

China shows the future of mobility Auto Shanghai takes place in April 2021

- One of the world's largest auto shows runs from April 21 to 28, 2021
- Special platform *New Mobility China* for future technologies

Munich/Shanghai, November 3, 2020 – Trade fairs in China are picking up speed again: Auto China 2020, the first major international motor show since the beginning of the pandemic, was successfully held in Beijing in early October. Thanks to a strict hygiene and safety concept, car manufacturers and suppliers were able to showcase their latest products and technologies to about 530,000 visitors at 200,000 square meters. In China, trade fairs are almost at the level of previous events. At the same time, the Chinese automotive market is undergoing a major recovery.

Against the background of these positive developments, Auto Shanghai opens its doors from April 21 to 28, 2021. For eight days, the National Exhibition and Convention Center (NECC) in the Chinese business metropolis will once again attract the international automotive world. Peter Bergleiter, Managing Director of IMAG, who has been the European co-organizer of the trade fair since 2003: "We are very much looking forward to offering international supplier companies a platform in China once again, since the Chinese auto market still finds broad interest. And events such as Auto China 2020 have shown in recent weeks that it is possible to stage even large trade fairs successfully and safely with the appropriate concepts."

***New Mobility China* – a platform for the future of driving**

China is the world's most important market for future technologies in the automotive industry, not least thanks to state funding, smart city initiatives and the growing integration of vehicle, road and urban infrastructure. Chinese and foreign-funded manufacturers are increasingly producing New Energy Vehicles (NEVs) which already accounted for 40 percent of the new vehicles presented at Auto China 2020. Various newcomers, among them also technology firms, are developing intelligent solutions for the auto industry. That is why *New Mobility China*, a separate platform at Auto Shanghai, will have its focus completely on issues such as electromobility, autonomous driving and digitalization.

The press days at Auto Shanghai will be on April 19 and 20, 2021. Accreditation is about to start at the beginning of 2021.

More information at <https://autoshanghai.auto-fairs.com>

Please also find this press release including press pictures at www.imag.de/en/press.

Press pictures



Auto Shanghai takes a look into the future of mobility (photo: IMAG GmbH)



Glass car at Auto Shanghai 2019 (photo: IMAG GmbH)

About IMAG GmbH

IMAG, a subsidiary of the Messe München GmbH, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the following sectors: automotive, commercial vehicles and auto parts industry / construction machinery, building material and mining / machine tools and further industries / environmental technology and analysis.

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