

## **Automechanika Shanghai kicks off with German companies on board**

**Frankfurt am Main, 30 November 2020. Automechanika Shanghai is taking place as scheduled from 2 to 5 December – and German companies are part of the action. A total of 16 German companies are presenting their products and services at the event, with most participating in a German Pavilion. This will be the first time that Automechanika Shanghai is held as a hybrid event, combining a physical trade fair with a digital platform for visitors from outside China.**

Although the coronavirus has thrown many plans into disarray, Automechanika Shanghai continues to be a constant on the trade fair calendar. The event is taking place as scheduled from 2 to 5 December – with German exhibitors on site. A total of 16 German companies are presenting their products and services at the largest automotive aftermarket trade fair in China. The exhibitors are BASF Co., Elring Klinger, ERC Additiv, GS-Autoteile, Blitz Oil, Liqui Moly, Mapco Autotechnik, MASTER Sport-Automobiltechnik, Phototherm Dr. Petry, ROWE Mineralölwerk, Schäferbarthold, SEG Automotive, Shanghai GungHo International Trading Co. / Autotestgeräte Leitenberger, Shanghai Pingo Industrial, Valiant Auto Parts Co. and Otto Zimmermann.

In spite of the coronavirus crisis, German exhibitors are headed to Automechanika Shanghai – Berndt Kautter, Managing Director of Phototherm Dr. Petry GmbH, explains why: “Automechanika Shanghai offers us an opportunity to maintain contact with our customers on location while also reaching potential new customers. I believe that maintaining personal contact is particularly important the way things are today.” Dipl.-Ing. Axel Peters, Sales Manager Export at Otto Zimmermann GmbH, agreed: “It goes without saying that the uncertainties surrounding travel regulations and protecting the health of our employees have long been of concern for our company. Even so, we decided to exhibit at the event because in difficult times like these, direct contact with our customers is more important than ever. That is why we are putting so much emphasis this year on ensuring that our customers can speak to us and on raising the profile of our brand. Besides, the coronavirus crisis has done nothing to change the fact that there is always a demand for spare parts.”

This opinion is shared by other German exhibitors as well – after all, the trade fair offers access to a very lucrative market. Dipl.-Ing. Axel Peters: “Automechanika Shanghai is an important channel for establishing our brand in the Chinese and international market. We have had many promising talks at Automechanika Shanghai over the years that have led to new business relationships, and that is exactly what we are hoping to achieve again this year. We believe that the Chinese market offers excellent potential for expansion, and we also want to continue building our brand in neighbouring markets.”

ROWE Mineralölwerk is pursuing similar strategic goals, and they are also utilising the trade fair to publicise their new brand identity. Tobias Hein, Corporate Communications Manager for ROWE Marketing GmbH, had this to say: "Following a difficult year for the global economy, we are also looking to use our first international trade fair presentation to improve our strategic position, strengthen our partnerships and business ties in China, and expand our business with our strong customers. This will also be the first time that ROWE's new brand identity, which was introduced as part of a comprehensive relaunch in March 2020, is presented internationally at an exhibition stand."

Most of the German companies at the trade fair are presenting their products and services as part of the German Pavilion. The companies are taking advantage of the support provided by the German Federal Ministry for Economic Affairs and Energy (BMWi), not to mention professional organisation and an attractive pavilion. 'Made in Germany' is very popular in China. Berndt Kautter: "I believe that participating in the German Pavilion is an excellent idea, because the Chinese prize German quality."

This will be the first time that the trade fair is held as a hybrid event, with a physical fair at the National Exhibition and Convention Center Shanghai hosting approx. 3,900 exhibitors, and a digital platform set up to accommodate all those participants who are unable to travel to China. Thanks to the new tool 'AMS Live', exhibitors will be able to meet virtually with visitors from around the globe throughout Automechanika Shanghai, giving them the chance to network and share ideas using various digital services, including live chats, video calls and live streams.

You will find more information on Automechanika Shanghai at [automechanika-shanghai.hk.messefrankfurt.com](http://automechanika-shanghai.hk.messefrankfurt.com)

**Press information and photographic material:**  
[automechanika.com](http://automechanika.com)

**Links to websites:**

[www.facebook.com/Automechanika](http://www.facebook.com/Automechanika) | [twitter.com/automechanika](https://twitter.com/automechanika)  
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**Background information on Messe Frankfurt**

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