

news +++ Automechanika Shanghai

National Exhibition and Convention Center (Shanghai), 26 – 29 November 2025



Automechanika Shanghai's 2025 fringe programme spotlights sustainability, fosters collaboration, and drives transformation

Shanghai, 13 November 2025. In its largest edition yet, Automechanika Shanghai's fringe programme will feature over 90 concurrent events, including forums, conferences, training sessions, and interactive experiences to foster collaboration, technical advancements, and global exchange. The rapidly evolving automotive industry faces several challenges, including stricter emission requirements and safety standards, but this also represents opportunities for innovative solutions. In response, events will focus on technological breakthroughs, talent development, and business matching, while also bringing together domestic and international leaders for discussions on the trade climate and strategies to enhance competitiveness through cross-border and interdisciplinary cooperation. The exhibition features over 7,000 exhibitors from 44 countries and regions across all 15 halls of the National Exhibition and Convention Center (Shanghai) from 26 to 29 November 2025.

Collaborative innovation creating mutually beneficial solutions

One key event is the **International Automotive Industry Conference 2025 Presented by Automechanika Shanghai – CEO Summit** on 25 November, convening senior decision makers from the world's leading enterprises. Topics cover the automotive landscape, emerging opportunities, global expansion and local innovation, sustainable tech-service integration, and supply chain resilience. Notably, Mr Ron Zheng, Senior Partner and Asia Head of Automotive Practice from Roland Berger, will discuss value reform and strategic decisions in the new normal of the global automotive industry. Other speakers include insights from Mr Henry Ying, Vice President of Shanghai Electric Drive; Mr Hank Yang, Vice President and General Manager of Fuel Systems Asia Pacific for PHINIA; and, Mr Imelda Labbé, President of the Association of International Motor Vehicle Manufacturers (VDIK).

Cooperative activities continue through **supply-demand matchmaking** sessions that connect enterprises in intelligent connectivity and new energy vehicles, fostering collaboration between carmakers and component suppliers. The **Intelligent Connected New Energy Vehicles Supply Chain Trends Forum and Matchmaking Conference**, **Intelligent Connected New Energy Vehicles In-depth Matchmaking Conference**, **Automotive-Grade Chip Supply Chain Ecosystem Forum**, and **Global Automotive Supply Chain Integration and Innovation Conference** are among the highlights.

The **Automotive Aftermarket Summit**, returning on 27 November, will explore global aftermarket changes, focusing on technological innovation and strategies for growth. Speakers include Ms Lang Xuehong, Deputy Secretary General of China Automobile Dealers Association, discussing government policy impacts on China's aftermarket; Mr Sun Xiaohong, Chief Expert of CCCME Automotive Internationalization Professional Committee, offering insights on overseas business development; and Mr Paulo Mutuc, Associate Director at Frost & Sullivan, sharing future industry and aftermarket perspectives.

Additionally, the new **Global Collective** event will focus on investment and expansion tools for emerging markets in Latin America and the ASEAN region.

Facilitating innovation

Emphasising technological advancements, the debuting **Technical Seminar Series** will feature seven conferences on thermal management for new energy vehicles, advanced driver assistance systems, intelligent chassis technology, and more.

On the show floor, **Innovation4Mobility** (Hall 5.1) will facilitate idea exchange across the supply chain with over 30 discussions on wider topics such as car manufacturing, R&D, and sustainability, while pinpointing advancements in new energy, AI, and digital upgrades. Representatives from Dell Technology, Taylor's University, Siemens, and more will delve into topics associated with products on display in the showcase area. Additionally, the new **Startup zone** will present soon-to-be commercialised products.

Moreover, three notable events scheduled for 26 November will further explore the future of automotive development. One of these is the **International Summit on Connected Vehicles Development 2025 Presented by Automechanika Shanghai**, which will highlight trends and regulations in intelligent connected vehicles from participants such as Baidu, CARIAD China, Meituan, Pateo, Pony.ai, and overseas industry associations.

Also on that day, the **Vehicle Electrification and Intelligent Vehicle Innovation Conference 2025** will address topics like low-altitude mobility, eVTOLs, and intelligent robots, featuring guests from China EV100 and Tongji University, as well as carmakers such as Changan Automobile, FAW, GAC, and NIO. In addition, the **New Energy Vehicle Technology Innovation and Development Forum 2025** will gather engineers and experts from AVATR, Dongfeng, SAIC Volkswagen, and organisations such as the China Association of Automobile Manufacturers, Tsinghua University Suzhou Automotive Research Institute, and more. Discussions will cover high-speed optical fibre communication, safety systems, and energy storage systems.

Accelerating transformation

To address talent gaps amid rapid changes, Automechanika Shanghai will offer initiatives for a sustainable automotive ecosystem through the **Talent Development Series** and its comprehensive training offerings. As part of the series, the new **Elite Pathway Programme** will nurture Gen Z talent through educational experiences and networking opportunities, allowing participants to engage with senior management from leading firms, explore research from the Tsinghua University Suzhou Automotive Research Institute, and examine careers through university visits.

Elsewhere, the **Green Repair Area** (Hall 6.2) will highlight aftermarket transformations through workshops covering new energy vehicle servicing and diagnostics. Along with this, the highly interactive **Customising x Tech Area** (Hall 8.2) will celebrate automotive culture. For example, the Autown Drift Team, Pegasus, and Hanwei Racing Team will compete in the "Quest for a Racing Master 2.0" simulator contest while visitors can take part in the Red Bull Pit Stop Challenge for a tyre changing speed test. The area also features a number of modified supercars, off-road cars, drift cars, and electric caravans, in addition to the UTS Supercar and Coachbuild section with modified cars and automotive art pieces on display.

Visitors can also explore innovation through eight themed **visiting routes** spotlighting advancements in powertrain, new energy, connectivity, digitalisation, repair, customising, accessories, tyres and wheels, and more.

For more details on the fringe programme, please visit www.automechanika-shanghai.com/events

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 or email auto@hongkong.messefrankfurt.com for further enquiries.

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Press information and photographic material:

www.automechanika-shanghai.com/press

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Your contact:

Suzy Heston

Phone: +852 2238 9907

Suzanna.Heston@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd

35/F China Resources Building

26 Harbour Road

Wanchai, Hong Kong

www.messefrankfurt.com.hk

www.automechanika-shanghai.com

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. With a workforce of some 2,500 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 775 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

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

Background information on Sinomachint

China National Machinery Industry International Co., Ltd. (SINOMACHINT) represents a subsidiary of China National Machinery Industry Corporation, a centrally administered conglomerate on the Fortune Global 500 list. It stays committed to creating an integrated platform for technical exchange and trade promotion between Chinese and foreign businesses. And it has now built well-known exhibition brands – CIMT, CMECEXPO, and CNMTC – in a way to deliver a full range of convention and exhibition services that it focuses on, from event organization to operation. A parent company of more than 20 investment enterprises, SINOMACHINT holds over 50 self-organized exhibitions domestically and nearly 20 overseas, while acting as the agent of about 200 foreign trade shows. In 2020, SINOMACHINT ranked first in the total number and area of exhibitions hosted on the mainland, according to statistics from the China Council for the Promotion of International Trade. And its position as China's largest agent of overseas expos has for years stayed unchanged. As always, SINOMACHINT will remain a responsible innovator that values collaboration and shares benefits. That means it promises to spearhead the development of China's convention and exhibition industry and grow the Chinese business community for shaping the new dual-circulation development pattern. It stands ready to work more closely with all sectors of society for greater innovation, for more win-win scenarios, and for a thriving economy in China and beyond. For more information, please visit the website at: www.sinomachint.com