



**AUTO MAINTENANCE & REPAIR**

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**AMR 2010**

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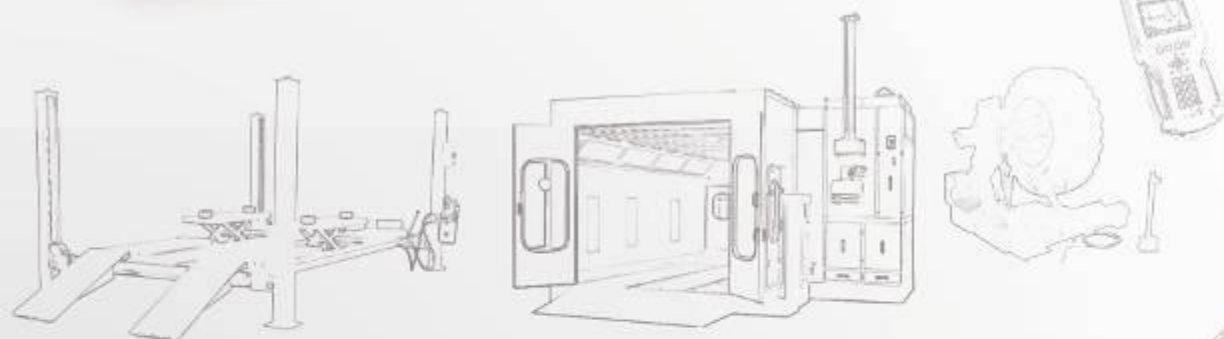
53<sup>th</sup> China International Trade Fair  
for Auto-Aftermarket

Beijing

Mar. 18-21, 2010

China National Convention Center

**Show Report**



**Sponsor:**

China Auto Maintenance Equipment Industry Association

China Auto Maintenance and Repair Trade Association

**Organizer:**

Beijing Traders-Link International Exhibition Co., Ltd.

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## AMR-Largest Sourcing Platform for Asia's Auto-Aftermarket

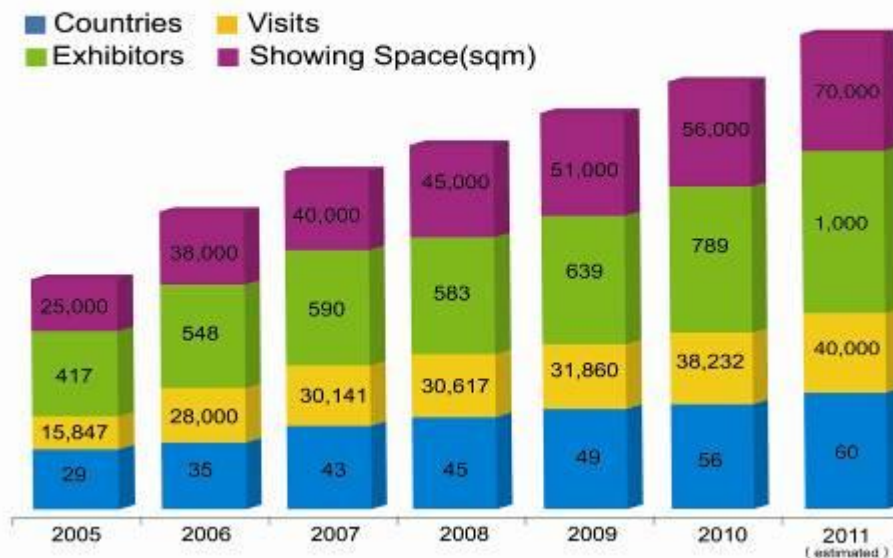
- ✦ 27 years' Growth and Reputation
- ✦ Convincing Facts and Figures in AMR 2010
- ✦ Impressive Expanding of Repair Tools
- ✦ Free Accommodation/Free Sightseeing for Overseas Buyers
- ✦ Valuable Fringe Programs in AMR 2010
- ✦ Positive Comments from Participants
- ✦ High Expectation for AMR 2011



## 27 Years' Growth and Reputation in Auto Maintenance & Repair Industry

High reputation for 27 years  
Specialization in maintenance and repair  
Best attendance by industry professionals  
Impressive growth year by year

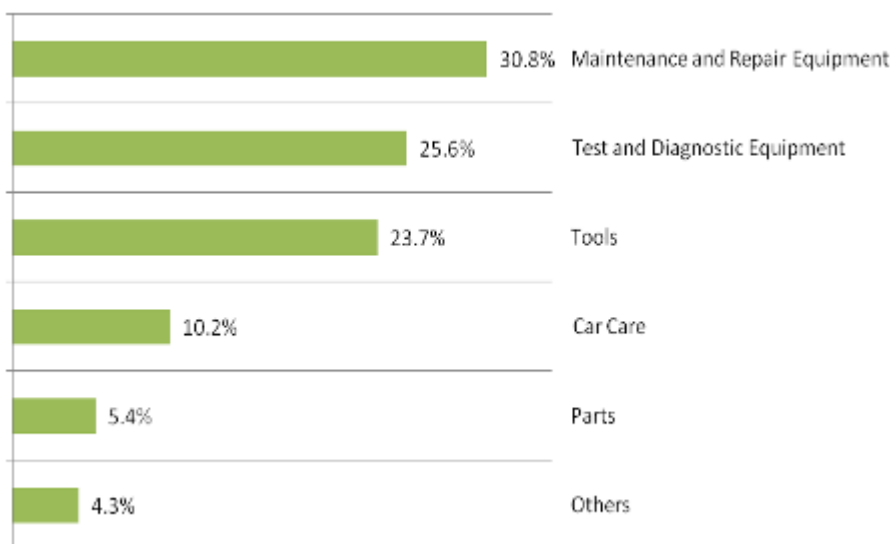
### AMR development 2005-2010



## Convincing Facts and Figures in AMR 2010

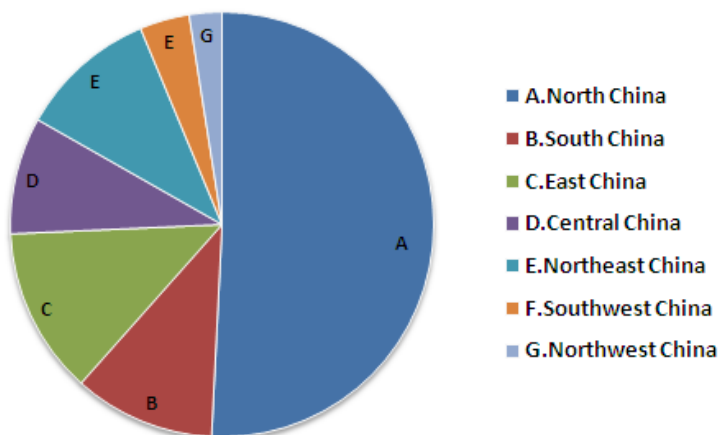
**789 Exhibitors**- 23.5% increase  
**38,232 Visits** from 56 countries- 20% increase  
**56,000sqm** Showing space - 9.8% increase

### Exhibitors by Business Origin

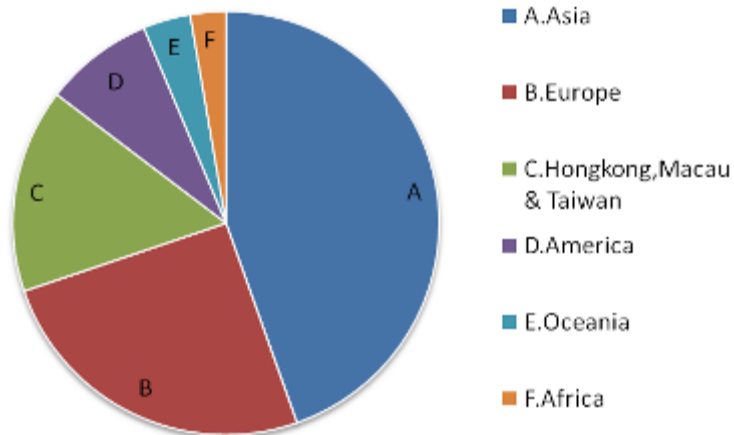


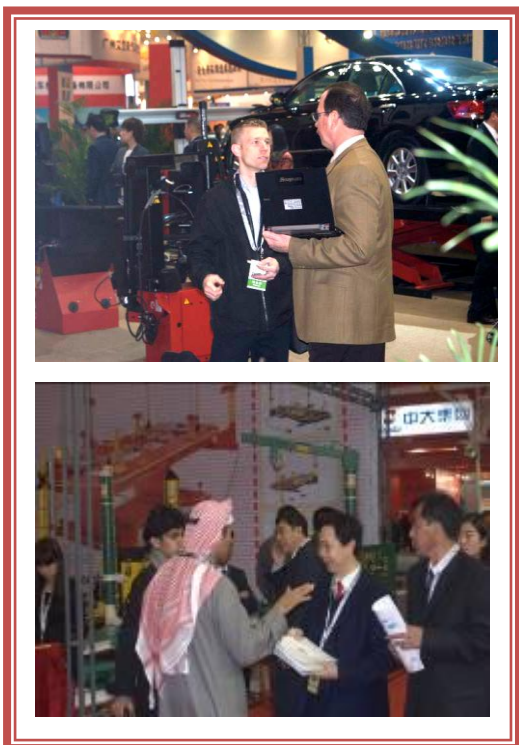
### Visitors by origin

#### Domestic Visitors by Area

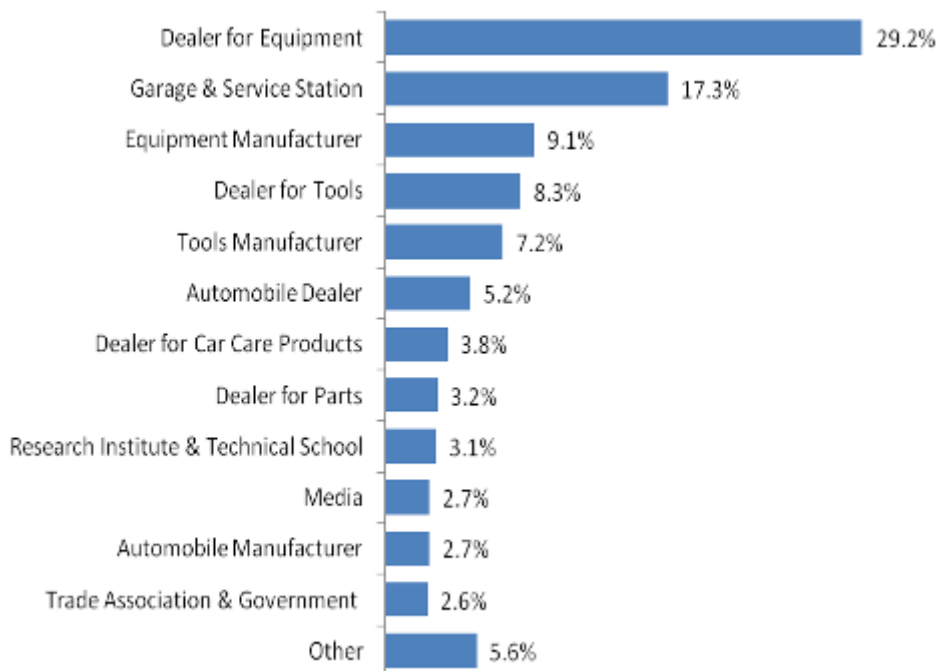


#### Overseas Visitors by Area





### Visitors by Business Nature



## Impressive Expanding of Repair Tools

In maintenance and repair industry, special tools are getting better market for its easy performance and flexibility. More and more tool manufacturers begin to invest in this sector and AMR becomes their first choice in promoting brands.

### Tool Development of AMR (2008-2011)

YEAR	Number of Tool Exhibitors	Showing Space(sqm)	Increase
2008	159	9,800	—
2009	205	12,000	23%
2010	256	15,000	25%
2011(estimated)	350	20,000	33%

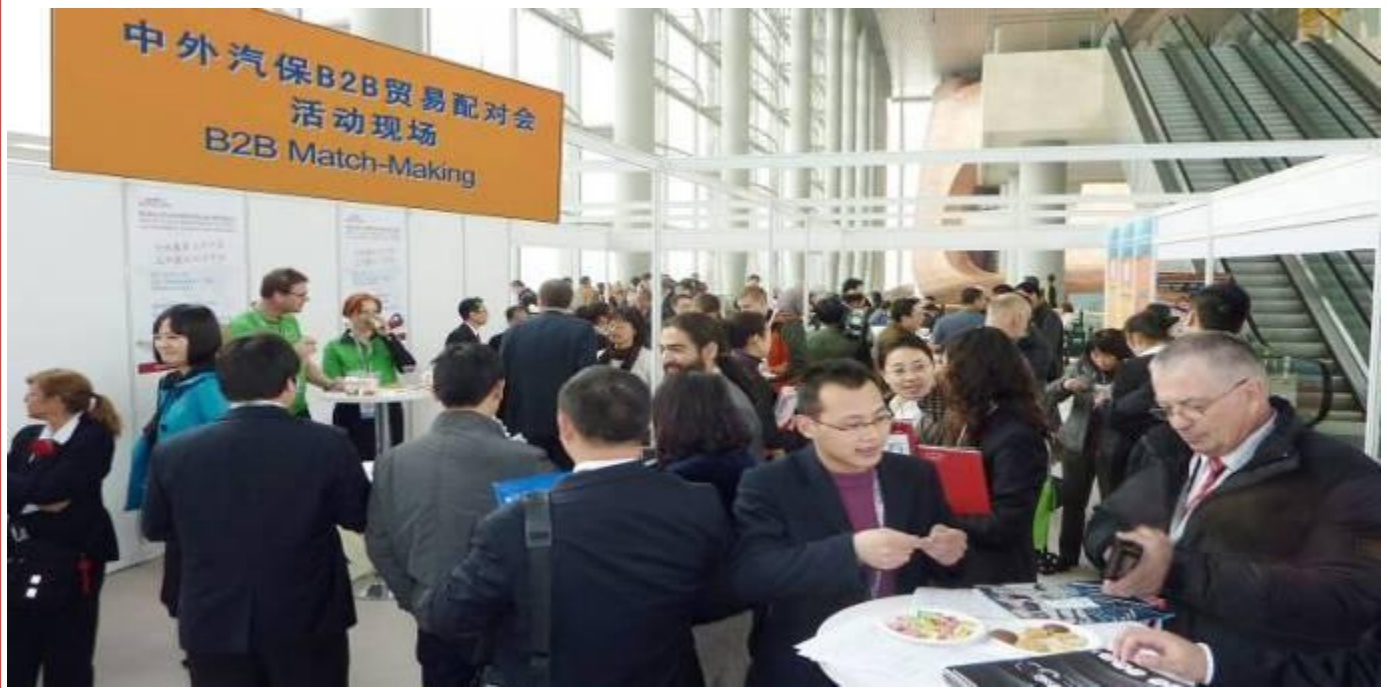


## Free Accommodation/Free Sightseeing for Overseas Buyers

Through all kinds of overseas marketing efforts, AMR has gained much more attention from the world. AMR 2010 attracted 1912 visits from 56 different countries and regions. The organizer of AMR offered free accommodation or free sightseeing for all overseas buyers who had summit online pre-registration request and received high comments on both the show quality and services. Same services will be provided on AMR 2011 scheduled Mar.16-19, 2011 at New China International Exhibition Center, Beijing.



## Valuable Fringe Programs in AMR 2010



### B2B Match-Making Meeting

Overseas buyers and top domestic manufacturers were matched to discuss business opportunities directly. The meeting is praised by Chinese participants as a gateway for exports and overseas buyers an easy access to find quality local suppliers.

### China Auto Service Industry Development Forum

Experts shared insights of situation and trends in China's auto service industry, made comparison between China and the world and exchanged views on future industry development.

### 4S Shop Management Seminar

Owners of 4S shops discussed opportunities and challenges faced by automotive dealers in recent years and put forward a series of advanced concepts in running business.

### Awarding Ceremony of 2009 Top 10 of China Auto Maintenance Equipment Industry

10 local Chinese companies were awarded based on a nation-wide survey on products capacity, sales volume and contribution to China's auto maintenance and repair industry.



## Positive Comments from Participants

"We've been with AMR for years. The show offers an efficient platform to showcase products and find quality distributors. We always give priority to participate in this show."

——**CAR-O-LINER & JOSAM ALIGNMENT SYSTEMS (BEIJING) CO., LTD**



"It's our first participation in this show. We are impressed by the professionalism of visitors to our booth. We think we've chosen the right place to promote SNAP-ON in China"

——**SNAPON TRADING(SHANGHAI) CO., LTD**



"AMR is always a must-attend show on MAXIMA's annual show agenda. We are very happy to see the rapid increase in overseas attendance year by year."

——**BANTAM AUTOMOBILE TEST & REPAIR EQUIPMENT MANUFACTURE CO., LTD**



"We always attach great importance to AMR. It's no doubt the best way to promote JIG to global industry players. We see more and more overseas buyers are coming to AMR and this really helps a lot in JIG's exports."

——**JINHUA INDUSTRIAL GROUP**



"It's really a worthwhile event. Lots of contracts have been signed onsite and it's really exciting. We can't afford to miss this great fair."

——**BRIGHT TECHNOLOGY CO., LTD**



"For more than two decades, the show has been serving as a vane for maintenance and repair industry. The fast growth in tools really exceeds our expectations and we are glad more and more tool manufacturers are joining in the event to compete and cooperate."

——**DANAHER TOOL GROUP SHANGHAI CO., LTD**



"AMR provides us a perfect platform to meet quality tool distributors and enhance our brand awareness and industry influence. We'll continue to participate in this show."

——**YINGZHIYIN HARDWARE TOOLS CO.,LTD.**



"Congratulation for the exhibition. During 3 days, I have discovered the show's very professional organization and many smart equipments and manufacturers. European Distribution organizations and companies will have a clear view of the Chinese aftermarket players' potential and technicality of the equipments on AMR." —— **MICHEL VILATTE, PRESIDENT OF INTERNATIONAL FEDERATION OF AUTOMOTIVE AFTERMARKET DISTRIBUTION**



"The show provided us with large varieties of maintenance and repair products. We've found many new suppliers on the show. "

——**BUYER FROM RUSSIA**

"It's the most specialized event we've seen focusing on maintenance and repair equipment. The free accommodation and shuttle bus service offered by the show organizer is really nice, we appreciate it a lot."

——**BUYER FROM INDIA**

## High expectation for AMR 2011

With the great success achieved on AMR 2010, AMR 2011 is to be held Mar.16-19, 2011 at New China International Exhibition Center (NCIEC), Beijing. 97% exhibitors of AMR 2010 have already reserved booths for the show next year among which more than half will increase exhibiting space. With this gratifying fact, AMR 2011 is expected to cover more than 70,000 sqm fairgrounds with over 1000 exhibitors.

**1,000 Exhibitors      40,000 Professional Visits      70,000 sqm Showing Space**

## New China International Exhibition Center



**THANKS FOR YOUR SUPPORT AND PARTICIPATION TO AMR 2010.**

**SEE YOU ON AMR 2011 MAR.16-19, 2011 IN BEIJING!**

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