicle & Road Transport Equipment Zone**.

The conference and the zone will demonstrate that exhibits and information exchange go hand-in-hand to convey market updates. Value-added activities will allow companies to stand out by showcasing their products while speakers will touch upon the transitioning landscape of the commercial vehicle sector in line with environmental protection. Thus, attendees can further explore automotive market trends, discover new technologies, and seize new business opportunities.

“I am pleased that AMR is building upon its reputation across broader supporting associations and organisations. While the fair is technologically advanced, this wider network brings in new resources and communities that can expand the show's coverage. Thanks to the access of wider fields and the support of influential organisations, AMR can expand its displays to include more coverage of commercial vehicles, new energy, solutions that support the peak carbon emission and carbon neutrality, and green repair,” Ms Chiew added.

AMR 2022 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.

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⁶ “Xi Focus: Xi announces China aims to achieve carbon neutrality before 2060”, 23 September 2020, Xinhua, http://www.xinhuanet.com/english/2020-09/23/c_139388764.html, retrieved on 20 November 2021

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, please visit www.amr-china.cn.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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 for 2021