



International MotorXpo Hong Kong

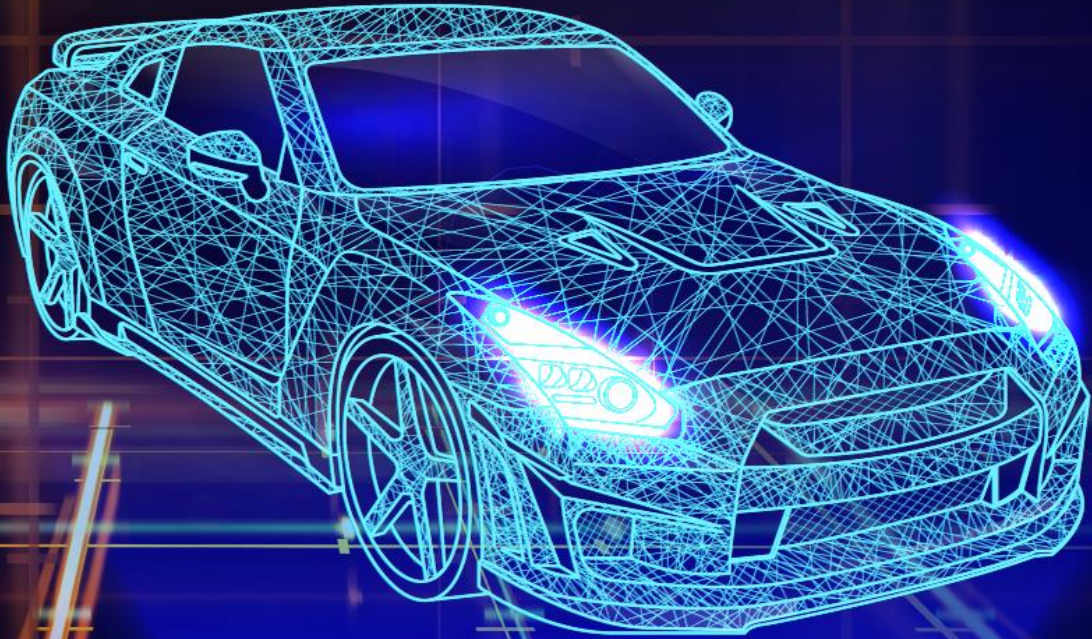
香港國際汽車博覽

香港國際汽車博覽  
INTERNATIONAL MOTORXPO  
HONG KONG  
**IMXpo 2023**  
14-17 December 2023  
Asia World - Expo



**IMXpo 2023 REVIEW**





# Figures at a Glance



# Strongest Lineup

## Organisers

### 主辦單位



### Official Partner 官方合作夥伴



### Sponsors 贊助商



### Media Partners 媒體夥伴



### Supporting Organisations 支持機構



### Official Contractor 大會指定承建商



### Official Delivery Partner 大會運輸服務供應商



### Official Hotel Partners 酒店服務夥伴



### Official Logistics Partner 大會物流服務供應商



### Official Ticketing Agency 大會票務代理



### Official Production House 大會指定製作公司



### Official Food Truck 大會指定美食車



## Exhibitors

### 參展商



3

ORGANISERS

187

BRANDS

10

OFFICIAL PARTNERS

125

EXHIBITORS

3

SPONSORS

20

SUPPORTING ORGANISATIONS

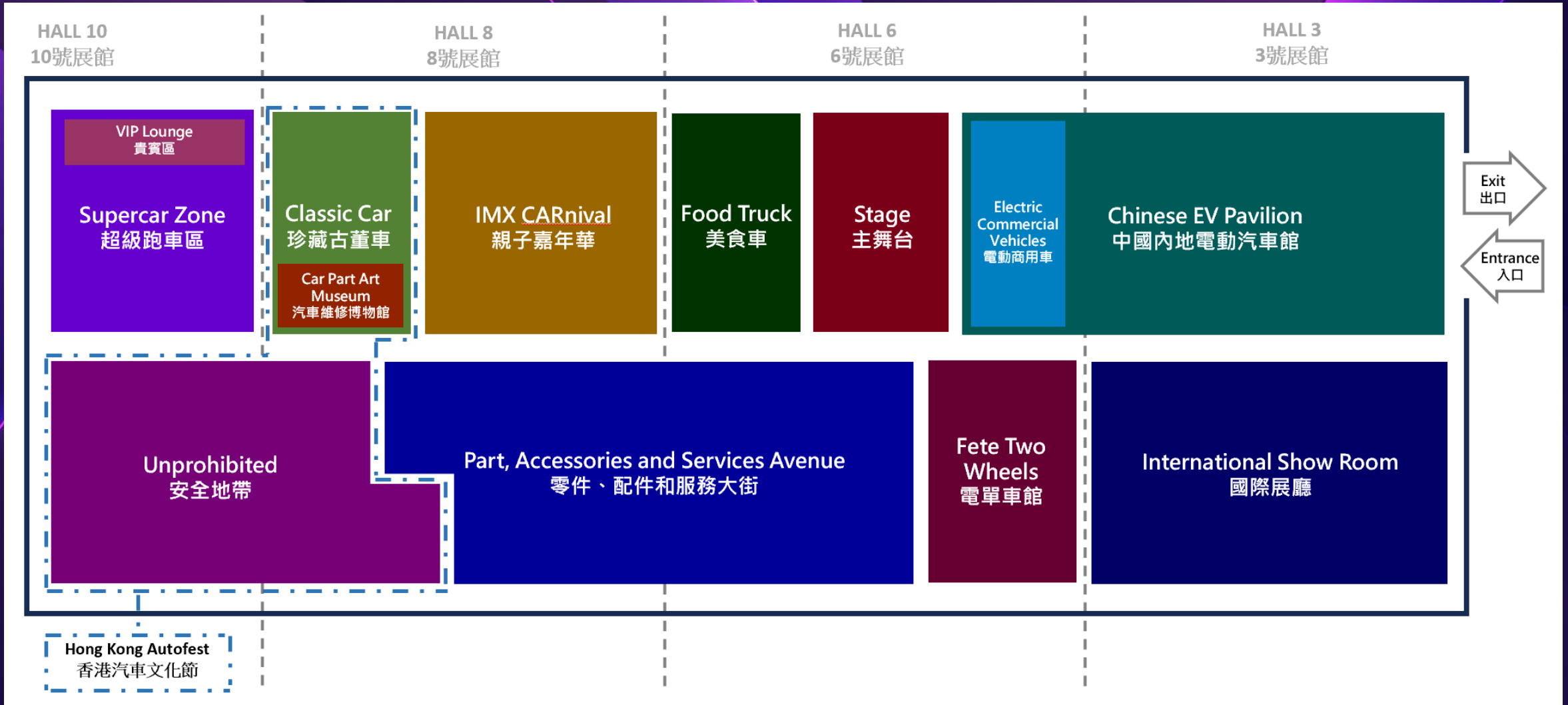
10

MEDIA PARTNERS





# Largest Scale



# Record High Traffic & Transactions

## NUMBER OF VISITS

Over **120,000**

VIP Tickets: **8%**

Standard Tickets: **79%**

Concessionary Tickets: **13%**



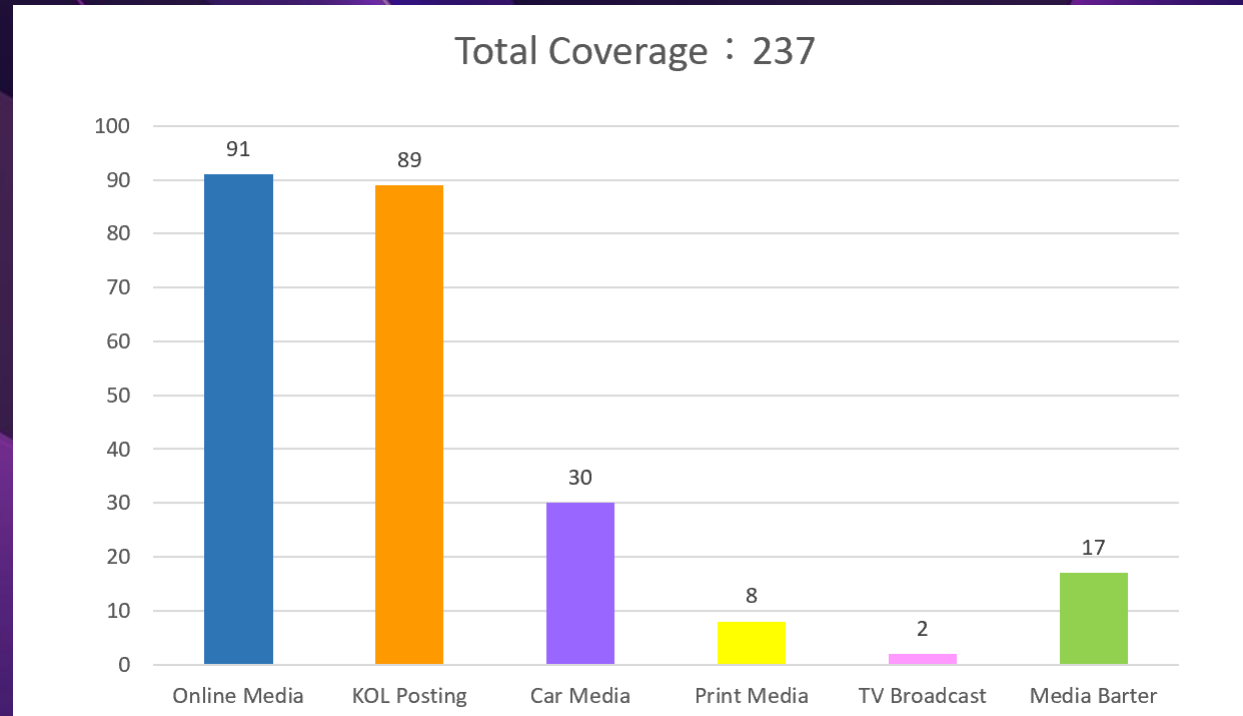
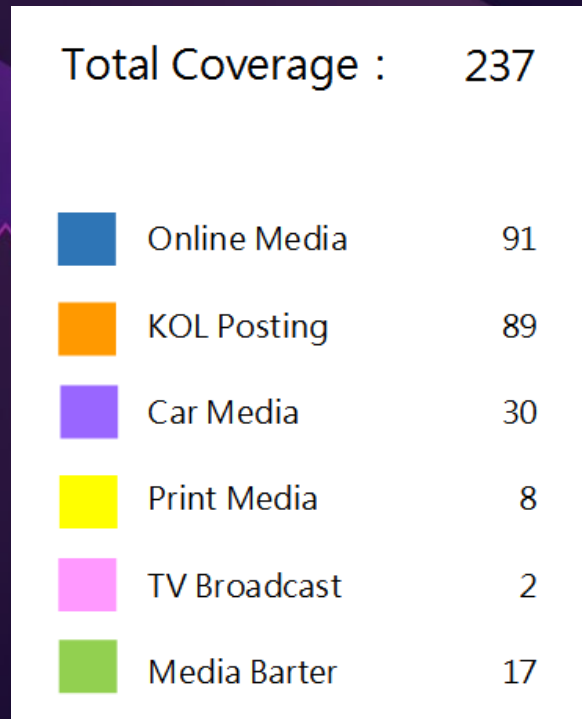
## BUSINESS OPPORTUNITIES

Gross sales (non-vehicle): approx. **Over 4M**

Vehicle sales: approx. **700** vehicles

# Overwhelming Media Coverage

**Total Coverage: 237**



**MEDIA VALUE:**

**Over HK\$20,000,000**



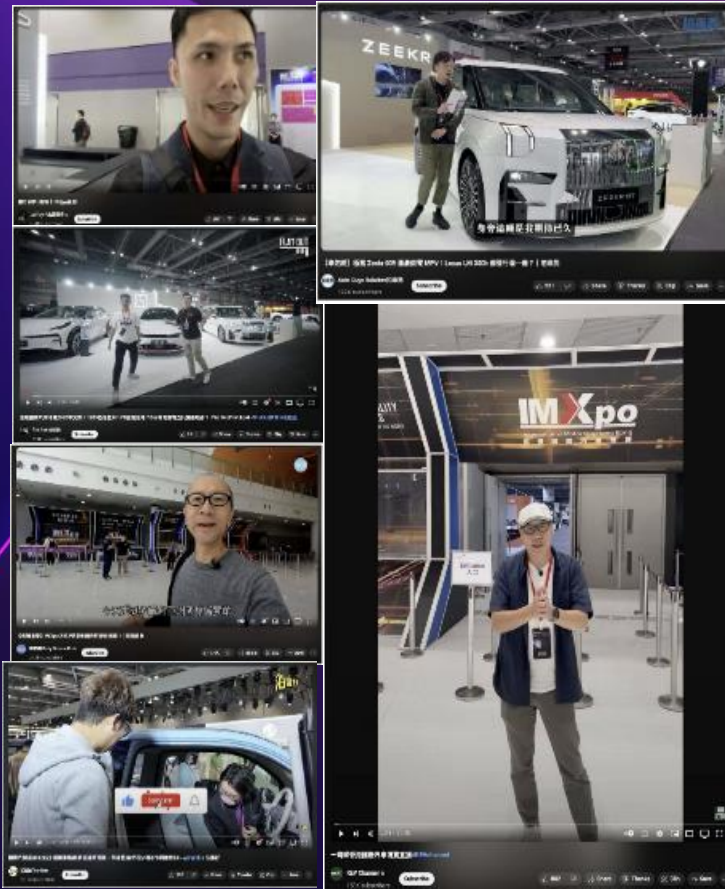
# Overwhelming Media Coverage

KOL Posting

Car Channels

Print Media

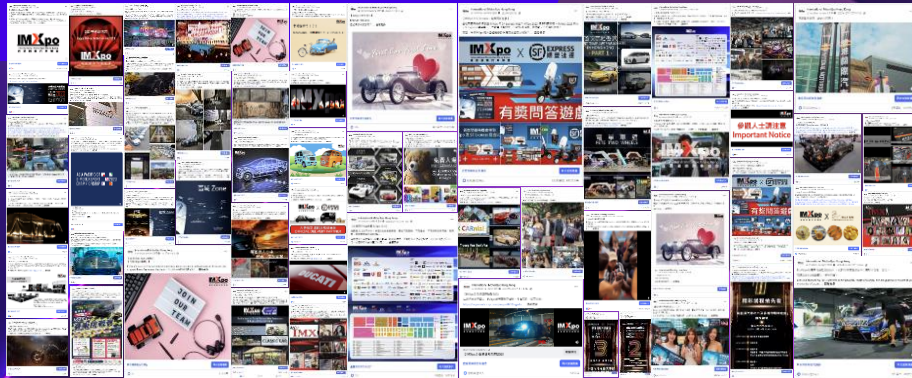
TV Broadcast





# Rich Content on Official Channels

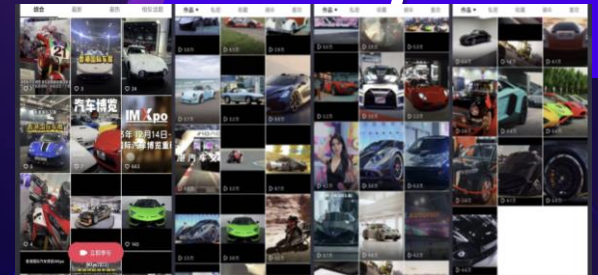
Facebook: 57



Instagram: 42



Douyin: 61



Xiaohongshu: 76



WeChat: 66

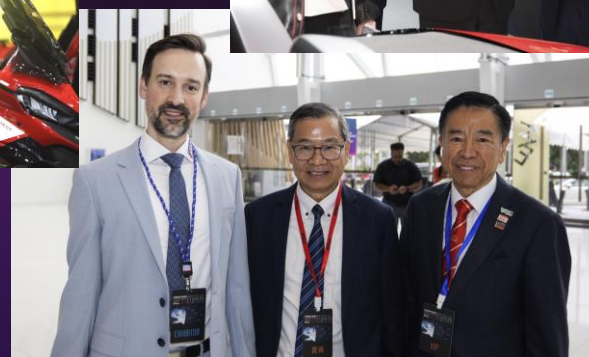






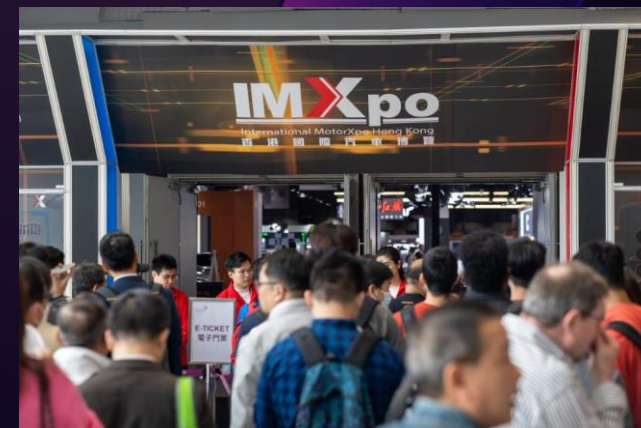
# Highlights





**Well attended by Celebrities**





Car lovers from all walks of life





# Chinese EV Pavilion





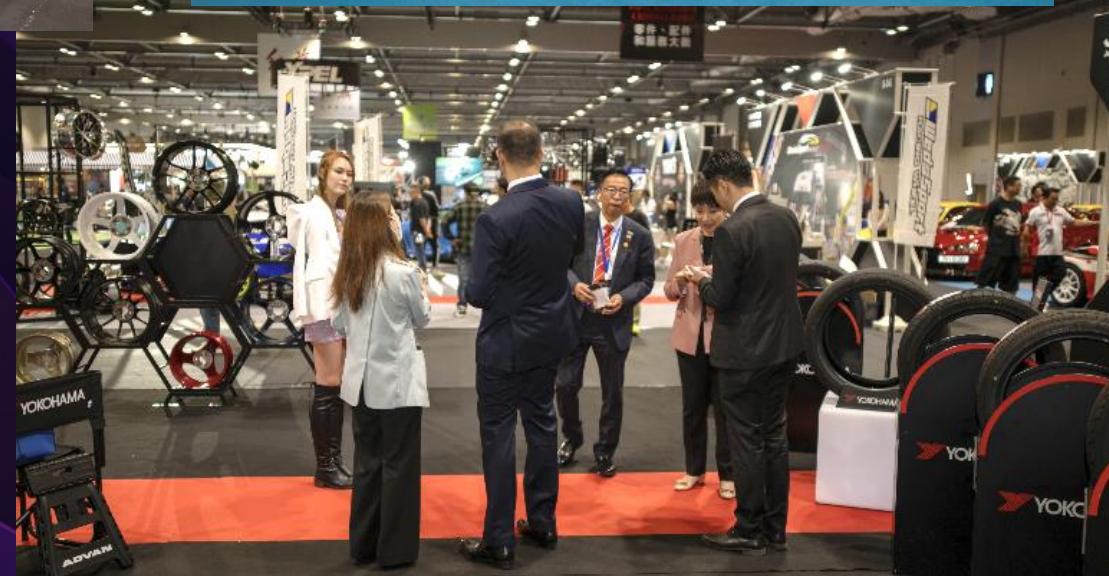
# International Show Room





# Fete Two Wheels





# Parts, Accessories and Services Avenue





**Unprohibited**





**IMX CARnival**





## Classic Cars & Supercars





# International Forum





## Food & Drinks





# Exciting Programmes



**IMXpo**

International MotorXpo Hong Kong

香港國際汽車博覽

5-8 December 2024

Asia World-Expo



# IMXpo 2024 OVERVIEW



# IMXpo 2024 OVERVIEW

## Venue

AsiaWorld-Expo  
Halls 3, 6, 8, 10

## Date

5-8 Dec 2024

## Time

11:00-20:00

## Exhibitors & Audience

### B2B

- Automakers
- Motor traders
- Listed and non-listed companies in the industry
- R&D centers and institutions

### B2C

- Dealers of car brands
- Services and parts and accessories providers
- Related entertainment and sports



# Content & Programmes

## Exhibition Content

- New Energy & Future Mobility Pavilion
- International Auto Show Room
- Hong Kong Autofest
- IMX CARnival

## Programmes

- GBA Car Competition
- Miss IMX
- Busking
- Girl Groups Singing Performance
- STEM Workshops for Children
- Practical Talks & Sharing
- F & B



# Floor Plan

## IV. IMX CARnival

- Toy Car Salon
- Interactives
- Art Design Gallery
- Camping Culture
- F&B

**Stage**

## I. New Energy & Future Mobility Pavilion

- Hydrogen Vehicles/ Autonomous Driving/ Charging Facilities/ Battery Recycle Technologies
- Alternative Energy Vehicles and Mobility Intelligence Display

## III. Hong Kong Autofest

- Classic Cars
- Antique Car sales and Auction
- JDMs
- Parts, Accessories and Auto Services

## II. International Auto Show Room

- Supercars
- Passenger Cars
- Commercial Vehicles
- Motorbikes



# I. New Energy & Future Mobility Pavilion

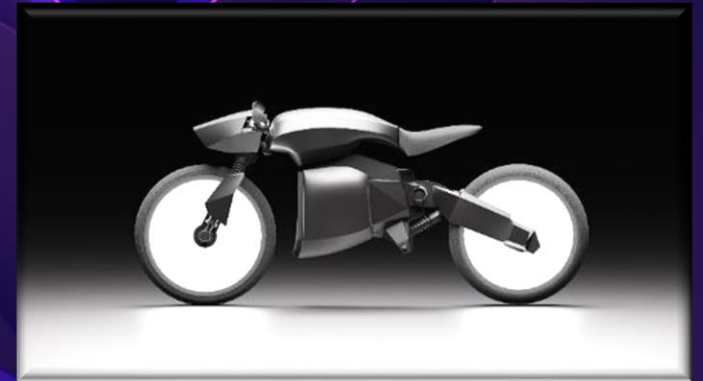
- Hydrogen Vehicles and Alternative Energy Vehicles
- Mobility Intelligence Display
- Autonomous Driving
- Charging Facilities
- Battery Recycling Technologies





## II. International Auto Show Room

- Supercars
- Passenger Cars
- Commercial Vehicles
- Motorbikes





# III. Hong Kong Auto Fest

## JDMs and Classic Cars



Classic Car Auction



## Automobile Workshops



- Modification & Car Beauty Services
- Parts & Accessories
- Restoration and Trading
- Motor Sports & Training
- Classic Cars & JDMs
- Car Auction
- Sharing and Practical Workshops



## IV. IMX Carnival



- Toy Car Salon
- Interactives, including E-Sports and Competitions
- Art Design Gallery
- Camping Culture Display
- STEM Workshops for Children
- Busking
- F&B



# ROAD MAP TO IMXPO 2024

## Timeline





# VISION OF IMXPO



# VISION OF IMXPO

## 1. Promote new energy vehicles and related technology, including:

- To support government policies set in the Roadmap on Popularisation of Electric Vehicles;
- To build a platform for the showcase of new energy and future mobility, including fuel cell vehicles and auto intelligence.





# VISION OF IMXPO

## 2. Promote Hong Kong's strategic positioning in globalisation of Chinese new energy vehicles and related sectors

- To serve not only as an exhibition platform, but also a trade and finance services platform for automobile manufacturers and enterprises in Mainland China;
- To strengthen Hong Kong's role as a “super connector” in automobile and relevant sector between Mainland China and the World.





# VISION OF IMXPO

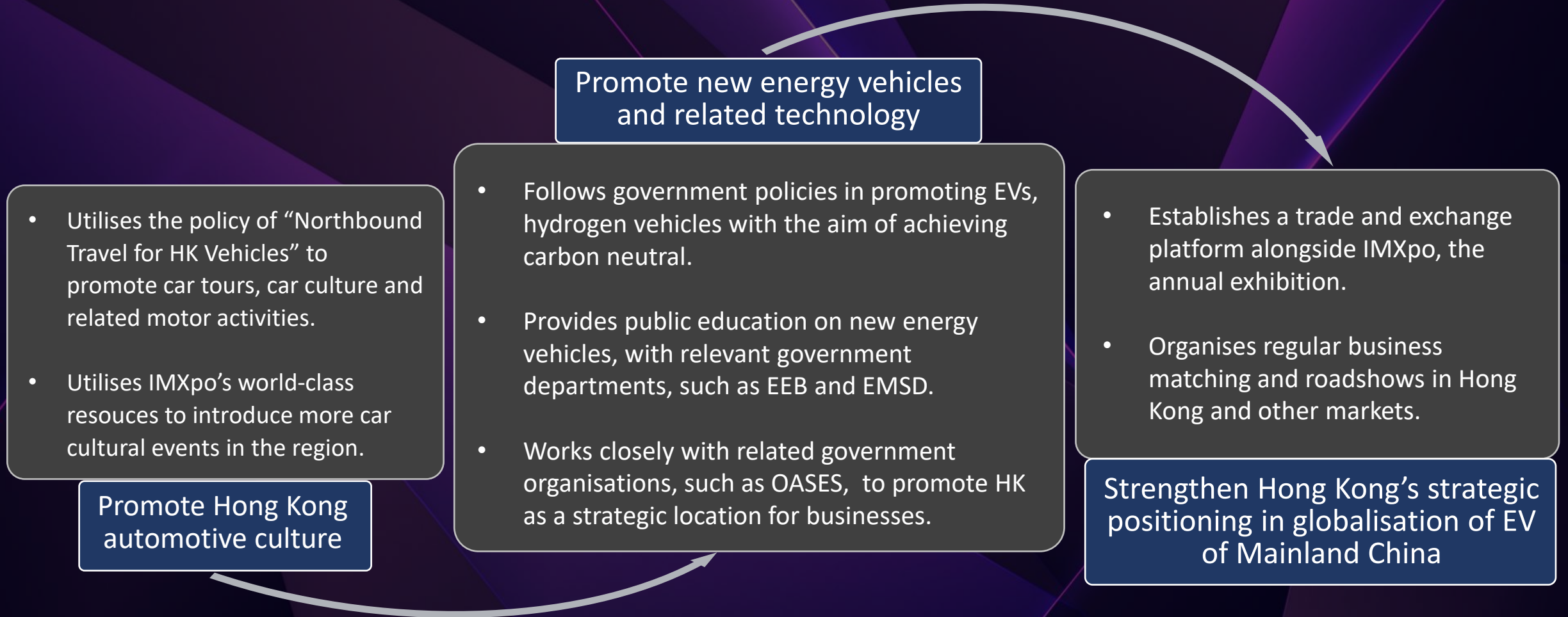
## 3. Promote Hong Kong's automotive culture

- To develop Hong Kong as a hub for international classic cars, motorsports, auto competitions/ performances and related events;
- To connect world-class car designers, collectors, car enthusiasts and athletes to audience in Mainland China and Asia.





# VISION OF IMXPO







International MotorXpo Hong Kong  
香港國際汽車博覽

See you at IMXpo 2024

