



# TAIPEI AMPA

Taipei Int'l Automobile & Motorcycle Parts & Accessories Show

2022.4.20-23

TaiNEX 1



# AUTOTRONICS TAIPEI

Taipei Int'l Automobile Electronics Show

[www.taipeiampa.com.tw/en/](http://www.taipeiampa.com.tw/en/)



## Digital Go

# AMPA

2022.4.11-24

[www.ampaonline.com.tw/en/](http://www.ampaonline.com.tw/en/)



## TAIPEI AMPA 2021 Broke through the pandemic, the show scale increased

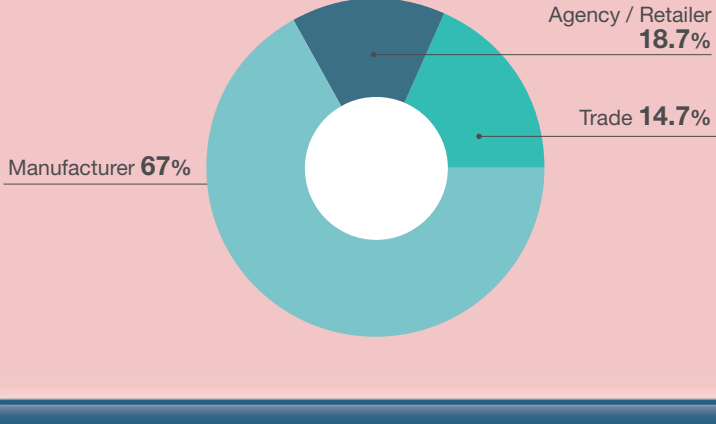
### Advanced to the index of automobile parts & accessories industry

Thanks to the well-controlled situation of pandemic in Taiwan, 2021 Taipei AMPA welcomed **400** exhibitors, **750** booths and thousands of visitors and buyers, which was an obvious increase compared to last year.

Additionally, Taipei AMPA show was not only a business platform! We found that the ratio of R&D personnel had increased gradually, indicating that Taipei AMPA was also the exhibition demonstrating the newest technologies of automobile industry, and became the important exhibition that industry insiders couldn't miss every year!

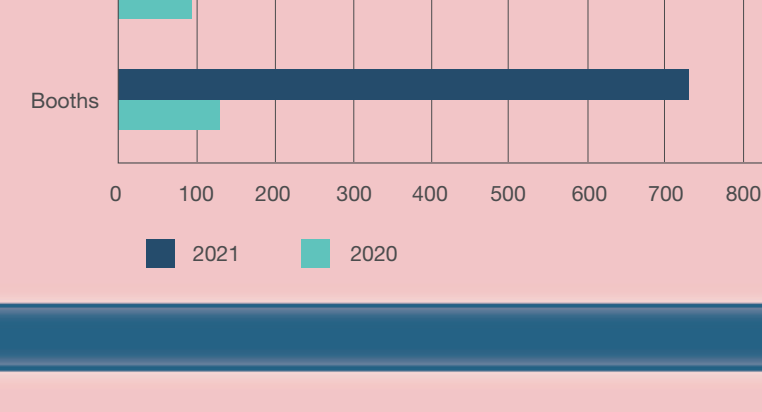
## Important number at TAIPEI AMPA 2021

### Exhibitors Analysis



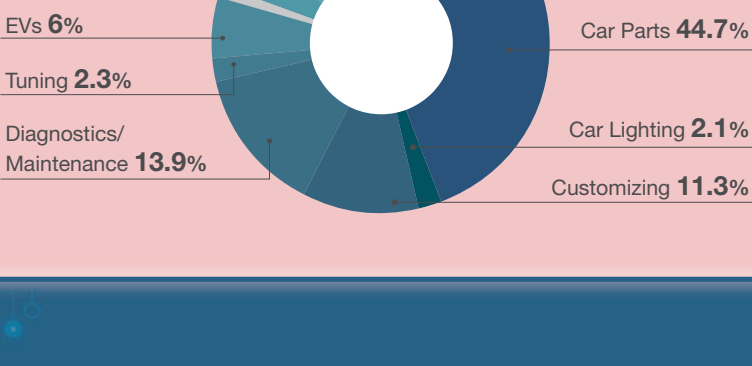
Total 380 exhibitors with 730 booths at Taipei AMPA 2021, mostly were manufacturers, illustrating Taipei AMPA was the exhibition that were worth looking for partners, and buyers could have a satisfied exhibition experiences.

### Show Scale 2021 vs. 2020



Compared to Taipei AMPA 2020, it was an obvious increase in the scale, and anticipate to a greater growth at 2022.

### Exhibits Analysis



Exhibits of Taipei AMPA 2021 were multiple, which mostly were auto parts and diagnostics/maintenance field, customizing products, which comply with the main export products from Taiwan's auto parts field. It proves Taipei AMPA is the most effective auto parts B2B show.

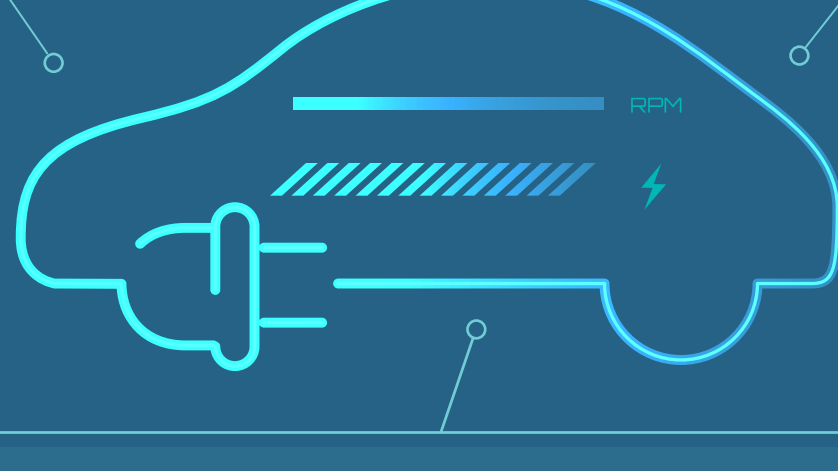
## C.A.S.E + AMPA Digital Go = TAIPEI AMPA 2022

### Highlights at the Taipei AMPA 2022 show

- Focus on "Aftermarket", "EV parts and solutions", "Intelligent transportation", "New Trend" and "IoV and EV Int'l forum"
- Expected to have 650 exhibitors and 1,800 booths to display high-quality products, and show not only the advantages of automobile parts and accessories industry in Taiwan, but also the potential R&D ability of EV industry to the whole world!

### On-site and online events

- Inviting industry insiders in Taiwan and abroad to share the latest trend in the automobile industry
- Collocating with AMPA TV livestream, new product unboxing videos offering the new launched products from exhibitors. Attendees can enjoy the interactions with exhibitors and catch the new wave from the industry.
- Looking forward to more events? Still plenty of online and offline activities waiting for you to join!



### New-launched AMPA Digital Go

- Not only an online show platform, but also a digital marketing tool and partner -searching engine.
- Do not have to worry about the boarder! Use the online chatting function WHENEVER you want to communicate with more than 600 suppliers and manufacturers!
- Exhibitors will benefit from eDM, Show Preview and other services, which Taiwan and international buyers can browse online, and also assist in promoting products more efficiently and effectively.
- More and more functions waiting for you to discover!

## Preview for AMPA Digital Go



Simple and intuitive user interface (UI)



New product unboxing is also online! Feel free to watch videos online and see what's new at Taipei AMPA 2022!



BOOTH area where visitor and exhibitors can meet and browse exhibits and product videos

## Show in hybrid - No limitation

Scan the QR Code right-side to fill out the application form, and have the benefits:



Find out more creative digital marketing genius! Scan and get it!

### For PHYSICAL show space

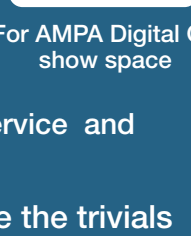
- Meet with over **13,000** Taiwan and international visitors
- Show your products on related media and website in Taiwan and worldwide to increase professional buyers' interests
- Exposure on AMPA TV - new product unboxing, onsite tour video
- Exposure on show publications - Show Preview, e-newsletter, official directory



For PHYSICAL show space

### For ONLINE show space - AMPA Digital Go

- **AMPA Digital Go**
- **Analysis:** Offering professional report with specific marketing analysis
- **Market:** Focusing on potential market to assist you finding a niche
- **Product:** Creating a maximum exposure of your products by SEARCH PRIORITY service and online LOBBY BANNER
- **Assistant:** Hire a special assistant ONLINE! The assistant can help you solve the trivial during show dates and also be your best translator and partner during the online meeting. There's nothing more important than focus on exploring business opportunities in AMPA Digital Go!
- **ONLY for the exhibitors of DELUXE package, sign up ASAP!**
- Online display platform, AMPA live stream, **Online Mutual Match-making Meeting System**, and more digital exhibition services!
- Enjoy peripheral marketing tools to have the highest exposure at the Taipei AMPA 2022



For AMPA Digital Go show space

### Plan your visit for Taipei AMPA 2022

Scan the QR Code right-side to enjoy the following benefits:



Plan your visit

### Join us PHYSICAL

- The updated immigration entry restrictions: [https://www.immigration.gov.tw/media/72209/restrictions-on-entering-taiwan\\_1201.pdf](https://www.immigration.gov.tw/media/72209/restrictions-on-entering-taiwan_1201.pdf)
- Benefits for Pre-registration
  - FREE int'l forum pass and EXPRESS badge pick-up
  - Forum activities on-site and communicating with the industry insiders in Taiwan
  - Receive exclusive show information and exhibitors' updated products introduction before the show
  - More and more benefits are waiting!

### Can't visit in person? Your best choice "AMPA Digital Go"

- FREE entry to AMPA Digital Go platform and unlock multiple functions to interact with exhibitors:
  - Watch product launch livestream on AMPA TV online
  - Online catalogues and videos of manufacturers
  - Arrange virtual meeting and communication
  - Digital business cards exchange and more services online!
- FREE official directory and show preview

Contact your nearest TAITRA overseas office for more information and assistance: [branch.taiwantrade.com.tw](http://branch.taiwantrade.com.tw)

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