

Press

Hong Kong, April 2011

Final report

Automechanika Malaysia
Malaysia International Trade Fair for Automotive Parts,
Equipment & Service Suppliers
Kuala Lumpur Convention Centre, Malaysia
31 March – 2 April 2011

Rachel Leung
Tel +852 2238 9961
Fax +852 2519 8632
rachel.leung@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.automechanika.com
AMM11_FR.doc

Malaysian government continues to support Automechanika Malaysia

Show's "Go Green" theme is well received by industry

Exhibitors and visitors are enthusiastic about the show

Educational fringe programmes explored various industry topics

Automechanika Malaysia, ASEAN's leading trade fair for automotive parts, equipment and services was held from 31 March – 2 April 2011 at the Kuala Lumpur Convention Centre, Malaysia.

It was organised by Messe Frankfurt (HK) Ltd, endorsed by the Malaysia External Trade Development Corporation (MATRADE) and supported by the Malaysia Automotive Institute (MAI). MATRADE has supported Automechanika Malaysia since 2003 and MAI has been involved in the show since 2011.

The biennial show saw a 25% increase in exhibitors with 166 exhibitors from Australia, Bangladesh, China, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Netherlands, Singapore, Taiwan, Thailand, Turkey, the United Arab Emirates, the United Kingdom and the United States.

Nearly 4,500 visitors from 56 countries and regions attended the show to source the latest products and services in 5,000 sqm of exhibition space. The top five visitor countries and regions outside Malaysia were China, Singapore, Bangladesh, Indonesia and Sri Lanka.

Messe Frankfurt (HK) Ltd.
3506 China Resources Building
26 Harbour Road
Wanchai
Hong Kong

Page 2

Automechanika Malaysia

Kuala Lumpur, Malaysia, 31 March – 2 April 2011

Opening the show, Y B Dato' Mukhriz Tun Mahathir, Deputy Minister (Trade) of International Trade and Industry, Malaysia said:

"Automechanika Malaysia is one of the highlights of the local automotive industry's calendar and Malaysia is proud to host the region's largest automotive parts, equipment and services trade fair."

He added: "It is heartening to see that this year's theme is 'Go Green'. This demonstrates the industry's commitment towards adopting better practices towards reducing the overall industry carbon emissions impact. In an effort to encourage more 'green' vehicles on the roads, the reviewed National Automotive Policy has put in place several incentives to attract the increased utilisation of newer technologies such as electric and hybrid systems within the local automotive sector."

"Go Green" theme is well received by industry

As part of the "Go Green" theme, Automechanika Malaysia 2011 created the "Green Zone" which was supported by MAI. It offered an opportunity for exhibitors to display their eco-friendly vehicles and the latest sustainable automotive products and technologies. In addition there was a "Green Showcase" which also highlighted sustainable products and technologies from green exhibitors.

Exhibiting in the "Green Zone" was Malaysian company Vectrix (M) Sdn Bhd showcasing its electric vehicles which will become the first of its kind in Malaysia when it receives government approval. Mr Irlan Norris Ishak, Business Development Manager said: "We aim to promote 'green' technologies to the industry and find a dealer in Malaysia and other Asian countries. We've received a lot of buyer enquiries and they are interested in becoming our dealers." He added that Asia will become the world's largest market for 'green' vehicles according to an industry analysis and that Vectrix (M) wanted to be the first to capture the market.

Page 3

Automechanika Malaysia

Kuala Lumpur, Malaysia, 31 March – 2 April 2011

First time Singaporean exhibitor Our Workshop System (S) Pte Ltd, a specialist in fuel consumption and CO₂ emission reducing additives and lubricants, was also happy with the show's "Go Green" theme. "Many customers visited us after they saw our products displayed in the 'Green Showcase'," said Mr Victor Yong, General Manager (Export Sales). "We've had valuable meetings with many buyers from China, Singapore and Malaysia and I am glad that many of them have purchasing authority. The show is indeed a good ice-breaker to talk to business partners."

Exhibitors and visitors are enthusiastic about the show

A number of leading industry companies such as Flennor GmbH, Huichang Company, Jewelultra Ltd, KCW Corp, Launch Tech, Lubrimaxx, Newera Equipment Supply, PT Astra Otoparts Ring Plus Asia Ltd, Tabernacle, Unipac and Yonming Group, showed their support for Automechanika Malaysia.

Singaporean pavilion exhibitor Tabernacle (Auto) Services Pte Ltd is one of the market leaders of automotive franchising workshop for vehicle repair business. The Malaysian agent Glow Corporation Sdn Bhd, a one-stop supplier for workshop supplies was satisfied with the buyer quality. Mr Michael S C Ng, the company's Managing Director said: "Automechanika Malaysia draws the right buyers. We've received a lot of customer enquiries and our booth has been very busy."

Sharing a similar view was Chinese pavilion exhibitor Ms Michelle Ye from Huichang Company, a steering pump manufacturer. She commented: "We are developing the South East Asia market and are here to find new business opportunities. I am happy that our booth has been crowded with visitors and we received many useful sales contact. We have participated three trade fairs recently and this one is the best."

Page 4

Automechanika Malaysia

Kuala Lumpur, Malaysia, 31 March – 2 April 2011

First time exhibitor KCW Corporation is Korea's leading wiper supplier, supplying vehicle manufacturers such as GM, Honda, Hyundai, Kia, Mazda and Nissan. Mr Sang Kyu Pak, Sales Manager said: "The best thing about the show is that we can find many good Asian distributors who have real purchasing authority. We will definitely recommend this show to our industry friends."

Lubrimaxx Pty Ltd from Australia, a manufacturer and wholesale supplier of high grade lubricants and cleaning products, was also impressed by the visitor quality. Mr Darren Harman, National Sales Manager said: "Since we are still quite new in Malaysia, we are here to raise brand awareness. The show is very well organised and has more visitors than we expected. There is a broad mix of visitors and we've received many interesting enquiries."

Malaysian exhibitor Unipac Engineering (M) Sdn Bhd is a market leader specialising in automotive equipment and representing well-known brands such as Beta, Corghi, Dura, Flexbimec, Ravaglioli, Samoa and Stenhoj. Mr David C K Yap, Group CEO said: "The mood is always good and positive. Many dealers have visited our booth and we have found a great deal of business opportunities."

Visitors were equally happy with the show's overall quality. First time visitor Mr Lee Wei Siang, Assistant Manager, Sing Foh Automotive Service from Malaysia commented: "I am looking for engine parts and I want to find new industry information here. This trade fair offers an extensive product range and the product quality is good. The show is international and the exhibitors are of high-level standard. I've already found some potential suppliers at the show."

Mr Desmond Yu, Chuang Li Auto Enterprise was also happy with the exhibitor quality. He commented: "The visitor flow is good. Also, the exhibitors are international and I have made good business contact."

Page 5

Automechanika Malaysia
Kuala Lumpur, Malaysia, 31 March – 2 April 2011

Educational fringe programmes explored various industry topics

In line with the show's "Go Green" theme, Automechanika Malaysia 2011 hosted the "Green: Prospects and Future Potentials for Automotive Industry" seminar, organised by the Malaysia Automotive Institute (MAI), Automotive Aftersales Industry (M) Sdn Bhd (AAI) and Messe Frankfurt (HK) Ltd.

Mr Dato Mohamed Rafie Sain, Chief Executive Officer, Automotive Aftersales Industry (M) Sdn Bhd (AAI) spoke at the "Greening the Automotive After Sales Industry" session. "We organised the seminar because we want to let the public understand the importance of sustainability for the automotive aftersales industry," he explained. "In addition, we would like to educate the industry on the concept of high connectivity between 'green' and safety and the seminar is a good start."

Mr Datuk Dr Wan Mohamed Wan Embong, President, Proton Vendor Association shared his insights into the topic of "Vendor Initiatives on Green". He commented: "The Malaysian government aims to reduce CO₂ emissions by 40% by 2020 compared to 2005 levels. It is important for us to create an awareness of going 'green' to the industry and the seminar is an excellent opportunity to educate them step by step."

Audience member Mr Karl DeSouza, Vice-President Business Development South East Asia, EDAG Malaysia, a vehicle design consultant company, was impressed with the seminar. He commented: "The seminar is useful for networking. Also, I gained good industry perspectives from the speakers and these topics are relevant to my business. It's good to know how the government and the industry are responding to the green issue."

Page 6

Automechanika Malaysia

Kuala Lumpur, Malaysia, 31 March – 2 April 2011

Another fringe programme event was the Federation of Automobile Workshop Owners' Association of Malaysia (FAWOAM) Annual Convention. President Mr Kong Wai Kwong said: "Automechanika Malaysia is a platform for our members to explore new technologies and equipment. In addition, our members can benefit by participating in the concurrent training workshops."

Mr Per Lyngsaa Madsen, Area Sales Director, Car-O-Liner AB spoke at the "Training on Collision Repair Theory and System" session. He said: "We aim to raise technician awareness about the importance of updating latest repair techniques and information. It is very important to educate them on how to repair vehicles correctly because it relates very much to road safety."

Automechanika Malaysia is one of 13 global Automechanika fairs held in Asia, Europe, North America, South America and Africa. For further information about Automechanika Malaysia or other individual shows, please visit www.automechanika.com or email autoasia@hongkong.messefrankfurt.com.

– end –

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with approx. € 450 million* in sales and more than 1,770 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 88 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

* preliminary numbers (2010)