

Press release

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## Participants praise AMR 2023 for supporting China's automotive aftermarket

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**The Auto Maintenance and Repair Expo (AMR), North China's premier platform for the automotive aftermarket in the Jing-jin-ji (Beijing-Tianjin-Hebei) region, closed its doors to the 2023 edition on 26 March. The four-day show gathered leading industry players across the National Convention & Exhibition Center (Tianjin) from the domestic and overseas supply chain. Participants were impressed by the strong line-up of exhibitors showcasing the latest developments in the repair and maintenance sector. In addition, they appreciated the show's pledge to support the advancement of the regional automotive industry.**

Key figures from AMR 2023:

- Visitors from 23 countries and regions, with 38,674 visits
- Exhibitors: 659 from 11 countries and regions
- Space: 80,000 sqm
- 28 concurrent events
- 1,500 new product launches

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, commented: "We are happy to reunite with aftermarket players in Tianjin, especially as it is the ninth anniversary of establishing the development plan for the Jing-jin-ji region. This also means we are stepping further into the heart of the automotive manufacturing cluster here. Walking around the exhibition grounds, feeling the enthusiasm, and hearing positive feedback from both local and international participants was pleasing. It affirms the show's strong foothold in the industry, connecting the world to the Chinese market."

AMR's strong roots in the region were clear to detect as the well-established platform offered a one-stop sourcing hub for the automotive repair and maintenance sector.

This year's event had four themed areas, including the **Parts and Components Zone, Green Repair and New Energy Zone, Commercial Vehicles Zone** and **Made-in-Tianjin Zone**. The wide range of exhibits promoted the growth of the new energy vehicle aftermarket, commercial vehicle after-sales services, auto repair and maintenance equipment, and more.

One such exhibitor in the Made-in-Tianjin Zone was Toec Huadian Technology Co Ltd. The company's Vice President, Mr Yu Zhenglong,

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was pleased to be part of AMR 2023. He shared: “Thanks to AMR, in addition to displaying our solutions in the Made-in-Tianjin Zone, we were also able to see the latest products from other companies. It was very inspiring for our future development. Furthermore, as a company based in the region, AMR was a cost-effective and efficient stage for promotion as we established connections with visitors with a high potential of becoming customers.”

Mr Gianni Thnelli from Italy, APAC Regional Sales Manager of Ravaglioli SpA, one of the overseas exhibitors, commented: “AMR is a key part of our strategy to maintain a competitive edge in the international and Chinese market. I am very happy about the full crowds around the exhibition hall and excited to see so many people at our booth discussing new projects and cooperation. We met buyers from Thailand, South Korea and Singapore, meaning that AMR’s influence goes beyond China into other Asian countries and regions.”

Nexion China held one of the largest booths at the show. Mr Bi Mingjun, the company’s Sales Director, shared: “In recent years, domestic brands have continued to develop, leading to confidence in home-grown companies across the market. For example, our products are now very well recognised in the Jing-jin-ji region and the surrounding cities. Participating at AMR is crucial for increasing our brand awareness and boosting sales with local service providers. The show is one of the most professional fairs in the aftermarket sector, as buyers can quickly identify their target products here. Therefore, we always contribute a lot of resources in the show.”

In addition, the fair attracted buyers from 23 countries and regions. Many of the buyers praised both the quality and range of exhibits. In fact, visitors could find innovative products and solutions from over 5,000 international brands.

A buyer from Egypt, Mr Mahmoud Nasser, Foreign Purchasing and Overseas Logistics Manager of Garage Equipment Center, came to the show to source car repair tools. He said: “AMR is a highly efficient sourcing platform as it is heavily focused on the repair and maintenance sector. I can always find what I need quickly. The show has become more international over the years, and there are always new exhibitors whenever I return. After my initial walk around, I identified at least seven potential suppliers.”

Mr Wang Junhai, President of Henan Xinxiang Automobile Dealers Association, organised a buyer delegation. He expressed: “AMR is our to-go event for learning, sourcing and networking. We invited buyers from over 20 workshops to the show so they could source spare parts. Apart from the trade aspect, we can also grasp the latest technologies in the aftermarket sector and deepen our understanding of where the industry is heading. This is particularly helpful as our members can establish more business connections.”

To conclude this year’s event, Ms Chiew further reflected: “I would like to extend my gratitude to the partners, exhibitors, visitors and supporting

industry associations for their contributions to the fair, not only this edition but for the last four decades. I already look forward to seeing everyone again next year and hope to welcome even more participation from the industry.”

The Auto Maintenance and Repair Expo (AMR) is co-organised by Messe Frankfurt (Shanghai) Co Ltd, China National Machinery Industry International Co Ltd (Sinomachint), China Automotive Maintenance Equipment Industry Association (CAMEIA) and China Automotive Maintenance and Repair Association (CAMRA). The fair is one of the 35 global events under Messe Frankfurt’s Mobility and Logistics sector.

The 2024 edition of the show is set to be held from 20 to 23 March at the National Convention & Exhibition Centre (Tianjin). Please contact Messe Frankfurt (Shanghai) Co Ltd at + 86 10 8472 8428, visit [www.amr-china.cn](http://www.amr-china.cn) or email [amr@china.messefrankfurt.com](mailto:amr@china.messefrankfurt.com) for further enquiries.

Latest show updates and high resolution photos for press use are available from the “Press” page of the show’s website ([www.amr-china.cn](http://www.amr-china.cn)).

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#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world’s leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2022