

Press

Automechanika Middle East

May 25 – 27, 2010

Dubai International Convention and Exhibition Center, Dubai, UAE

May, 2010

For more information, please contact:

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AUTOMECHANIKA MIDDLE EAST OPENS DOORS

Lt. Col. Dhahi Khalfan Tamim, Chief of Dubai Police, officially inaugurated exhibition today; region's largest representative trade event attracts wide interest from regional industry leaders and trade professionals

The region's largest and most representative trade and networking event for the automotive aftermarket industry, got off to a great start at the Dubai International Convention and Exhibition Centre today (Tuesday, 25th May).

Automechanika Middle East 2010 which will run from May 25th to 27th, was inaugurated by Lt. Col. Dhahi Khalfan Tamim, Chief of Dubai Police.

Mr. Tamim toured the exhibition accompanied by senior officials from Dubai government, representatives from the automotive majors, other VIPs and officials from organiser Epic Messe Frankfurt GmbH.

Mr Tamim said: "Since its launch in 2003, the show has grown from strength to strength and put the spotlight of the international automotive aftermarkets industry on Dubai as a regional hub. We remain positive that the show will prove beneficial for the 1000 exhibitors exhibiting this year."

EPOC Messe Frankfurt GmbH
P.O. Box 26761, Dubai
United Arab Emirates

The opening day saw a large turnout from across the spectrum of the regional automotive aftermarket, many of whom were there to source new products or supplies, contact manufacturers, research new trends and developments in the industry globally or scout new business potential and explore fresh markets.

Mr Ahmed Pauwels, Chief Executive Officer, Epoc Messe Frankfurt GmbH, said: "There was a great atmosphere for the opening and throughout the first day of the exhibition. Automechanika is one of our biggest exhibitions and we are delighted this year to have reached the milestone of 1,000 exhibitors marking the most we have had to date. The show continues to grow and we expect a positive response from our exhibitors and trade visitors to this year's edition."

On display at Automechanika Middle East is an unrivalled range of parts for motor vehicles, as well as components for the drive, chassis, body, electrics and electronic groups, equipment for vehicle service and repair, bodywork repair and painting, tyres, batteries and performance systems.

The event which has grown in stature over the years due to its extremely targeted and well-focused outlook, is increasingly significant in serving the needs of a high-growth market that spreads throughout the Middle East and stretches into Central Asia and North and East Africa. Its location in Dubai, which is the chief transport, logistics and re-export hub serving this wide region with total trade in automotive parts worth AED 29 billion in 2009, is another factor in the show's rapidly increasing profile.

Automechanika Middle East 2010 has attracted participation from over 1,000 exhibitors and spreads over 30,000 sq. m in area.

The concurrently running Automechanika Academy – a series of seminars and workshops featuring industry experts and decision makers discussing the current issues and trends governing the industry – is proving a big hit, with large numbers of professionals involved in the regional industry attending.

-Ends-

Show Profile:

Automechanika Middle East is the leading event for the rapidly developing automotive aftermarket in the wider Middle East and Africa region. In 2009 it featured 958 exhibitors from 46 countries, with a visitor attendance of 15,275 from 111 countries. The trade fair covers the full range of parts for motor vehicles as well as components for the drive, chassis, body, electrics and electronic groups. It also covers equipment for vehicle service and repair, bodywork repair and painting, tyres, batteries and performance systems. Automechanika Middle East is the perfect platform to meet new contacts, discuss new trends and technological developments, and to keep up to date with industry knowledge and source new products and solutions from the world over.

The next edition of Automechanika Middle East will be held from 25 - 27 May, 2010.

Show website: www.automechanikame.com

Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's leading trade fair organizer. With 424 million Euros in sales in 2009* and more than 1,500 employees worldwide, Messe Frankfurt brings 800 years of experience to Dubai, the strategic hub for the region.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai include: Intersec trade fair and conference, Materials Handling Middle East, Hardware & Tools Middle East, Garden & Landscaping Middle East, ISH kitchen & bath Middle East, Light Middle East, Beautyworld Middle East, Automechanika Middle East, and now also Paperworld Middle East, Festivalworld Middle East and Playworld Middle East.

For more information, please visit our website at: www.uae.messefrankfurt.com

* Preliminary figures for financial year 2009

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