

Auto Shanghai 2009 expands by two more exhibition halls

- **Renowned international exhibitors take larger stands despite the economic crisis**
- **From Germany alone forty-five companies have registered via IMAG to take part in the event**

The thirteenth International Automobile & Manufacturing Technology Exhibition is taking place this year under the motto of 'Art of Innovation', from 20 to 28 April 2009 at the Shanghai New International Expo Centre. The international trade press days are 20 and 21 April.

Interest from the international automotive sector in AUTO SHANGHAI remains strong, despite the economic crisis. In April 2009 the entire Shanghai New International Exhibition Centre (SNIEC), including the two new exhibition halls recently inaugurated, will be fully occupied. This 20-percent increase in space means the companies in the automotive sector now have a total of 170,000 square metres of exhibition space at their disposal. AUTO SHANGHAI is now the third biggest automobile show in the world, and also the leading international trade fair for the automobile sector in Asia.

In 2007 AUTO SHANGHAI (the fair takes place every two years) attracted 1,300 exhibitors from 21 countries; among them were all the leading automobile manufacturers and automotive suppliers. The event was fully booked. An indicator of the extremely high level of interest in the fair were the visitor statistics – over 500,000 visitors were registered at the event.

Regardless of the crisis in the international automotive sector, all the premier automobile manufacturers and automotive suppliers are expected to attend AUTO SHANGHAI. The big three US carmakers, i.e. GM, Ford, and Chrysler, will be putting on presentations of the same size and standard as at previous shows. Mercedes-Benz and BMW have announced that they will be enlarging their space and showcasing their major cars and concept cars. Toyota, Honda, Nissan are increasing their exhibition space significantly. Moreover, Volkswagen, Audi, Skoda, Citroen,

Renault, Peugeot, Volvo, Mazda, Hyundai, Kia, and others have all enrolled in Auto Shanghai 2009. Luxury brands and sports cars such as Porsche, Ferrari, Maserati, Lamborghini, Maybach, Bentley and Spyker have already signed up. FAW, SAIC, Dongfeng, Chang'an, GAC and BAW are teaming up to promote their new cars in a special group participation, the first in the history of AUTO SHANGHAI. BYD, Haima, Great Wall Auto, Brilliance, Changfeng, Greeley, Jianghuai, Hafei and others will also be putting in a joint appearance at the show. The international automotive suppliers will be taking up a sizeable proportion of the exhibition space at AUTO SHANGHAI. The German companies Continental, Schaeffler, ZF, ThyssenKrupp, Mahle, Behr, Brose and others have all registered via IMAG.

With the motto for the fair – 'Art of Innovation' – the organisers have the future firmly in their sights. In 2009, too, AUTO SHANGHAI will further consolidate its reputation as a leading industry showcase, in particular for new developments in automobiles and automotive supplies. Faced with the challenges of energy resources and environmental threats in the 21st century, the car industry is responding by embracing new forms of energy, hybrid power, energy-saving applications and emission-reduction techniques. As well as showcasing the latest automobiles and leading technologies, Auto Shanghai 2009 also features a brand new exhibition concept and design to put across the theme of 'Art of Innovation'.

Auto Shanghai 2009 is organised by the China Association of Automobile Manufacturers (CAAM), the China Council for the Promotion of International Trade (CCPIT) Sub-Council and the CCPIT Automotive Sub-Council. The co-organisers are Shanghai International Exhibition Company Ltd and IMAG – Internationaler Messe- und Ausstellungsdienst GmbH, the international division of the Messe München Group. In 2009, as in 2007, IMAG will be organising the official German pavilion in which 33 companies from Germany will be exhibiting; this presentation is supported by German Association of the Automobile Industry (Verband der deutschen Automobilindustrie).

About IMAG – Internationaler Messe- und Ausstellungsdienst GmbH

IMAG Internationaler Messe- und Ausstellungsdienst GmbH is the international trade fair and exhibition service company of the Messe München Group. Throughout the world, it organises trade fairs as well as trade fair participations for public and private clients. Since its foundation in 1946, IMAG provides services to support German and international trade and industry in the global markets. Its annual programme includes around 50 events in over 20 countries.

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