

Press release

17 November 2021

## Automechanika Shanghai 2021 changes its show dates

**Automechanika Shanghai, set to take place from 24 to 27 November 2021, pushes back its show dates due to a recent onset of COVID-19 cases in various provinces and cities in the country. A new date for one of Asia's most influential automotive trade fairs will be announced in due course.**

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, said: "It is currently a pivotal moment for the Government to get ahead of its containment efforts and prevent the wider outbreak of cases. To support these actions, we have decided to defer Automechanika Shanghai. First and foremost, our top priority is to protect the wellbeing of all participants travelling to the show. On behalf of the team, I would like to thank all industry players for their support and understanding. I look forward to welcoming everyone back to the fair during the rescheduled time."

Automechanika Shanghai will continue to connect the automotive ecosystem and provide frequent updates about the domestic and overseas markets, as its global resources play a vital role in the long term and sustainable development of the automotive industry.

Furthermore, the show's online platform, AMS Live, will proceed as planned, offering a gateway for business exchange amongst the current exhibitors and buyers. To register for AMS Live, please click here: <http://www.automechanika-shanghai.com/vor>.

In the same fashion, during its new dates, Automechanika Shanghai will deliver a stage for marketing, trade, knowledge sharing, and education across the entire supply chain.

Automechanika Shanghai is organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Machinery Industry International Co Ltd (Sinomachint). Please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728, visit [www.automechanika-shanghai.com](http://www.automechanika-shanghai.com) or email [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com) for further enquiries about the new show arrangements.

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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 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 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](http://www.messefrankfurt.com)

#### **Background information on Sinomachint**

China National Machinery Industry International Co Ltd. (Sinomachint) is a wholly-owned subsidiary of China National Machinery Industry Corporation (SINOMACH), a large state-owned group. Sinomachint specializes in areas such as international exhibitions, trade and project contracting. International exhibition is a core business for Sinomachint, which are recognized because of many years of exhibition organizing experience and a professional organization team. Sinomachint held exhibitions that combine internationality and locality in over 30 large and medium-sized Chinese cities. The total exhibition area of exhibitions that Sinomachint independently organizes or jointly do with partners each year exceeds 3 million square meters. For more information, please visit the website at: [www.sinomachint.com](http://www.sinomachint.com).