

automechanika

MIDDLE EAST

Metropolis of Mobility



Parts & Systems
Repair & Maintenance
Service Station & Car Wash
Tyres & Batteries
Accessories & Tuning

Dubai International Convention
and Exhibition Centre,
United Arab Emirates

www.automechanikaME.com

**POST SHOW
REPORT 2010**

 messe frankfurt

The Show & Market

“Once again Automechanika reconfirms itself as the leading aftermarket trade show in the wider Middle East region. Good variety of relevant and interested visitors from various nationalities.”

Mr. Martin Picotti, GM, ACDELCO

Automechanika Middle East is the leading showcase event for the automotive aftermarket in the Middle East, Indian subcontinent and Africa. Exhibitors offer 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 exhibition provides an outstanding opportunity for buyers to access a growing and diverse marketplace, which is driven by rising standards of living in Gulf countries and the need to maintain vast fleets of aging vehicles in Iran, Pakistan, Iraq and Afghanistan. The diverse African markets also offer rich opportunities.

Automechanika Middle East has rapidly become an essential event for buyers and sellers in this dynamic industry.

Market Information

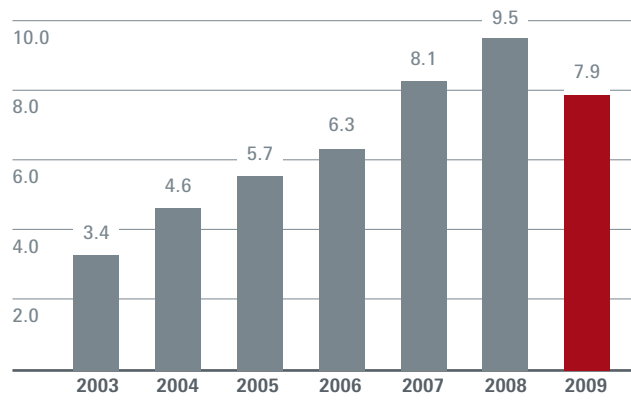
- Dubai serves as the most important trans-shipment hub in the region
- Around 60% of goods that land in Dubai have a different final destination

Main Trans-shipment Destinations for Automotive-related Products are



Auto Parts Total Trade in Dubai from 2003 – 2009*

Values in Billion US\$



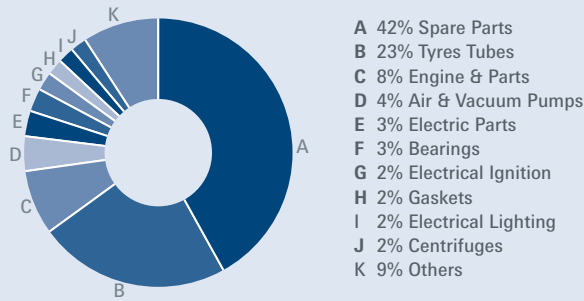
* Source: Department of Statistics, Dubai World



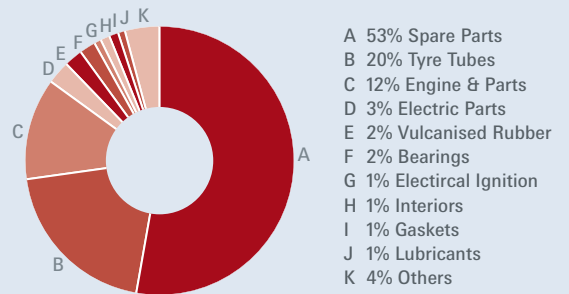
"There was overwhelming response. We could meet more than 400 visitors in the first hour of opening day."

Mr. Pramod Kumar, CEO, Europart Middle East FZCO

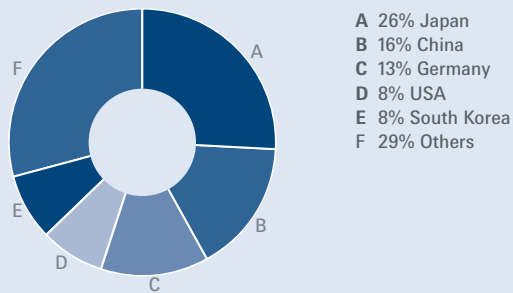
Automotive Imports by Product Groups*



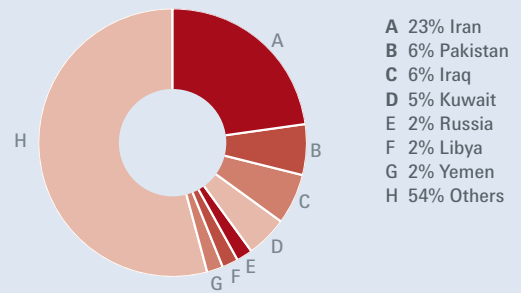
Automotive Exports by Product Groups*



Automotive Imports by Country of Origin*

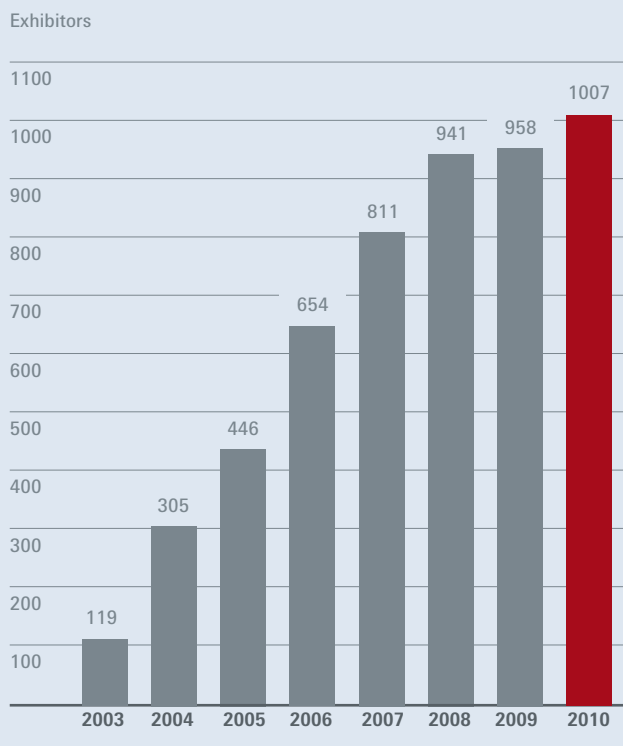


Automotive Exports by Destination*

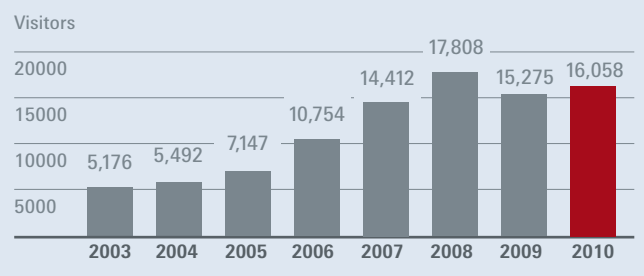


* Source: Department of Statistics, Dubai World

Automechanika ME Development 2003 – 2010



Automechanika ME Visitors 2003 - 2010





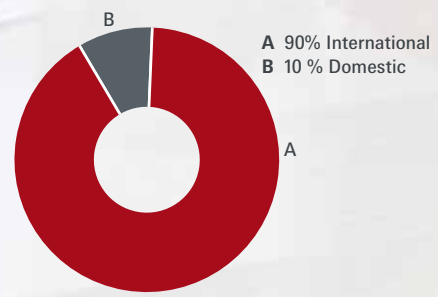
"This was a great exhibition where we had the opportunity to meet our existing and potential customers. A lot of opportunities available in this show and very good organisation. In our opinion it's one of the most important shows in the region and certainly will be back next show."

Mr. Mazen Ghanem, Product Marketing Manager, BOSCH

1007 Exhibitors ⇄ 46 Countries

Exhibitor Origin (*) = Official country pavilion

- | | | |
|----------------|--------------------|----------------------|
| Argentina | Korea (*) | Singapore (*) |
| Australia (*) | Kuwait | South Africa (*) |
| Belgium | Lebanon | Spain (*) |
| Brazil (*) | Macao | Sudan |
| China (*) | Malaysia (*) | Switzerland |
| Cyprus | Mexico | Taiwan (*) |
| Czech Republic | Morocco (*) | Thailand (*) |
| Denmark | Netherlands | Trinidad and Tobago |
| Egypt | New Zealand | Tunisia (*) |
| France (*) | Oman | Turkey (*) |
| Germany (*) | Philippines | United Arab Emirates |
| Hong Kong (*) | Poland | United Kingdom (*) |
| India (*) | Romania | United States (*) |
| Iran | Russian Federation | Yemen |
| Italy (*) | Saudi Arabia | |
| Japan | Serbia | |



“Overall we are very happy with the way the whole show has been so professionally managed. We have had exposure to various shows in Europe and USA where we had participated and we find Automechanika Dubai on the same levels. We are very happy with the show and look forward in coming back in the next show.”

Mr. Hisham Koprulu, CEO, Koprulu General Trading Co. LLC.

Automechanika Academy

This year’s Academy ran over 3 days, with day one covering topics on Performance Parts for Motorsports and a workshop on Transmission Rebuilding. Day two was dedicated to Tyres and Batteries, with day three focusing on stats and facts about the automotive industry in the UAE. The Academy was well received with over 300 delegates attending over the three days.

Support from 29 Associations

AAAA	The Australian Automotive Aftermarket Association	Australia	SERNAUTO	Spanish Automotive Equipment and Components Manufacturers Association	Spain
AASA	Automotive Aftermarket Suppliers Association	USA	SINDIPECAS	Brazilian Autoparts Manufacturers Association	Brazil
AIEC	Automotive Industry Export Council	South Africa	SMMT	Society of Motor Manufacturers	UK
APRA	Automotive Parts Remanufacturers Association	USA	TORINO	Camera Di Commercio Industria Artigianato E Agricoltura Di Torino	Italy
ASA	Federal Association of the Manufacturers and Importers of Automobile Service Equipment	Germany	TVMA	Taiwan Transportation Vehicle Manufacturers Association	Taiwan
BMWi	Federal Ministry of Economics and Technology	Germany	UBI France	French Trade Commission	France
BPG	Brand Owners Protection Group	UAE	USCS	U.S. Commercial Service	USA
CEPEX	Tunisian Export Promotion Centre	Tunisia	ZDK	German Federation for Motor Trades and Repairs	Germany
EEPC	Engineering Export Promotion Council	India			
EGEA	European Garage Equipment Association	Belgium			
ExportAr	Argentinian Export Promotion Foundation	Argentina			
IEAT	Importers and Exporters Association of Taipei	Taiwan			
Maroc	Centre Marocain de Promotion des Exportations	Morocco			
MEMA	Motor & Equipment Manufacturers Association	USA			
NAACAM	National Association of Automotive Component and Allied Manufacturers	South Africa			
OAC	Overseas Automotive Council	USA			
Piemonte	Centro Estero Internazionalizzazione: Agency for Investment, Export & Tourism	Italy			
ProBrixia	Chamber of Commerce Brescia	Italy			
PROMOS	Special Agency of the Milan Chamber of Commerce for International Activities	Italy			
R.M.A.	Retread Manufacturers Association	USA			
SEMA	Specialty Equipment Market Association	USA			

Speakers who presented at the Academy:

Ms. Linda Spencer, *Director of International and Government Relations, SEMA Association, USA*

Mr. Alexander Borla, *Founder, Borla Performance Industries, USA*

Mr. Scooter Brothers, *Chief Operating Officer, COMP Performance Group, USA*

Mr. Wayne Colonna, *President of ATSG, USA Roads and Transport Authority, RTA, UAE*

Mr. Mohammed Aqel, *General Manager, Central Trading Company, UAE*

Mr. Sami Nader, *General Manager, AW Rostamani Trading Co, UAE*

Mr. Sayed Zafar Jafri, *Sr. Vice President, Zafco, UAE*

Mr. Surender Singh Kandhari, *Chairman, AI Dobowi Group, UAE*

Eng. Waleed Al Sagr & Eng. Tarek Alsitt, *Gulf Standardisation Organisation, KSA*

Dr. Hashim Saeed Al Neaimi, *Manager of Consumer Protection Dept., Ministry of Economy, UAE*

Mr. Sajjad Pasha, *National Sales & Marketing Manager, AI Futtaim, UAE*

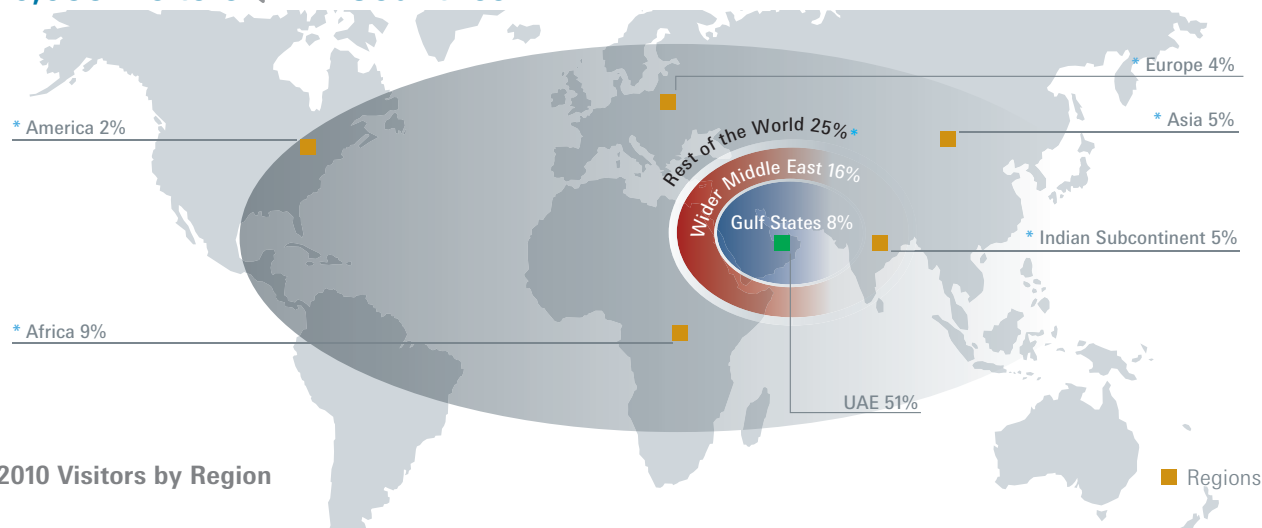
Ms. Rasha Al Ardah, *Associate, AI Tamimi & Company, UAE*



"Automechanika being the biggest automotive parts trade show in the UAE is surely a great platform for all the suppliers/ customers to interact face to face. This show has been growing year-on-year showing how successful it is. The show gives us a good opportunity to invite our export customers and showcase our new products to them. In return we have had the advantage to book a couple of orders. Thanks to Automechanika, we have been successful in grabbing the Middle East market at good extent."

Mr. Moiz N.J, Director-Sales & Marketing, Dolphin Radiators & Cooling Systems Ltd.

16,058 Visitors ⇄ 111 Countries



2010 Visitors by Region

Visitors – Main Area of Interest – Product Sections	
Powertrain	17%
Chassis	17%
Bodywork	15%
Roof systems	4%
Interior, Infotainment	18%
Electrics/electronics/sensor systems	18%
Standard parts	36%
Regenerated parts	9%
Accessories and special equipment for motor vehicles in general	27%
Performance systems, Tuning	15%
Design enhancement, Optical tuning	12%
Car trailers and small commercial vehicle trailers, parts for trailers	19%
Wheel Rims	6%
Tyres	25%
Batteries	24%
Workshop equipment and tools	26%
Body repairs	11%
Painting and anti corrosion protection	10%
Towing service	3%
Accident assistance	3%
Mobile services	7%
Waste disposal and recycling	4%
Dealership equipment and management systems	19%

Dealership planning and construction	11%
Dealership marketing	7%
Workshop management	8%
Internet	9%
Filling stations	8%
Car Care	12%
Oil and lubricants	14%
Others	2%

Visitor Origin by Business Sector	
Manufacturer	16%
Distributor	27%
Wholesaler	18%
Retailer	9%
Importer/Exporter	38%
Government	3%
Media	2%
Service Provider	9%

Visitors interested in Products / Equipment for...	
Passenger Cars	56%
Trucks	44%

Epoc Messe Frankfurt GmbH
 PO Box 26761, Dubai, UAE
 Tel. +971 4 338 01 02
 Fax +971 4 338 52 72
 info@uae.messefrankfurt.com
 www.messefrankfurtme.com

Automechanika Middle East
 automechanika@uae.messefrankfurt.com
 www.automechanikaME.com

Mr. Mahmut Gazi Bilikozen - Senior Show Manager
 Gazi.bilikozen@uae.messefrankfurt.com