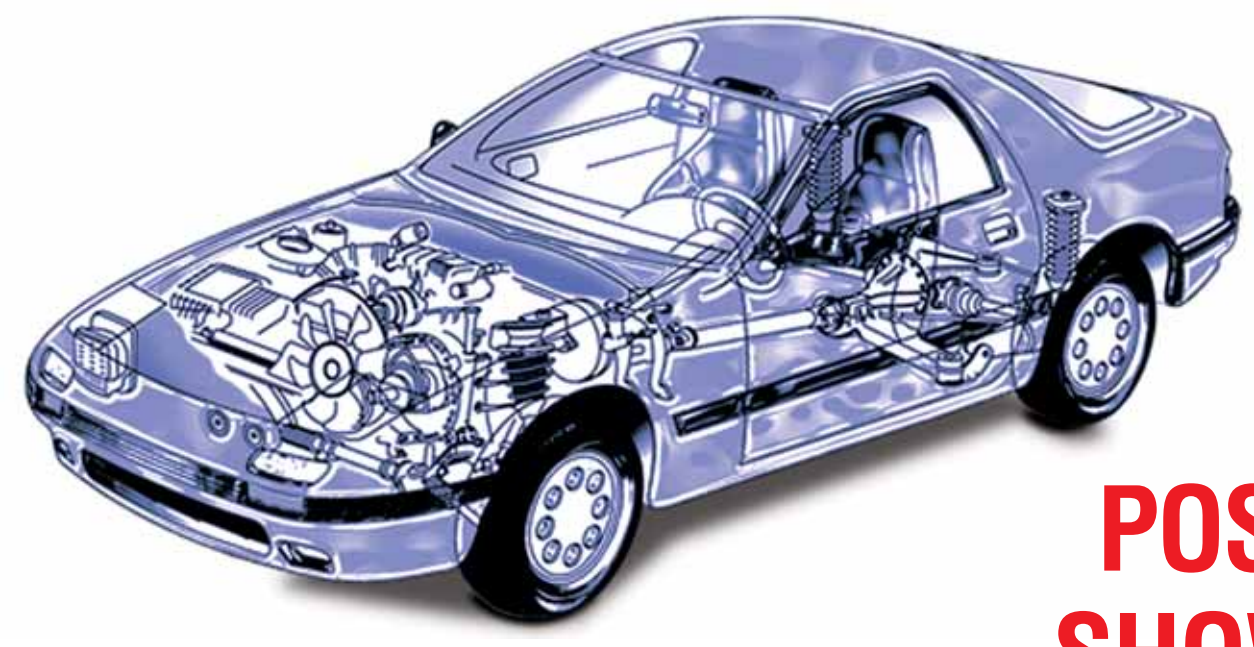
OTOMOTIV 2009

15th International Automotive Supply Industry Components, Accessories & Service Equipment Exhibition

12 - 15 November 2009

CNR EXPO İSTANBUL



POST SHOW REPORT

REPUBLIC OF TURKEY MINISTRY OF INDUSTRY AND TRADE
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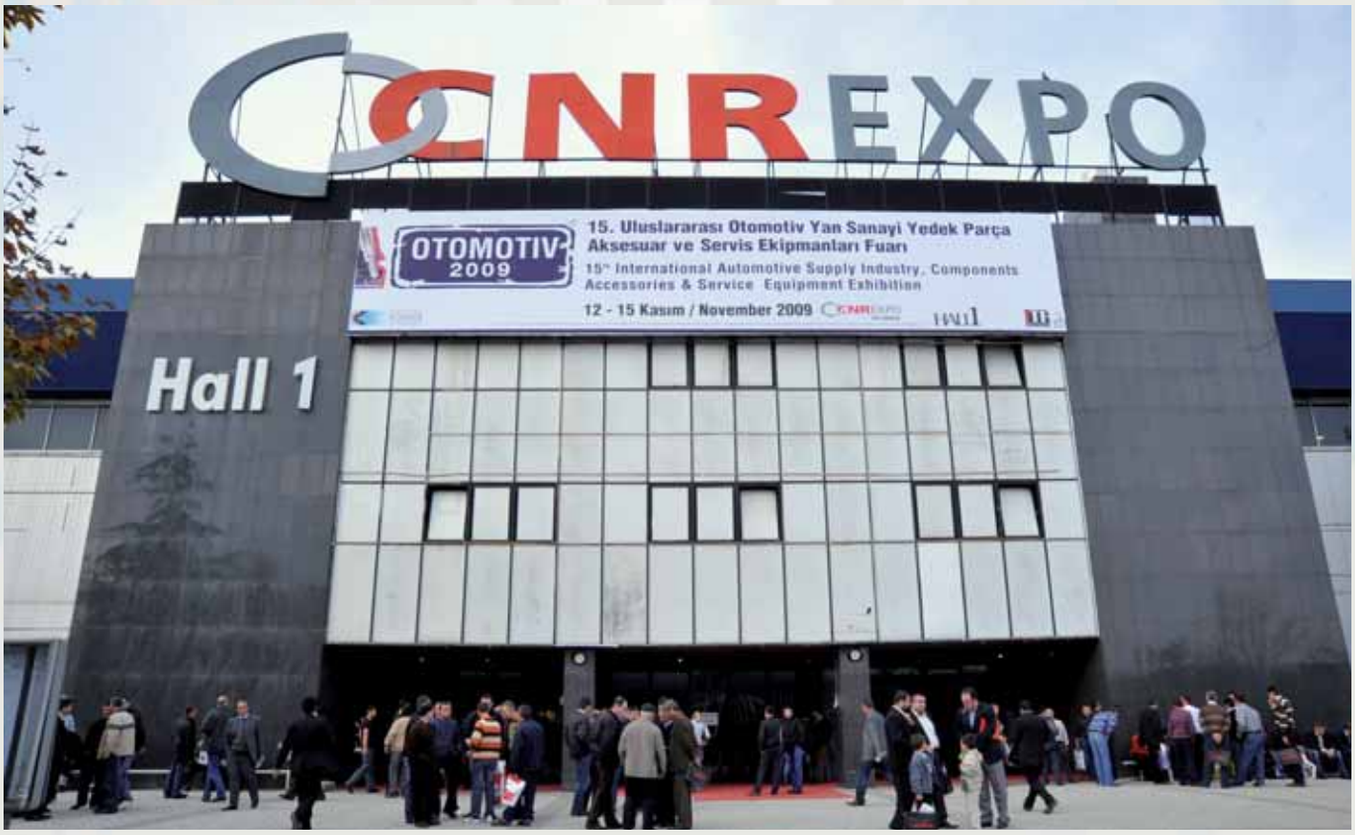
ITF İSTANBUL TRADE FAIRS
ufi Member

THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY, IN ACCORDANCE WITH THE LAW NUMBER 5174.

International exhibitors found their new co-partners at OTOMOTIV 2009!

With the impact of the high growing capacity at the automotive sector, Turkey became one of the most important production centers and Istanbul hosted OTOMOTIV 2009 -15th International Automotive Supply Industry, Components, Accessories and Service Equipment Exhibition between 12-15 November 2009. 13,000 proffessionals visited the trade fair which was held by Istanbul Trade Fairs at CNR Expo Center. Manufacturers from England, Italy, Spain, Germany, India, Malaysia, Bulgaria, Iran, China, Taiwan and Tunusia exhibited at the fair.

Latest automotive innovations on display at OTOMOTIV 2009 served for automotive manufacturers and buyers making new agreements in medium term. The fair held on 10.500 m^2, described as efficient from the point of exhibitors and visitors.



World's & Turkey's Leading Automotive Manufacturers Came Together

Visitors of OTOMOTIV 2009 had the chance to meet 117 domestic and 83 international manufacturers at CNR Expo Center. Some of the domestic exhibitors; such as Anadolu Hidrolik, Dogan Makine, Eksan Otomotiv, Mutlu Aku, Oto Uzay, Standart Yay, Temel Conta, Tursan, Ufuk Otomotiv and Yigit Aku, took parts among the exhibitors. 83 international companies' products were on display at the fair.

One of the world's most important service equipment manufacturers Launch Europe GmbH from Germany, Italy's leading automotive diagnostic equipment manufacturer Brain Bee Automotive; Holbros from England; Olipes SL & Trocellen Automotive Iberica from Spain; Europe's leading spare parts manufacturer Precomp Solutions Ad. from Sweden; Ravensberger Schmierstoffvertrieb Gmbh from Germany; Italy's leading car cleaning company Prodyver SRL; SEPAR, the leading filtre brand of Germany; Il Shin Industrial Co.Ltd. from Korea were among the foreign exhibiting companies at the fair.

2.100 International Visitors at OTOMOTIV 2009

The fair attracted attentions of international buyers. CNR Expo Center hosted 2,100 visitors from Denmark, Egypt, England, Germany, India, Iran, Iraq, Israel, Jordan, Tunisia, Pakistan, China, Romania, South Africa, Italy, Spain, Bulgaria, Russia, Austria, Morocco, and USA. Also, the buyer-delegation from UK visited the fair and had bilateral meetings at OTOMOTIV 2009. And, ITF hosted the buyer delegations from Greece, Bulgaria, Syria and Jordan.

Having the highest growth rate among OECD countries for the past six years, Turkey is a rising star of the global economy. The GDP of Turkey in purchasing power parity reached $942 billion in 2008 establishing it as the 17th largest economy in the world and 6th in the EU. Turkey has attracted more than 18,000 foreign capital establishments and its continuous growth rate has it on track to become a $1 trillion dollar economy in the near future.

And automotive industry is one of the most important impulses of Turkish economy.

Substantial Growth of the Automotive Industry within 50 Years...

By the investments, in 2008, automotive industry products became the number one in Turkey's export. In 2000, automotive industry ranked the 7th in the export volume of the country. In a period of 8 years, the volume of export rose fivefold and at the end of the first half of 2008, the volume of the production reached its peak with 1,5 million pieces. At the end of the second half of 2008, as a result of the global economic recession, it regressed to 1,150 million pieces.

The Turkish auto parts industry produces almost all parts and components. Export volume of the industry is increasing significantly with the focus on replacement components. Thereby, Turkish automotive industry has become an integrated part of the global automotive industry.

Turkish automotive supply industry, with its large capacity, wide variety of production and high standards, supports automotive industry production and has ample potential for exports. Due to the high export potential of the sector and Turkey's regional advantages, the auto parts industry has been attracting foreign investors. Most of the world leaders in the sector have joint ventures with Turkish companies.

Production in Accordance with International Standards

Turkish auto parts manufacturers follow European and international standards and norms. The production in accordance with international environmental and technical norms proves Turkey's export success.

Turkish manufacturers supply major European producers such as OPEL, VW, FORD and GM. Besides, Turkey's competitive components industry is providing products compatible with brands such as GM, Mercedes, BMW, Opel, Toyota, Fiat and Ford.

Worldwide Export

Turkish auto parts products are destined for a wide range of countries in the world. Among 170 countries in five continents, the main export markets are Germany, Italy, the UK, France, the Russian Federation, Romania, Poland, Belgium, Iran, Spain, United States, the Netherlands and Brazil. The export to Germany, France, and Italy composes half of the export volume of Turkish automotive supply industry.

Certificated Quality

- BRISA won "The European Quality Award" in 1996.
- BEKSA won the "The European Quality Award" in the category of small and medium sized enterprises in 1997.
- BOSCH Sanayi ve Ticaret A.S. was awarded with a prize in the "Operational Units Category" by European Foundation for Quality Management in 2003.
- BOSCH Bursa Diesel Plant has received the EFQM Excellence Award 2008 .

Increasing R&D Activities

The importance of R&D activities is raised by the regulations in Turkey. In 2008, a R&D law is legislated for supporting R&D activities in the automotive sector. According to the law, a certain proportion of the sales amount has to be spent for R&D activities. In 2009, 60 R&D centers were put in service to reduce the impacts of the economic crisis. Thus, automotive sector became the first Turkish sector for which maximum numbers of R&D centers work.

With its competitiveness, production in accordance with latest technologies, high labor productivity, high quality of its products, increasing R&D and design activities, Turkey became one of the production bases and an important automotive market in the world.

And by using the advantages of "High-Quality Concept & High Labor Productivity", Turkey aims to continue to being the choice of global leading brands' production base and rise the success of its national brands.

Did You Know That...

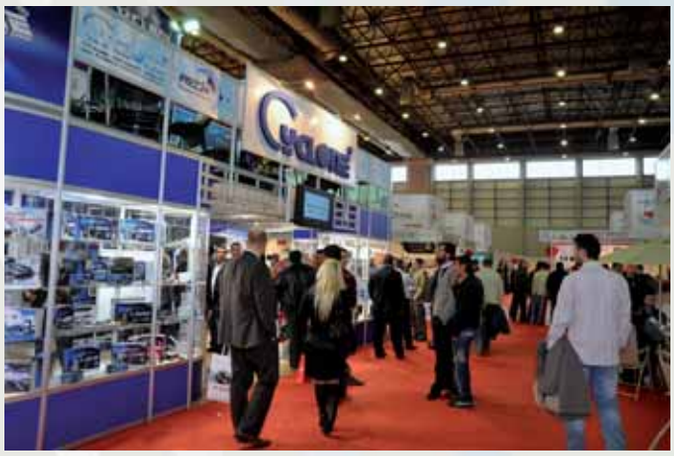
- Turkey is the biggest bus manufacturer and the second largest light commercial vehicle manufacturer in European Union region.
- Turkey is the 17th biggest manufacturer of automotive supply industry in the world.
- The Turkish vehicle industry has a total production capacity of 1.5 million vehicles, of which 1.3 million (86 %) is for light vehicles (passenger cars, minibuses and pick-ups).
- The total vehicle production in 2008 was 1,147,110 units (excluding tractors) which is a record for the Turkish automotive industry. Turkey's total automotive vehicle exports in 2008 reached 913,218 units.
- The number of companies in the autoparts industry is about 4,000. Approximately 400 autoparts exporters operate in the country, and around 70% of their output is exported to European Union.
- 250,000 employees work for automotive industry in Turkey.
- Turkey is exporting 90% of its automotive supply industry production.
- Automotive trade volume reached up to $13 billion.

And 2012 Targets of the Industry are...

- Producing 2 million and export of 1,5 million units,
- Export revenue of $40 billion,
- Hiring 600,000 employees,
- Being one of the 10 biggest vehicle manufacturers in the world,
- Being one of the 5 biggest R&D bases in EU.

EXHIBITION FACTS

Fair	: 15th International Automotive Supply Industry, Companents, Accessories and Service Equipments Exhibition
Dates	: 12-15 November 2009
Venue	: CNR EXPO, Istanbul
Period of the Fair	: Annual
Organizer	: ITF - Istanbul Trade Fairs Inc.



Product Groups

- Motor and motor parts
- Inner tube and tyres
- Transmission components
- Brake systems and parts
- Hydraulic and pneumatic components
- Suspension components
- Safety components
- Rubber and rubber components
- Chassis components and parts
- Casting and casting parts
- Electrical equipment and lightening systems
- Accumulators
- Auto windows
- Motor oils and additives
- Auto Seats and upholstery
- Test checking devices
- Small tools
- Painting-Drying chambers
- Accessories
- Internal and external hardwares
- Filters

Exhibitor Countries

Bulgaria, China, Germany, India, Iran, Italy, Malaysia, Spain, Taiwan, the UK, Tunisia.

Number of the Brands	
Domestic	542
International	428
TOTAL	**970**

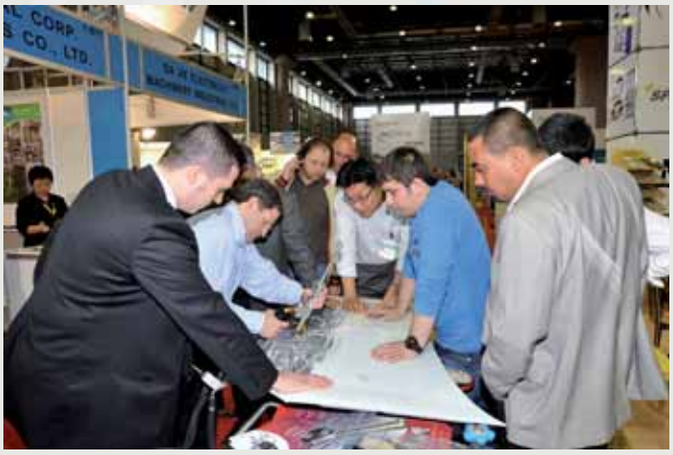
Visitor Profile

- Automotive manufacturers and importers
- OEM's, buyers from the main industry
- Garage and service station executives and proprietors
- Electrical engineers
- Machinery engineers
- Industrial engineers
- Freight and transport companies
- Public and municipality authorities
- Top management from distributors and marketing companies
- Technicians

Number of Visitors	
Domestic	10,754
International	2,102
TOTAL	**12,856**

Visitor Countries

Austria, Bulgaria, China, Denmark, Egypt, Germany, India, Iran, Iraq, Israel, Italy, Jordan, Morocco, Pakistan, Romania, Russia, Spain, South Africa, Tunisia, the UK, USA



MEDIA PLANNING

International Magazines	March	April	May	June	July	August	Sept.	Oct.	Nov.
AP- AUTOPARTS MAGAZINE			●	●	●				
AUTOMOTIVE INDUSTRIES	●								
HARDWARE BUYERS GUIDE 2009		●							
BENCMARK REPAIR				●					
AUTO SOURCING						●			
TAIWAN TRANSPORTATION EQUIPMENT GUIDE		●							
CHINA TRANSPORTATION EQUIPMENT GUIDE		●							
TAIPEI INT'L AUTOPARTS AND ACCS. SHOW		●							
FASTENER WORLD MAGAZINE			●				●		
ATV SOURCE 2009		●							
TRADE SHOW EXPRESS			●	●	●	●	●		
HAM SHAHRIH								●	
AUTOMOBILWOCHE							●		
L'ARGUS MAGAZINE								●	
FASTENERS, ADHESIVES, TOOLS MAGAZINE							●		

MEDIA PLANNING

National Magazines	March	April	May	June	July	August	Sept.	Oct.	Nov.
OTOMOTİV KATALOG		●	●	●	●	●	●	●	●
AUTOMOTIVE EXPORTS		●	●				●	●	
METAL MAKİNE			●	●	●	●	●	●	
HİDROLİK & PNÖMATİK	●	●					●	●	
ENDÜSTRİ MAGAZİN	●	●					●	●	
SAÇ İŞLEME REHBERİ		●	●	●				●	●
FAIRWORLD		●	●	●	●	●	●	●	●
METAL-SAN			●	●			●	●	
ISOD OTOMOTIV	●	●	●	●	●	●	●	●	
SUBCON TURKEY		●	●				●	●	
AUTO SPARE PARTS WORLD / OTO YEDEK PARÇA		●	●	●			●	●	
COMMERCIAL VEHICLES WORLD / TİCARİ ARAÇLAR		●	●	●			●	●	
SPARE PARTS & SERVICE EQIPMENT			●	●	●	●	●	●	
YEDEK PARÇA SERVİS DONANIMLARI			●	●	●		●	●	
ENDÜSTRİ ENFORMASYON	●	●	●	●	●	●	●	●	
H+P HİDROLİK PÖNAMATİK	●	●	●	●	●	●	●	●	
OTO YEDEK PARÇA VE SERVİS EKİPMANLARI	●	●	●	●	●	●	●	●	
KALIP DÜNYASI							●	●	
METAL DÜNYASI						●	●	●	
KOBİ EFOR		●	●				●	●	

MEDIA PLANNING

Internet	March	April	May	June	July	August	Sept.	Oct.	Nov.
www.otomotivmagazin.com						●	●	●	●
www.subconturkey.com						●	●	●	●
www.sektorel.com						●	●	●	●
www.metalmakina.com						●	●	●	●
www.auma.de	●	●	●	●	●	●	●	●	●
www.alibaba.com				●	●	●	●	●	●
www.bvents.com		●	●	●	●	●	●	●	●
www.expodatabase.com	●	●	●	●	●	●	●	●	●
www.eventseye.com	●	●	●	●	●	●	●	●	●
www.indiamart.com	●	●	●	●	●	●	●	●	●
www.fastinfo.ru	●	●	●	●	●	●	●	●	●

National Newspapers
SABAH
POSTA
ZAMAN
HÜRRİYET
ANAYURT GAZETESİ / Ankara
OLAY GAZETESİ / Bursa
YENİ ASIR GAZETESİ / İzmir
ANADOLU GAZETESİ / Kayseri
MERHABA GAZETESİ / Konya
DENGE GAZETESİ / Manisa

Makine ve otomotivciler CNR EXPO'da buluşacak

TIME fuan 29 Ekim, Otomotiv 2009 ise 12 Kasım'da başlıyor

CNR EXPO'da düzenlenen fuar ziyaretçi akınına uğramıştı.

Otomotivin kalbi CNR Expo'da atıyor

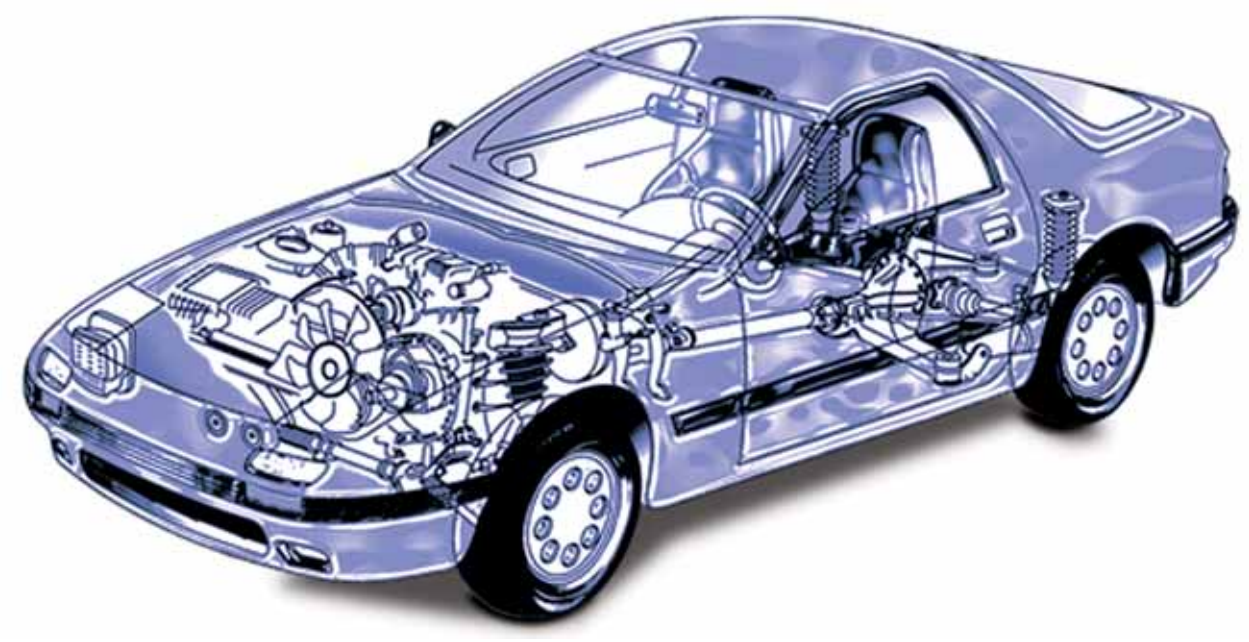
İSTANBUL- Üretim teknolojileri ve otomotiv alanındaki yenilikler TIME ve Otomotiv 2009'da, İstanbul Fuarcılık tarafından CNR Expo Fuar Merkezi'nde düzenlenecek her iki fuar sektörünün kazanç kapısı niteliğinde. Otomotiv fuarı, bu alanda üretim üssü konumuna gelen Türkiye açısından zirve olarak görülürken, TIME fuarı da makine üreticilerini ve satın almacıları ayrı çatı altında buluşturan bir endüstri merkezi olarak tanımlanıyor. Otomotiv yan sanayi temsilcileri uluslararası ana üreticilerle Otomotiv 2009'da buluşmaya hazırlanıyor. 12 - 15 Kasım tarihleri arasında CNR Expo Fuar Merkezi'nde 15. kez gerçekleştirilecek Uluslararası Otomotiv Yan Sanayi, Yedek Parça, Aksesuar ve Servis Ekipmanları Fuarı Otomotiv 2009'da sektörün yenilikleri görücüye çıkacak. Fuarın ziyaretçi ülkeleri Çin, Danimarka, Mısır, İngiltere, Almanya, Hindistan, İran, Irak, İsrail, Ürdün, Tunus, Pakistan Romanya, Güney Afrika, Sri Lanka, İtalya, İspanya, Bulgaristan, Rusya, Avusturya, Fas ve ABD. İngiltere'den gelecek alım grupları fuarda ikili görüşmeler yapacak.

OTOMOTIV 2010

16th International Automotive Supply Industry Components, Accessories & Service Equipment Exhibition

25 - 28 November 2010

CNR EXPO İSTANBUL



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