

Press release

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Automechanika Dubai moves to June 2021

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New dates announced for Middle East and Africa's largest automotive service industry exhibition

Dubai, UAE: New dates have been announced for Automechanika Dubai, with the Middle East and Africa's largest trade fair for the automotive service industry, now scheduled for June 2021.

Organiser Messe Frankfurt Middle East confirmed Automechanika Dubai's 18th edition, which was originally postponed to run in October 2020, will instead take place from 7-9 June 2021 at the Dubai World Trade Centre.

The three-day event in 2019 featured 1,880 exhibitors from 63 countries, while drawing in 32,750 trade visitors from 146 countries, underlining its international scope; more than 90 percent of exhibitors and 50 percent of visitors come from outside of the UAE.

Mahmut Gazi Bilikozen, Automechanika Dubai's Show Director, said, "We did our very best to hold Automechanika Dubai in October, however we now have our sights set on 2021, when the show will take place just a few months ahead of the Dubai Expo.

"We've been in regular contact with our customers, partners and supporting associations, and given the current situation, moving Automechanika Dubai to June 2021 is the logical decision.

"We're responding to our stakeholders' best interests, and we're committed to delivering another successful exhibition next year. All existing exhibitors' contracts are still valid and can be transferred to 2021."

Automechanika Dubai will meanwhile continue to host its popular free-to-attend webinar series, of which there've been six so far in the last two months, with more than 2,200 attendees logging on to keep abreast of the latest auto aftermarket trends and opportunities.

Messe Frankfurt Middle East
Dubai, United Arab Emirates

Added Mr. Bilikozen, “While they cannot not replace the benefits of meeting face-to-face that a physical event provides, our webinars allow us to stay connected with our customers, and to offer them some means of business networking and knowledge sharing,” he added. “We can also address any customer concerns, and to plan ahead for 2021.”

A host of value-added events

Automechanika Dubai covers the six major product sections of Parts & Components and Electronics & Systems; Accessories & Customizing; Tyres & Batteries; Repair & Maintenance; and Car Wash, Care & Reconditioning.

Next year’s event will showcase a number of exciting elements such as the Automechanika Academy, the Modern Workshop, and the Innovation Zone, which will keep the many thousands of trade buyers and industry professionals in tune with new market developments.

The Innovation Zone is a dedicated area at the centre of the show floor featuring presentations and product showcases from exhibitors that are steering the course for the regional and global automotive aftermarket.

Other features include the Truck, Agriculture, and Motorcycle Competence initiatives, dedicated to the entire value chain in the truck, motorbike, and agriculture sectors, from parts and accessories, to workshop equipment, body repair and care.

The Automechanika Academy meanwhile will feature key presentations such as Dubai’s auto parts and accessories trade in 2020 by the Dubai Customs, as well as AfriConnections, which explores rising opportunities in the African aftermarket.

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Press information and images:

<https://automechanika-dubai.ae.messefrankfurt.com/dubai/en/press.html>

Automechanika Dubai in social media:

Facebook: www.facebook.com/AutomechanikaDu

Twitter: www.twitter.com/automechanikaDu

YouTube: www.youtube.com/channel/UCpUHjMCIYZtOyLfs0-t6oUQ

Instagram: www.instagram.com/automechanikadu/

LinkedIn: www.linkedin.com/company/automechanikadu/

Automechanika Dubai
7-9 June 2021
Dubai World Trade Centre

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €736 million. We have close ties with our industry sectors and serve our customers’ business interests efficiently within the framework of

our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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

About Messe Frankfurt Middle East

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Gifts & Lifestyle Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, and SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including Digital Next, Think Light, and the International Conference on Future Mobility. In 2019, Messe Frankfurt Middle East exhibitions combined featured 6,282 exhibitors from 68 countries, and attracted 150,545 visitors from 156 countries. For more information, please visit our website at www.messefrankfurtme.com

Automechanika Dubai
7-9 June 2021
Dubai World Trade Centre