



U.S. Commercial Service to Support Companies in U.S. Pavilion at AUTOMECHANIKA SHANGHAI 2012

Washington, D.C. – August 1, 2012 – The U.S. Department of Commerce's U.S. Commercial Service is pleased to announce that it has granted **Trade Fair Certification** status to **Messe Frankfurt** to organize the official United States Exhibitor Pavilion at **AUTOMECHANIKA SHANGHAI 2012, December 11 - 14, 2012** held at the Shanghai New International Expo Center, Pudong, Shanghai, P.R. China.

http://www.messefrankfurt.com.hk/fair_homepage.aspx?fair_id=11&exhibition_id=11

AUTOMECHANIKA SHANGHAI 2012 will showcase the following product groups:

Parts & Systems - vehicle parts & components of the drive, chassis, body, electrics, and electronics groups.

Accessories & Tuning - vehicle accessories, special equipment, tuning and performance systems.

Repair & Maintenance - equipment for vehicle service and repair, bodywork repair and painting.

IT & Management - insurance, finance, leasing, claims and dealer management, vehicle inspection services.

Service Station & Car Wash - service station equipment, car wash and car care.

Sales Potential – According to the China Daily news service, China imported 117,000 automobiles in May 2012, marking a 51.4% surge from a year earlier. Imports of sedans rose 28.9 percent year-on-year to 46,000 units, while that of SUVs went up 71.9 percent to 63,000 units. During the January-May period, auto imports increased 27.6 percent from last year to hit 489,500 units. Of these, imports of passenger vehicles went up 27.9 percent to 479,200 units

Through certification, the U.S. Commercial Service recognizes the capability and exhibition experience of **Messe Frankfurt** to organize a world class pavilion for U.S. exhibitors to showcase products and services for the automotive aftermarket industry. The U.S. Commercial Service helps U.S. companies establish international business relationships. The agency's global network includes locations in more than 107 U.S. cities and in American consulates and embassies in nearly 80 countries. For more information on the U.S. Commercial Service, please visit www.export.gov.

Staff from the U.S. Consulate in Shanghai will be available at Automechanika Shanghai 2012 to assist U.S. firms with their export needs, and to facilitate contacts between U.S. exhibitors and business visitors. For additional information: www.messefrankfurt.com.hk/fair_homepage.aspx?exhibition_id=11&fair_id=11
Interested U.S. exhibitors should contact **Bridget Ferris** at: bridget.ferris@usa.messefrankfurt.com.