

Press release

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Automechanika Kuala Lumpur defers until 2023

Suzy Heston
Tel +852 2238 9907
Suzanna.Heston@hongkong.
messefrankfurt.com
www.messefrankfurt.com.hk
www.automechanika-kl.com
AMKL22_deferral_ENG

Throughout the year, Messe Frankfurt, the organiser of Automechanika Kuala Lumpur, has closely monitored Malaysia's COVID-19 situation and the viability of domestic and overseas participation. While the country still reports daily cases, various levels of the Movement Control Order (MCO) also affect travel in and around the country. In this regard, the company has maintained close communications with the local auto community, exhibitors, partners and supporting organisations. Following their consultation, each party has agreed to the new show date of 16 to 18 March 2023.

The allure of Malaysia's dynamic business environment is a key driver for players eyeing up new supply networks in the automotive industry. With this, Automechanika Kuala Lumpur is a critical gateway, as the show's far-reaching resources constitute a significant part of its S.E.T. (Sourcing, Entertainment and Training) experiences.

However, continued quarantine requirements for non-residents entering Malaysia, domestic travel restrictions and preventative measures to stem the cross-country spread of COVID-19 remain fundamental factors in further postponing the show.

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, mentioned: "At the moment, domestic prevention protocols are limiting the prospects of the international auto community attending the fair. As a responsible trade fair organiser, we will continue to uphold government guidelines and monitor the situation carefully. Our mission is both to protect the welfare of all those involved and safeguard a stable business environment. With this in mind, I am grateful that our stakeholders have backed the decision to defer the show until 2023."

The last edition, held in 2019, brought industry professionals from 16 exhibiting and 58 visiting countries and regions together. Over the years, Allmakes 4x4, Astra Otoparts, AUTOBACS, BPI, Camel, CMC, eBay, GESEL HEINZ, LAUNCH, MATRIX, Raybestos and SONIC were amongst the overseas exhibitors who have leveraged the platform as a springboard into the ASEAN automotive industry.

At the same time, FINDME, HML, Inter Enterprise Solutions, JONNESWAY, MAZDA, N.E.S Group, Newera, Pos Malaysia,

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

SCHMACO, SUPERLON, and VANIL make up some of the domestic companies that have relied on the fair's tools for expanding internationally.

Ms Chiew added: "We fully appreciate the ongoing desire for networking and information exchange. In the year ahead, we will continue to evaluate communication channels and activities that promote business encounters, relationship management and industry development."

One such initiative, Match Up, already on the market since August, offers personalised business matchmaking. The service utilises an aggregated database of Automechanika trade fair resources from Messe Frankfurt's Greater China subsidiaries. Based on each participant's sourcing requirements, a dedicated consultant from the organiser connects registered users from a pool of participants in more than 60 countries and regions.

As of today, Match Up has already lined up more than 1,900 meetings and recommendations. A survey reveals that 90 percent of participants agree that the service meets their business needs, owing to its tailored approach to facilitating precise matching between suppliers and buyers.

To sign up for Match Up, please click here: www.automechanika-kl.com/business-matching-reg.

For more information about the show, please email the organiser at autoasia@hongkong.messefrankfurt.com.

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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).

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

* Preliminary figures for 2021

Automechanika Kuala Lumpur
Kuala Lumpur, 16 – 18 March 2023