

# Press

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## Automechanika worldwide

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## International network of seventeen B2B events in fifteen countries

### Automechanika Ho Chi Minh City debuts in March 2017

With 4,820 companies from 76 countries, **Automechanika Frankfurt** in September 2016 set a new exhibitor record. Approximately 136,000 visitors from 170 countries (2014: 137.982<sup>1</sup>) made their way to Frankfurt for the world's leading trade fair for the automobile sector. The fair's central theme was 'Tomorrow's Service & Mobility'. The exhibitors offered an impressive demonstration of the ways in which the industry is changing as connected cars come to the fore. Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH: "With these impressive figures, Automechanika is continuing to build on its position as the world's leading platform for the automotive aftermarket. In addition to countless impressive smart vehicles that are already connected, the struggle for data was one of the hottest topics of discussion at the trade fair." Automechanika Frankfurt will be taking place for the 25th time from 11 to 15 September 2018, and REIFEN, licensed from Messe Essen, will for the first time be held alongside it, in Hall 12.

At present, 16 Automechanika fairs take place outside Germany. They are used by numerous companies to familiarise themselves with new markets, to make personal contacts and to expand their sales networks.

The first edition of **Automechanika Ho Chi Minh City** in Vietnam took place with 341 exhibitors on 15 March 2017 at the Saigon Exhibition and Convention Center. The three-day show is Vietnam's leading regional trade fair for the automotive service industry attracting more than 8,000 visitors from 52 countries. Organised by Messe Frankfurt, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam.

In January 2016 **Automechanika Jeddah** in Saudi-Arabia celebrated its premiere. The second edition of the three-day event took place from 31 January to 2 February 2017 at the Jeddah Centre for Forums and Events. The trade fair concluded with more than 4,000 trade buyers who

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<sup>1</sup> FKM certified

networked with 174 exhibitors from 25 countries. The next edition of Automechanika Jeddah will take place in early 2019.

The second Automechanika in Saudi Arabia will take place in 2018 when the 1st **Automechanika Riyadh** opens its doors at the Riyadh Exhibition Centre from 5 to 7 February 2018. The three-day regional event will be held alternately with Automechanika Jeddah every two years.

The first **Automechanika Birmingham** was held at the National Exhibition Centre (NEC) from 7 to 9 June 2016 and exceeded all expectations with over 12,000 visitors. 569 exhibitors presented their products, covering an exhibition space of more than 20,000 sqm. The trade fair is organized by Forest Exhibitions and supported by the Society of Motor Manufacturers & Traders (SMMT). The next edition will take place with 35% increase in stand space and considerable growth of exhibitor numbers from 6 to 8 June 2017.

The third **ACMA Automechanika New Delhi** broke records again. From 21 to 24 March 2017 the trade fair hosted 552 exhibitors with a 40 percent increase in international exhibitors and attracted 15,000 visitors. The next edition of the New Delhi show will take place from 14 to 16 March 2019 in New Delhi.

**Automechanika Shanghai** continues to shatter records at the National Exhibition & Convention Center (Shanghai), China: The 2016 edition continues the upward climb with a 10 percent increase in visitors (all in all 120,671 visitors from 140 countries and regions) and a 7 percent increase in exhibitors (all in all 5,756 exhibitors from 42 countries and regions). 312,000 sqm of exhibition space was necessary to accommodate the expansion to 13 halls, representing a 12 percent increase on 2015. The 2017 edition of the show will be held 29 November to 2 December 2017.

**Automechanika Dubai** is a well-established force on the international fair and exhibition landscape. 2,017 exhibitors from 58 countries made presentations to more than 30,000 trade visitors from over 119 countries at this rapidly growing fair. The next edition of Automechanika Dubai will be held at Dubai International Convention and Exhibition Centre from 7 to 9 May 2017.

**Automechanika St. Petersburg** took place from 14 to 16 March 2017 in parallel to the St. Petersburg Technical Fair and the 11<sup>th</sup> St. Petersburg Partneriat for SMEs. The events attracted more than 6,500 visitors, the majority of them from Northwest and Central Russia. More than 200 exhibitors presented their new products at the fair.

In Turkey, automotive parts make up the leading export sector and, in line with this, **Automechanika Istanbul** is a long-running success. Since the première in 2001, this event, a joint venture of Messe Frankfurt and Hannover Fairs Turkey, has developed into Turkey's biggest and most international trade fair. During the four days of Automechanika Istanbul in April 2017 more than 43,800 visitors were hosted. 1,217 exhibitors

came to the Bosphorus to present their products. The next edition of Automechanika Istanbul will take place from 5 to 8 Mai 2018.

Since 2011 in the Automechanika portfolio is **Motortec Automechanika Madrid**, which is organised by IFEMA (*Institución Ferial de Madrid*), a powerful partner of Messe Frankfurt. The Automechanika on the Iberian Peninsula took place at the Parque Ferial Juan Carlos I in Madrid from 15 March to 18 March 2017 and closed with 10 percent more visitors and 12 percent more exhibitors. Altogether the fair attracted more than 56,000 visitors to the Feria de Madrid, where 685 companies presented their products. The next Motortec Automechanika Madrid will be held from in 2019.

The fourth **Automechanika Johannesburg** from 6 to 9 May 2015 attracted a number of 608 exhibitors. This biennial event showcased a rich mix of products, technologies and services meeting a variety of requirements for the rapidly changing automotive aftermarket. In May 2015 the finals of the South African Leg of the biennial International World Skills Contest in the trades automotive technology technician, auto body repairer and spray painter were conducted at Automechanika Johannesburg. More than 11,000 visitors attended the show and 2.400 delegates came to the 21 conferences. The next Automechanika Johannesburg will be held from 27 to 30 September 2017.

**Automechanika Kuala Lumpur** is the gateway to the ASEAN region. Held from 23 to 25 March 2017 at the Kuala Lumpur Convention Centre, the 10<sup>th</sup> edition attracted more exhibitors and visitors than ever before: 246 exhibitors from 18 countries and regions presented their new products to over 5,650 visitors from 71 countries and regions. The next event will take place from 21 to 23 March 2019.

Messe Frankfurt holds three Automechanika fairs on the American continent: **Automechanika Chicago**, **Automechanika Buenos Aires** and **INA PAACE Automechanika Mexico City**.

**INA PAACE Automechanika Mexico City** is one of the leading fairs for the automotive aftermarket in Latin America. Mexico is one of the world's most dynamic automobile markets. Showcasing industry leading products and services in the automotive aftermarket, 452 exhibiting companies represented 21 countries in April 2016. More than 19,000 visitors attended the show. The next INA PAACE Automechanika will be held from 14 to 16 June 2017 at Centro Banamex in Mexico-City.

**NACE Automechanika Chicago** made its debut at the McCormick Place Exhibition Centre in Chicago from 24 to 26 April 2015. 461 exhibitors from 23 countries presented their products to nearly 6,000 trade visitors. The fair is being organised by Messe Frankfurt in cooperation with UBM Advanstar – one of the biggest trade-show companies in the USA. The next Automechanika Chicago will be held from 26 to 28 July 2017.

**Automechanika Buenos Aires** has developed into the leading event in the Mercosur region. Covering an area of 40,000 sqm (gross), it is the

third-biggest event in the Automechanika family and is held in La Rural Exhibition Centre. The fair was launched in 2000 and has proved to be a reliable partner for the market even in times of economic difficulty. The event closed its 2016 edition with the participation of 391 exhibitors from 18 countries and more than 29,000 professional visitors from 35 countries. The figures for the next Automechanika Buenos Aires from 7 to 10 November 2018 will certainly be the subject of considerable interest.

The exhibition **MIMS Automechanika Moscow** is organized by ITEMF Expo, a joint venture of ITE Group and Messe Frankfurt. The latest edition in August 2016 attracted more than 30,000 visitors from 59 countries. 920 exhibitors presented a wide range of spare parts, components and equipment for vehicle servicing on an area of 30,838 sqm. The next MIMS Automechanika Moscow will be held from 21 to 24 August 2017.

Summarising the global activities of the Automechanika brand, Detlef Braun, Member of the Executive Board of Messe Frankfurt, says: "We will continue observing and analysing the world's markets in the future to give international manufacturers and buyers the chance to make contact with national companies and business partners. In particular, we aim to offer small to medium-sized companies a launching pad into the emerging markets."

More informationen under [www.automechanika.com](http://www.automechanika.com), [www.facebook.com/automechanika](https://www.facebook.com/automechanika), [www.twitter.com/automechanika](https://www.twitter.com/automechanika) and [www.automechanika.com/gplus](http://www.automechanika.com/gplus) and in our Automotive-blog [www.driving-news.com](http://www.driving-news.com).

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)