

automechanika

MIDDLE EAST

Post Show Report 2009


Everything that makes autos move



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

Dubai International Convention
and Exhibition Centre, United Arab Emirates

www.automechanikaME.com

 messe frankfurt

The Show & Market

"Probably the best organised and presented show in the world."

Paul Myers, Director, Britpart

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.

Automechanika Middle East represents an outstanding opportunity to access a growing and diverse marketplace. The market 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.

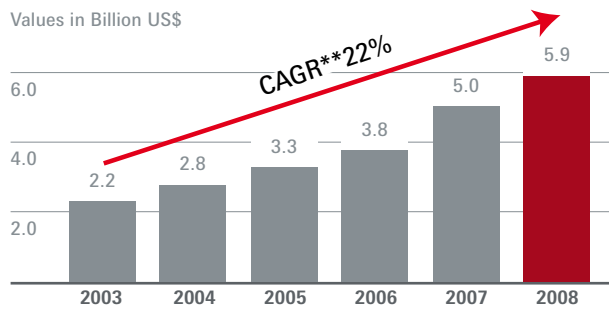
Market Information

- 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



Total Automotive Trade in Dubai from 2003 – 2008*



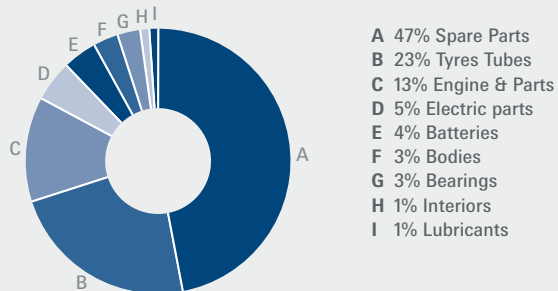
* Source: Department of Statistics, Dubai World

** Compound Annual Growth Rate

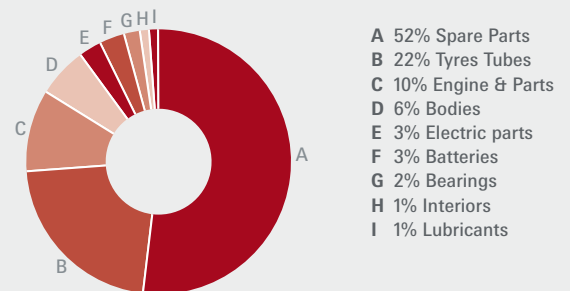


"Just a quick line to say thanks to you and the team for organising the recent Automechanika Event in Dubai. We found the show really informative, well attended, professionally managed and thoroughly enjoyable. As a result, we have many new strong sales leads and a number of people very keen to become distributors for Intellitec."
Andrew Wallis, Area Sales Manager, Intellitec MV Limited

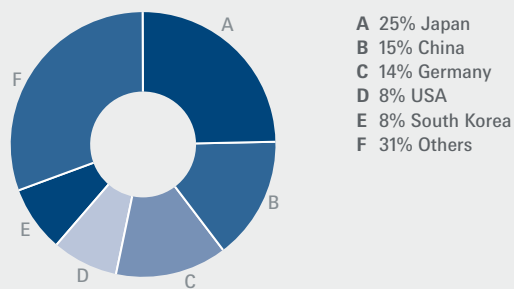
Automotive Imports by Product Groups*



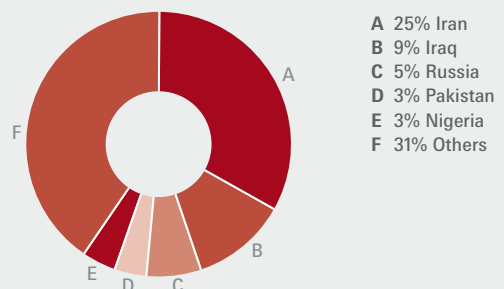
Automotive Exports by Product Groups*



Automotive Imports by Country of Origin*



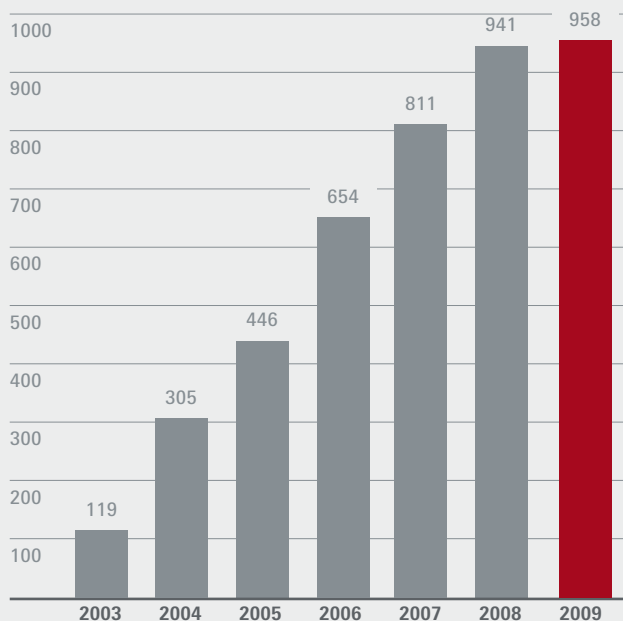
Automotive Exports by Destination*



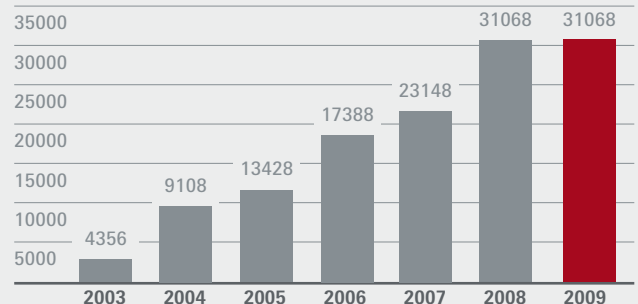
* Source: Department of Statistics, Dubai World

Automechanika ME Development 2003 – 2009

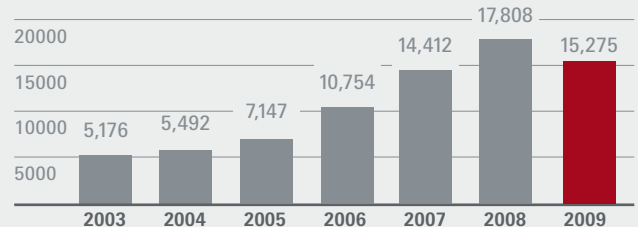
Exhibitors



Sqm



Visitors



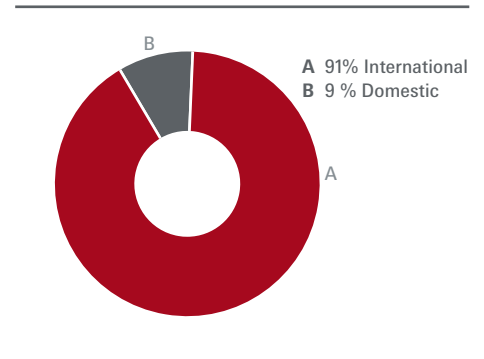
"The Automechanika Middle East event is one of the quality shows which the South African automotive industry participates in with a National Pavilion. The event provides an excellent platform to showcase our industry's world class capabilities. Participation over the past 4 years at the event resulted in a significant 800% increase in automotive product exports from South Africa to the UAE. Due to the opportunities of mutual interest, more and more South African automotive companies are participating in the Automechanika Middle East event."

Norman Lemprecht, Executive Manager, Automotive Industry Export Council

No of Exhibitors: 958

Exhibitor Origin (*) = Official country pavilion

Argentina (*)	Hong Kong	Luxembourg	South Africa (*)	UK (*)
Australia (*)	Hungary	Malaysia	Spain (*)	US
Bangladesh	India	Netherlands	Sudan	
Belgium	Iran	New Zealand	Sweden	
Brazil (*)	Italy (*)	Oman	Syria	
Bulgaria	Japan	Pakistan (*)	Taiwan (*)	
China	Jordan	Poland	Thailand (*)	
Egypt	Kazakhstan	Romania	Tunisia (*)	
France (*)	Korea	Russia	Turkey (*)	
Germany (*)	Kuwait	Saudi Arabia	Ukraine	
Greece	Lithuania	Singapore	UAE	



“We have had very good and relevant traffic at our stand with companies and orders being signed during the show. This year in particular, we did not know what to expect and were surprised to see an even better show than last year.”
Hani Arwani, General Manager, Arwani Trading



Association Support

AAAA	The Australian Automotive Aftermarket Association	Australia
AASA	Automotive Aftermarket Suppliers Association	USA
AIEC	Automotive Industry Export Council	South Africa
ASA	Federal Association of the Manufacturers and Importers of Automobile Service Equipment	Germany
BMWi	Federal Ministry of Economics and Technology	Germany
BPG	Brand Owners Protection Group	UAE
CEPEX	Tunisian Export Promotion Centre	Tunisia
EGEA	European Garage Equipment Association	Belgium
ExportAr	Argentinian Export Promotion Foundation	Argentina
HDMA	Heavy Duty Manufacturers Association	USA
IEAT	Importers and Exporters Association of Taipei	Taiwan
MEMA	Motor & Equipment Manufacturers Association	USA
NAACAM	National Association of Automotive Component and Allied Manufacturers	South Africa
OAC	Overseas Automotive Council	USA
PAAPAM	Pakistan Association of Automotive Parts Accessories Manufacturers	Pakistan
ProBrixia	Chamber of Commerce Brescia	Italy
PROMPEX	Peruvian Export Promotion Agency	Peru
SEMA	Specialty Equipment Market Association	USA
SERNAUTO	Spanish Automotive Equipment and Components Manufacturers Association	Spain
SINDIPECAS	Brazilian Autoparts Manufacturers Association	Brazil
SMMT	Society of Motor Manufacturers	UK
TVMA	Taiwan Transportation Vehicle Manufacturers Association	Taiwan
UBI France	French Trade Commission	France
ZDK	German Federation for Motor Trades and Repairs	Germany

Automechanika Academy

Reflection of Dubai Autoparts Trade
Speaker: Ms. Nassim Saeed Al Muhairi, Dubai World – UAE

Global Trends in Alternate Fuel Vehicles & Impact on the Aftermarket
Speaker: Mr. V. G. Ramakrishnan, Automotive & Transportation, Frost & Sullivan - UAE

Safe and Unsafe Vehicle Modifications
Speaker: Mr. Abdulla Rashid Al Mazimi, Vehicle Testing, RTA – UAE

Regional and International Car Modification and Certification
Speaker: Mr. Jim Cozzie, SEMA Association – USA
Speaker: Eng. Waleed Al Sagr, Gulf Standardisation Organisation – KSA

The Business World Of Global Motorsport
Speaker: Mr. Jim Morris, MIA Association – UK

Going legal – the need to structure, regulate and legalise the tuning business
Speaker: Mr. Zlatko Mulabegovic, Top Performance magazine – UAE

Dubai – A Regional Hub for Tyres & Batteries, Economic Downturn, the Challenges Lying Ahead & Thoughts on the Retreading Controversy in the UAE.
Speaker: Mr. Surender Singh Kandhari, Al Dobowi Group – UAE

The African Market
Speaker: Mr. Naved Hassan, Business Africa – UAE

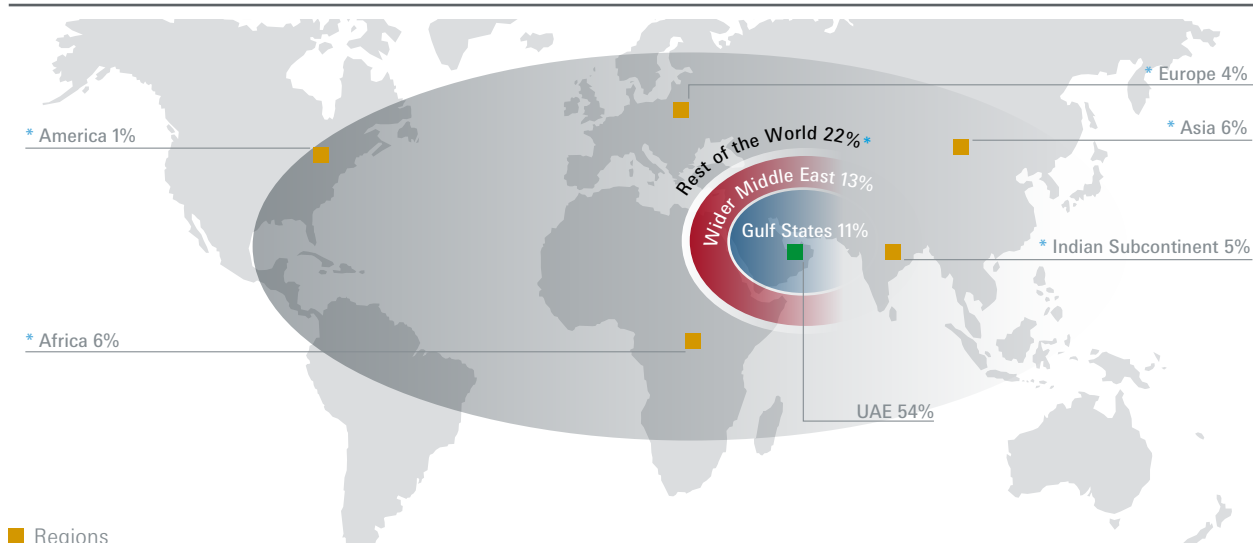
Ways to Protect Trademarks in the UAE
Speaker: Omar Shteivi, Brand Protection Group – UAE



"There's just no better description for Automechanika than a combination of the right audience in the right place at the right time. It is our first participation and I never thought that the exhibition will be that prolific, but it proved to be the right place for closing deals and defining mutual growth opportunities. It is the most successful show of its category by far."

Jamil Zayat, Marketing Manager, The Pitstop

2009 Visitors by Region



■ Regions

Visitors – Main Area of Interest – Product Sections	
Powertrain	18%
Chassis	19%
Bodywork	16%
Roof systems	9%
Interior, Infotainment	22%
Electrics/electronics/sensor systems	29%
Standard parts	31%
Regenerated parts	9%
Accessories and special equipment for motor vehicles in general	29%
Performance systems, Tuning	24%
Design enhancement, Optical Tuning	14%
Car trailers and small commercial vehicle trailers, parts for trailers	17%
Wheel Rims	12%
Tyres	32%
Batteries	28%
Workshop equipment and tools	26%
Body repairs	15%
Painting and anti corrosion protection	8%
Waste disposal and recycling	6%
Dealership equipment, management	25%
Workshop management	16%
Dealership marketing	11%

Filling stations	8%
Car Care	16%
Oil and lubricants	19%

Visitor Origin by Business Sector	
Manufacturing	17%
Distribution	23%
Wholesale	19%
Retail	16%
Import	26%
Export	17%
Institution	2%
Government	3%
Education	1%
Media	4%
Trade Agency	9%
Service Provider	10%

Visitors interested in Products / Equipment for...	
Passenger Cars	57%
Trucks	43%

Epic Messe Frankfurt GmbH
 PO Box 26761, Dubai, UAE
 Tel. +9714 338 0102
 Fax +9714 338 0041
 info@uae.messefrankfurt.com
 www.messefrankfurtme.com

Automechanika Middle East
 www.automechanikaME.com

Michael Dehn, Senior Show Manager:
 michael.dehn@uae.messefrankfurt.com