

AUTO SHANGHAI – YOUR TICKET TO THE CHINESE MARKET

AUTO SHANGHAI 2027

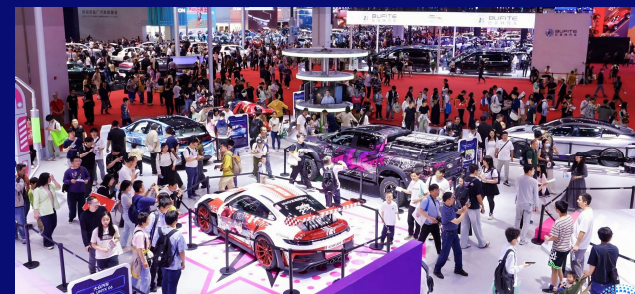
23 April – 02 May 2027

Shanghai, China
National Exhibition and
Convention Center (NECC)



Impressions

AUTO
SHANGHAI 2027



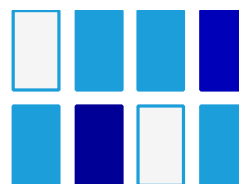
AUTO SHANGHAI 2025 – a success story



1,000
exhibitors



1,010,000
visitors



360,000
exhibition
space



14,000
journalists



163
world premieres



26
exhibiting
nations



20
side events



1,366 vehicles
70% new energy

Key Facts

Date:

23 April – 02 May 2027

Place:

National Exhibition and Convention Center
(NECC)
Shanghai, China

Organizer:

Council for the Promotion of International Trade, Shanghai
China Association of Automobile Manufacturers

Co-Organizer:

SIEC – Shanghai International Exhibition (Group) Co., Ltd.
Auto Shanghai Management Co., Ltd.

German Co-Organizer:

Messe München GmbH

Scope of Exhibits



Passenger cars
(incl. New Energy Vehicles)

**Auto design and new
concept products**



**Intelligent connectivity
technologies and
products**

auto chips, ADAS, AI,
intelligent robots, high
precision map, radar, camera,
wireless communication
technology, shared mobility



**New energy technologies
and products**

battery, electric motor,
electronic control, power
grid, charging facilities,
energy storage equipment,
hydrogen energy industry
chain



**Automotive parts and
components**

drive, chassis and body
sections, standard parts,
interior trims, charging
accessories, etc.



Electronics and systems

Motor and electrics, lighting
system, electronic system,
comfort electronics, in-car
entertainment system, etc.



**Safety and vehicle
security systems**



**Measuring, testing and
diagnostic devices,
simulation systems, etc.**

Scope of Exhibits



**Maintenance and repair
equipment, automotive
maintenance products**



**Paints, lubricants,
additives and other auto
supplies**



**Related manufacturing
technology, machinery,
equipment and tools**



AUTO
SHANGHAI 2027

Good reasons to exhibit



BIG SHOW

- ✓ Asia's largest motor show—access to one of the world's most important markets
- ✓ Insights into market trends—early information about developments in China
- ✓ High media presence—international coverage and PR opportunities



BUSINESS ACCESS

- ✓ Direct access to decision-makers—OEMs, suppliers, tech companies.
- ✓ Networking & lead generation—meet potential customers, partners and investors.
- ✓ Brand positioning—visibility in a dynamic growth market, perfect stage for innovations



RELIABLE PARTNER

- ✓ Messe München offers comprehensive service and prominent placement in the international area.
- ✓ Direct contact person on site and reliable support before and during the entire trade fair.
- ✓ Complete allround-service

AUTO
SHANGHAI 2027

Become an Exhibitor

Exhibition stand, developed on your own

- Create your own branded design
- Unique booth concept, tailored by your company

Alternative: convenient all-inclusive package

- Choice of various stand sizes and designs
- Professionally prepared stand
- Ready for immediate use on site



AUTO
SHANGHAI 2027

German Pavilion



- ✓ Reduced participation fees
- ✓ Free use of meeting rooms and communication of the information stand
- ✓ Maximum attention through the 'Made in Germany' concept
- ✓ Exclusive marketing activities and presence on www.german-pavilion.com
- ✓ Competent support and assistance before, during and after the trade fair by Messe München and the VDA (German Association of the Automotive Industry)



AUTO
SHANGHAI 2027

Your Contact



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Auto Shanghai – Shanghai International
Automobile Industry Exhibition
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**BE PART OF
AUTO SHANGHAI 2027!**

