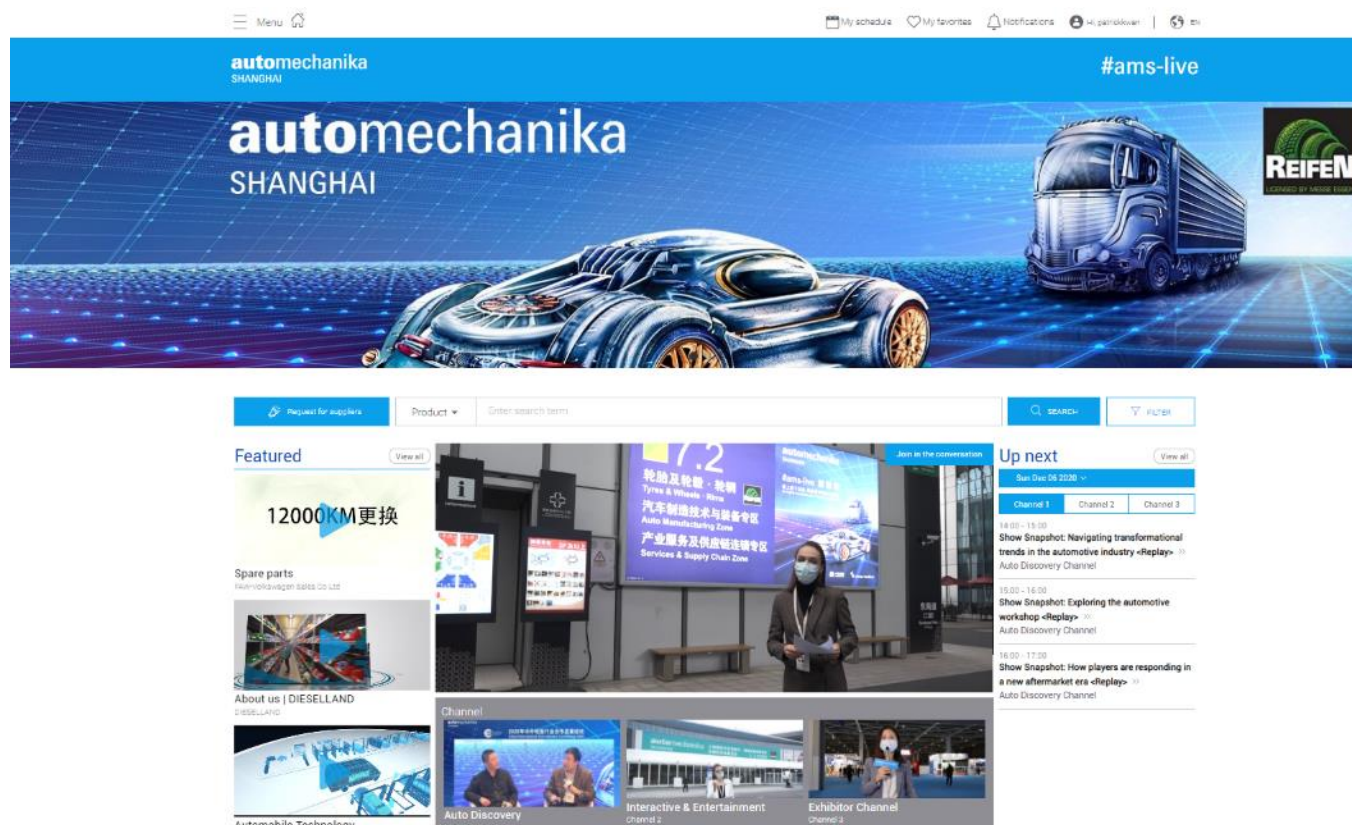


Application for the Digital Innovation Award 2021

Company name: Messe Frankfurt (HK) Ltd	Contact: Patrick Kwan
Trade fair: Automechanika Shanghai	Position: Senior Trade Fair Coordinator
Event date: 2-5 December 2020	Phone: +852 2802 7728
Location: Shanghai, China	Email: patrick.kwan@hongkong.messefrankfurt.com
Digital platform: AMS Live	



What drove you to develop a new programme/tool?

Automechanika Shanghai (AMS) – one of the prime Automechanika trade fairs and Asia’s largest international fair for automotive parts, equipment and service suppliers – was held from 2 to 5 December 2020. It is also an important global platform for bridging up between domestic and overseas automotive industry players annually. Every year, the fair attracts 25% of overseas visitors who rely on AMS to inform their next purchasing decisions, capture the latest market information and found the latest solutions from around the world. Likewise, majority of domestic suppliers in the fair are intended to export their goods, while the fair also serves as a major gateway for overseas suppliers to venture into Asian and Chinese markets.

However, the COVID-19 pandemic and the subsequent travel restrictions had led to a significant amount of overseas exhibitors and visitors unable to join AMS in last December. Due to the pandemic, many of our exhibitors had diverted their marketing investment to online/ digital platform to receive a more immediate results. As a result, AMS Live was developed to meet market needs as well as serves our show participants better through the hybrid event. The show was not only took place onsite, but also simultaneously happened in a virtual setting.

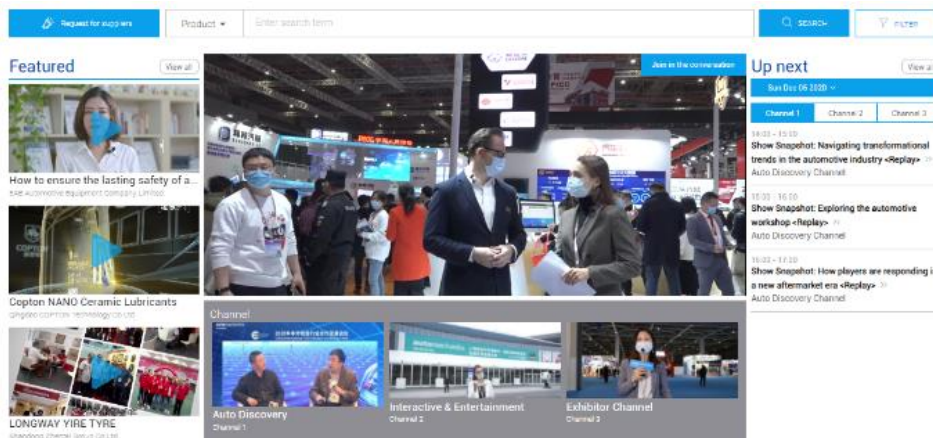
What were the main objectives?

- AMS Live platform aimed to primarily serve the show participants on-site by using digital ways to mitigate the impacts incurred by the outbreaks, while improving their general participation experience.
- Majority of functions were enabled around the fair period for 7 days from 30 November – 6 December, 2020 (2 days before the show, 4 days during the show and 1 day after the show).
- It aimed to provide a “collaborative platform” to engage fair’s stakeholders for networking, cooperation and knowledge sharing, which closely knits of the ecosystem concept – a roadmap of AMS.

- Most the digital contents were run in hybrid format based on the on-site event, such as matchmaking, fringe events, interviews, etc. These digital additions aimed to increase participants' engagement, create wider impact and reach, also chance for those unable to show up to stay in touch.
- The digital additions adopted today paved the way for enhancing the overall offerings of the fair in the future, with the fair's core-value, sustainability, profitability and positioning in mind.

Which value added services did you seek to provide?

- Key functions of AMS Live
 - Digital booth
 - On-demand and live-streamed videos/channels
 - Marketplace & quotation enquiries
 - Business Matchmaking / 1:1 video meetings
 - Live stream studios
 - Live chat function
 - Personal schedule notifications
- Live-streamed channels
 - To get the remotely participated involved as in-person, organisers launched 3 live channels on AMS Live, broadcasting different kinds of programmes and news to exhibitors and buyers whether onsite or not in real-time.
 - Whether there were conferences, in-depth conversations with industry leaders, live demonstrations or performances, online participants could engage with onsite activities by leaving comments or raising questions in our platform.
 - Our platform allowed users to re-watch conferences on-demand, along with record noteworthy products and exhibitors for the future use.



The 3 channels, namely 'Auto Discovery', 'Interactive & Entertainment' and 'Exhibitor Channel', each provided different sorts of programmes such as show fringe programme broadcasting, media tours, exhibitors interviews, etc, to facilitate different audiences' interest.

Up next

2024-11-28	2024-12-01	2024-12-02	2024-12-03	2024-12-04	2024-12-05	2024-12-06
<p>Auto Discovery Channel</p> <p>2024-11-28 14:00 - 15:00 How to ensure the lasting safety of a... THE AUTOMOTIVE EQUIPMENT COMPANY LIMITED</p> <p>2024-11-28 15:00 - 16:00 Capton NANO Ceramic Lubricants capton ceramic technology co., ltd</p> <p>2024-11-28 16:00 - 17:00 LONGWAY YIRE TYRE shandong chemical (group) co., ltd</p>	<p>Interactive & Entertainment Channel 2</p> <p>2024-11-28 14:00 - 15:00 Show Snapshot: Navigating transformational trends in the automotive industry <Replay> Auto Discovery Channel</p> <p>2024-11-28 15:00 - 16:00 Show Snapshot: Exploring the automotive workshop <Replay> Auto Discovery Channel</p> <p>2024-11-28 16:00 - 17:00 Show Snapshot: How players are responding in a new aftermarket era <Replay> Auto Discovery Channel</p>	<p>Exhibitor Channel Channel 3</p> <p>2024-11-28 14:00 - 15:00 How to ensure the lasting safety of a... THE AUTOMOTIVE EQUIPMENT COMPANY LIMITED</p> <p>2024-11-28 15:00 - 16:00 Capton NANO Ceramic Lubricants capton ceramic technology co., ltd</p> <p>2024-11-28 16:00 - 17:00 LONGWAY YIRE TYRE shandong chemical (group) co., ltd</p>	<p>Auto Discovery Channel</p> <p>2024-11-28 14:00 - 15:00 How to ensure the lasting safety of a... THE AUTOMOTIVE EQUIPMENT COMPANY LIMITED</p> <p>2024-11-28 15:00 - 16:00 Capton NANO Ceramic Lubricants capton ceramic technology co., ltd</p> <p>2024-11-28 16:00 - 17:00 LONGWAY YIRE TYRE shandong chemical (group) co., ltd</p>	<p>Interactive & Entertainment Channel 2</p> <p>2024-11-28 14:00 - 15:00 Show Snapshot: Navigating transformational trends in the automotive industry <Replay> Auto Discovery Channel</p> <p>2024-11-28 15:00 - 16:00 Show Snapshot: Exploring the automotive workshop <Replay> Auto Discovery Channel</p> <p>2024-11-28 16:00 - 17:00 Show Snapshot: How players are responding in a new aftermarket era <Replay> Auto Discovery Channel</p>	<p>Exhibitor Channel Channel 3</p> <p>2024-11-28 14:00 - 15:00 How to ensure the lasting safety of a... THE AUTOMOTIVE EQUIPMENT COMPANY LIMITED</p> <p>2024-11-28 15:00 - 16:00 Capton NANO Ceramic Lubricants capton ceramic technology co., ltd</p> <p>2024-11-28 16:00 - 17:00 LONGWAY YIRE TYRE shandong chemical (group) co., ltd</p>	<p>Auto Discovery Channel</p> <p>2024-11-28 14:00 - 15:00 How to ensure the lasting safety of a... THE AUTOMOTIVE EQUIPMENT COMPANY LIMITED</p> <p>2024-11-28 15:00 - 16:00 Capton NANO Ceramic Lubricants capton ceramic technology co., ltd</p> <p>2024-11-28 16:00 - 17:00 LONGWAY YIRE TYRE shandong chemical (group) co., ltd</p>

Programme schedule showing all broadcasted and upcoming programmes.

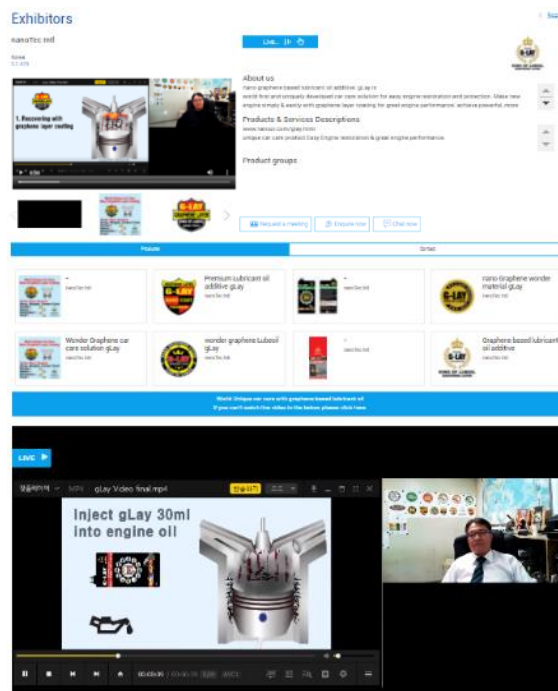
Video Details



Audience could join the programme live or re-watch any past programme, raising questions and leaving comments freely.

➤ **Exhibitor marketplace**

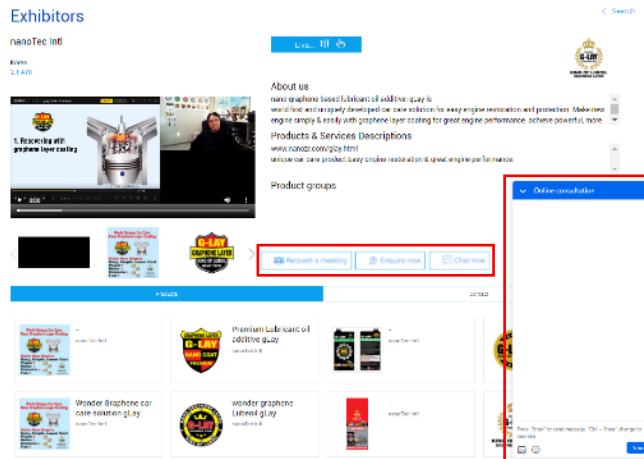
- Each exhibitors were provided with their own exhibitor page to showcase their company information, photos, videos and product details.
- Exhibitors could even hold their own livestreaming in their page to promote their products and interact with buyers.



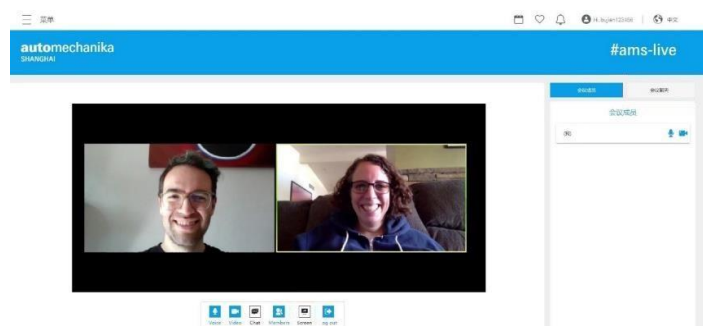
Exhibitor page interface.

➤ **Interactive functions between buyers and exhibitors**

- Buyers tuning in electronically could network and connect in real-time with exhibitors by requesting 1:1 video meetings, product enquiries and initiating live conversations in the exhibitor page.



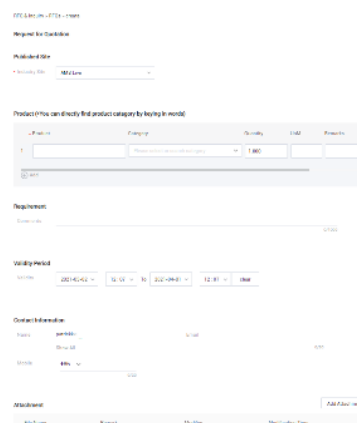
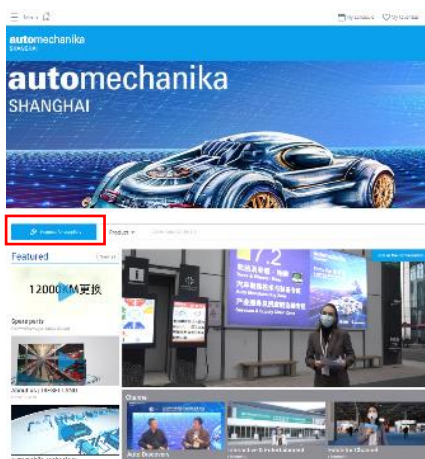
Buyers could directly schedule a one-to-one meeting with exhibitor, send product enquiries and live messages in the exhibitor page.



One-to-one meeting interface.

➤ **Product enquiries and matchmaking**

- When buyers launched a product enquiry, the platform would automatically match potential suppliers. Interested exhibitors could start a conversation to discuss further business opportunities.



Buyers could simply submit requests to suppliers in the homepage and provide product details they were enquiring for.

What measures did you take to reach those objectives?

➤ **Live programme production**

- Unlike most of the existing platforms, live broadcasting is one of the key functions of AMS Live for simulating the physical fair experience for remote participants. We hired professional live crews for shooting and editing of our programme, ensuring the programme quality and stability throughout the whole show period. We also set up live broadcast studios and working station for producing quality programme.
- The live programme also got a wider community involved, such as media and associations. Special programme such as media tours, media briefings were conducted to invite global journalists' engagement.

- We have launched 3 channels, 5 signature series and 176 episodes have been broadcasted during the 7 days period.



Two live broadcast studios and working station built onsite.

➤ **Multiple platforms to engage a wider group of audience**

- As AMS Live was a brand new platform, we cooperated with Tencent and WeMeet. The former one is the largest innovative & technological corporate in China while the latter is the seasoned system integrator who has been helping global and local trade fairs to set up their digital platform. With their help, we were able to cope with many foreseeable difficulties when developing the marketplace and the associated interactive functions of AMS Live.
- Possessing the dominant communication platform in China, Tencent also help to extend the digital platform to WeChat to get more Chinese audience involved.



Two popular communication tools in China developed by Tencent QiDian and WeChat.

➤ **Global reach out**

- To promote AMS Live, we have launched extensive global marketing campaign, covering 26 countries and regions, along with different media channels. The fair has advertised in through trade media and press from 20 countries and regions, global sales offices, social media such as Facebook, LinkedIn, Twitters, WeChat as well as search engine advertising and web banner placements.

What were the specific challenges faced? How were these overcome?

➤ **Usage preference of the Chinese users**

- As the main purpose of AMS Live platform of bridging up between domestic and overseas automotive industry players, local users played an important role in our platform. However, due to the usage preference and internet security issues in China, they prefer using mobile devices with their familiar apps than the personal computer.
- To cope with local users' usage preference, we chose WeChat as the developing foundation as the programme is widely used in China. This WeChat's mini-programme not only provide up-to-date show information to the participants, but also mirrored the interactive functions on the web base digital platform to provide essential interactive functions to the audience. On the programme, exhibitors were able to create the content, upload products pictures, livestream and interact with buyers with visitors on their own digital booth page by their mobile phone; while buyers could also search for their interested exhibitors or products and get connected with them easily.



WeChat's mini-programme interface and exhibitor's one-button livestreaming.

➤ **Enhancing user engagement**

- The digital platform was new to many exhibitors and users alike, encouraging them to use the platform was key to the hybrid event's success. Many of those even had no experience on digital platform, others might be too busy to dedicate their time.
- To ensure the smoothness of our exhibitors using the platform before and during the show period, we had conducted 3 online training classes for all exhibitors to educate them how to set up their exhibitor page and use each of the functions step by step. The training classes were well attended and had excellent feedbacks.
- Selected exhibitors were also invited to experience the usage of the platform two months before the show, to get familiar with the functions and provide valuable feedbacks for our improvement.
- Our marketing team had also spent a lot of efforts advertising the platform when doing promotions of the show and keep updating latest news of the platform in our show website. Incentives were also provided to our sales partners, encouraging them to attract more overseas buyers and exhibitors to try and experience our platform.

Were your objectives reached?

- Generally we were satisfied with the results and the majority of objectives were fulfilled.
- By using this platform, we were able to connect buyers and exhibitors from different regions, from online to offline. The platform even broke the geographical boundaries to reach the users in some countries/regions who had never been to our show before.
- All livestreamed programme produced by organiser were successfully broadcasted with satisfactory views, though there were some minor technical issues needed to be enhanced in the future. Most of our exhibitors could broadcast their livestreams in their own pages, some even received unexpected number of attendees.
- AMS Live had served its aim as a startup platform of moving our physical show to hybrid, which lays a good foundation for us to provide a more all-rounded digital services for the participants to cope with the present situation and in the future.

What relevant results can you share?

➤ **Topline of Automechanika Shanghai**

- 3,845 exhibitors from 29 countries and regions
- 79,863 onsite visitors from 53 countries and regions
- 280,000 sqm across 15 halls
- 578,000 page views on AMS Live from 150 countries and regions across the world
- 3 livestreaming channels with 49 hybrid events and 176 episodes streamed
- 652 online & onsite business matching appointments
- 72% of online audience are top management, 89% have full or partial purchase authority, and amongst them are renowned distributors, carmakers and manufacturers.
- 72% of exhibitors are satisfied with AMS Live