

Press

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Automechanika Middle East
May 25 – 27, 2010
Dubai International Convention and Exhibition Center, Dubai, UAE

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AUTOMECHANIKA MIDDLE EAST CONCLUDES ON STRONG NOTE

Large number of deals, purchases and business leads reported as regional industry continues on growth path; significant increase in the number of international and domestic visitors to the exhibition

Automechanika Middle East 2010, the region's premier trade and networking event for the automotive aftermarket, wound up on a positive note at the Dubai International Convention and Exhibition Centre with organisers reporting a 33% increase in the number of international visitors after day two of the exhibition. A majority of exhibitors and trade visitors reported a large number of deals, business enquiries and leads generated over the three days of the show.

The event was extremely well attended with international buyers from the Middle East, East and North Africa and the Central Asian states making their presence felt in significant numbers. The 2010 event was also considerably larger than last year, attracting more than 1000 exhibitors.

“The Middle East region is one of the world's fastest-growing markets for automotive products,” said Mr Ahmed Pauwels, Chief Executive Officer, Epoc Messe Frankfurt GmbH. “Automechanika Middle East 2010 has further consolidated its position as the definitive trade plat-

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form for the industry in the region. The encouraging numbers reported at the show reflect well on the growth trends in the region," he added. "Overall Automechanika Middle East is a good show with good quality visitors. Our business at the show was good. The visitors to our pavilion came from all over the Middle East and Africa, Afghanistan and Iran," said Ousama Abu Khader, Sales and Marketing Director of Schaeffler Group Automotive. The company exhibited clutch and release systems, engines and transmission and chassis applications. Abu Khader said his company deals with OE and aftermarket products operating through distributors and direct sales in auto and truck parts as well as tractors and other agricultural vehicles. He added that Schaeffler has a head office in Germany and an office in the Jebel Ali Free Zone where they offer a range of approximately 20,000 products.

Europart of Germany displayed workshop equipment, auto spare parts, and brake disc testing equipment at the trade fair. "The show is excellent for us in terms of quality of visitors and results. We received a lot of inquiries and trade leads and a number of sales in different product segments," said Gunnar Nielsen, Area Manager-Middle East and Africa. He added the visitors to his booth were mainly from the GCC and Africa regions.

Mr. A. Abuthageer Sales & Accounts Manager of Al Shiba General an Australian Automotive Aftermarket Industries company specializing in cool spring for all vehicles said: "This year's event organization is excellent in terms of number of visitors and has given us a good opportunity to meet new clients from around the Middle East. It is an outstanding show with positive efforts by organisers to showcase our products in a wider platform."

Mr. Alexander Borla, Founder and CEO of Borla, said: "Borla is an American company providing auto exhaust equipments. This is our

first year in this trade fair in Dubai so I can't compare with last year but I can say it was an excellent show. Our stand had many visitors and we signed many deals. The demand is high in this region and people are hungry for our products."

Automechanika Middle East 2010 featured 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.

Another big success was the Automechanika Academy – a three-day conference featuring forums, seminars and workshops presented by industry experts and decision makers discussing the current issues and trends governing the industry. The seminar saw significant participation from a large number of professionals involved in the regional industry.

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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 em-

ployees 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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