

Press release

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## Malaysia's transforming automotive industry represented by new themes at Automechanika Kuala Lumpur 2023

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**Transformation is circulating Malaysia's automotive market ahead of Automechanika Kuala Lumpur 2023. From both policy-driven and private sector initiatives, the country has ambitious plans to establish more influence on an international level. Between 16 and 18 March at Kuala Lumpur Convention Centre, players can explore a gathering of opportunities from the upswing of electrification and digitalisation gaining ground in the supply chain.**

### Industrial innovation

With global trends doubling down on electromobility and connectivity, many international automotive markets are looking to leverage opportunities from the promise of Asia's supply chain. From this viewpoint, Malaysia is a key nation in the region undergoing a significant transformation, with the Government working to stimulate industrial advancement from the National Automotive Policy 2020<sup>1</sup> and National Policy on Industry 4.0<sup>2</sup>.

As innovation filters into every corner of the industry, it is important that Automechanika Kuala Lumpur 2023 raises the profile of the local supply chain. The fair will go the extra mile to spotlight prospects in **electric vehicles**, the **Internet of Things (IoT)** and **services and maintenance** at dedicated areas across the exhibition floor. To illustrate, the electric vehicle area will showcase developments in charging solutions and infrastructure, battery technologies, management systems, automation and, mobility. The Hong Kong E-vehicles Business General Association and Asia Pacific Connected Vehicles Industry Association (endorsed by the Hong Kong Productivity Council and Trade, and Industrial Organisation Support Fund) will also host a pavilion in views of developing the electric vehicle market around Southeast Asia.

Other highlights include auto parts, manufacturing, accessories and customising, repair and diagnostics, digitalisation, and logistics.

### New business models

Looking to embrace the future automotive landscape, many Malaysian companies are pursuing new solutions to improve operational efficiency and performance. The show is set to address this need in the market by highlighting how participation from international players in the domestic

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<sup>1</sup> NAP 2020, January 2022, Ministry of International Trade and Industry, <https://qr.messefrankfurt.com/Hc3c3> (accessed: 26 October 2022)

<sup>2</sup> Industry4WRD, June 2022, Ministry of International Trade and Industry, <https://qr.messefrankfurt.com/ib940> (accessed: 26 October 2022)

supply chain can equally benefit local operators. Examples like Geely's pre-emptive acquisition of Proton shares to leverage production and distribution channels demonstrate the keen interest of overseas investors operating through Malaysia to penetrate the ASEAN market<sup>3</sup>.

During the show, companies will reveal the latest enabling technologies, software, smart manufacturing solutions and data management systems that have the ability to enhance the country's competitiveness in the global supply chain.

TechAlliance is one such exhibitor bringing their aftermarket data solutions to the show. The company's product range supports service providers through the information tools that optimise business processes and the access to technical data from manufacturers for repair, maintenance and diagnostics.

### **Talent development**

Once again, Automechanika Kuala Lumpur will offer some 15 events to elaborate on opportunities as well as challenges surrounding the country's overall advancement. A key topic at the forefront of industry discussion is how to build a workforce that can handle new technologies, business models, and consumer preferences.

Therefore, the **Automotive Manufacturing and Transformation Conference** will relate to developing local manpower by introducing the latest know-how and best practices about innovation and smart solutions. Discussions aim to reveal how companies can increase competitiveness and productivity by utilising robotics, IoT, AI technology and more.

In addition, with more vehicles on the road, the **Collision Repair Training Workshop** will address skills advancement in after-sales services. The workshop will guide participants through hands-on demonstrations and theoretical discussions. Sessions will cover the most up-to-date industry know-how related to electric vehicle inspection, maintenance, ADAS systems, advanced materials, and body repair, to name a few. Those that attend will receive an accredited certification to endorse their service centre or workshop upon completing the two-day course.

The **Digitalisation and Electrification Conference** will also explore new mobility concepts and sustainability in the industry. A panel of experts will delve into the latest digital solutions, trends and developments to reduce carbon output while increasing production capabilities and efficiency. This includes the integration of renewable energies and systems, lightweight materials, battery charging and infrastructure, and fleet and logistics management. Topics will also touch on skills and workforce development to cope with new energy vehicles.

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<sup>3</sup> Geely reaffirms goal to make Proton No.1 in Malaysia and top three in ASEAN – to support with new models, November 2021, Paultan.org, <https://qr.messefrankfurt.com/01d71> (accessed: 26 October 2022)

Other value-added activities during the three-day show include the **Fleet Management Conference**, **AutoFest@KL**, **AutoNITZ Party** and **Match Up**, to name a few.

For more information about Automechanika Kuala Lumpur and its wider onsite and online activities, please email the organiser at [autoasia@hongkong.messefrankfurt.com](mailto:autoasia@hongkong.messefrankfurt.com).

The brand's flagship show, Automechanika Frankfurt, will return to the stage from 10 to 14 September 2024. Meanwhile, other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Shanghai – Shenzhen Edition: 20 to 23 December 2022  
[www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)
- Automechanika Ho Chi Minh City: 23 to 25 June 2023  
[www.automechanika-hcmc.com](http://www.automechanika-hcmc.com)

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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. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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. 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)