

## **Automechanika: At home worldwide**

**With 15 events in 14 countries, Automechanika is the world's most successful B2B trade fair brand. The brand represents some 20,000 exhibitors and 600,000 trade visitors. The newest addition to the international trade fair brand was, when Automechanika Astana in Kazakhstan opened its doors for the first time in March 2019.**

The very first Automechanika took place in Frankfurt in 1971, when it was launched as a replacement for the International Motor Show (IAA) that was cancelled that year on account of the economic crisis. More than 400 exhibitors came to the first Automechanika – a number that has continued to grow ever since. Today, more than ten times as many companies exhibit here. As the automotive industry has become increasingly globalised, Automechanika has followed suit by continually adding new venues worldwide since the 1990s. Together with some 160 partners, supporters and leading associations from the automotive aftermarket, Messe Frankfurt now organises the event in 14 countries across four continents. Every one of the 15 Automechanika trade fairs is tailored to the requirements of its region. The trade fairs are supplemented by extensive supporting programmes featuring training, networking events and special areas of emphasis, making each of them the place to be for business interactions, professional development and a comprehensive overview of the market.

Detlef Braun, Member of the Executive Board of Messe Frankfurt: "The automotive aftermarket is of major economic significance, and Automechanika offers a shared platform for everyone involved. Visiting our platforms worldwide is absolutely essential for anyone looking to keep up with the rapid developments in the automotive services sector. This is where the leading companies and visionary first-movers come to showcase their innovations, and it is where industry experts discuss the latest challenges facing the industry. Automechanika trade fairs are the ideal location in which to bring people and institutions into contact with the solutions and products they are looking for."

Owing to the rotation of events, nine Automechanika shows (out of a total of 15) will be taking place in 2020. **Automechanika Riyadh** licensed to Al-Harithy Company for Exhibition Ltd kicked it all off in February. The event debuted in 2018 with 150 exhibitors and some

5,000 visitors and takes place in alternate years with Automechanika Jeddah licensed to Al-Harithy Company for Exhibitions Ltd.

**Automechanika Ho Chi Minh City** will be held for the third time in March. Vietnam's leading regional fair for the automotive service industry has been held annually since its launch in 2017, and in February 2019 the event welcomed 359 exhibitors and 8,929 visitors – five percent more visitors than the previous year. The organisers are Messe Frankfurt New Era Business Media Ltd, Chan Chao International Co Ltd and Yorkers Exhibition Service Vietnam.

The annual **Automechanika Istanbul** trade fair has been a permanent member of the brand family since 2001. It was most recently held in April 2019, when it drew over 48,000 visitors and 1,397 exhibitors. The event, which is a joint venture between Messe Frankfurt and Hannover Fairs Turkey, has become Turkey's largest and most international trade fair.

In March 2019, the most recent addition to the trade fair family made its debut: with the launch of **Automechanika Astana** licensed to Business Media Central Asia, the Kazakhstan market acquired a full-fledged flagship fair for the automotive aftermarket. For three years, Messe Frankfurt had been studying the market while supporting the 'Kazakhstan International Automotive Expo'. With the positive development in exhibitor and visitor figures, it was the perfect time to place the Automechanika brand in the Kazakhstan market, and the three-day debut event played host to 129 exhibitors from 16 countries and more than 1,800 visitors.

Another established presence in the international trade fair landscape is **Automechanika Dubai**, an annual event that also features an extensive Academy programme and 23 country pavilions. It is the industry's most important trading platform for the Middle East, Africa and Asia, and when the event took place for the 17th time in May 2019, it drew 1,880 companies and more than 32,000 trade visitors from 146 countries.

**INA PAACE Automechanika Mexico City** has been a member of the trade fair family since 1999, and with Mexico's dynamic automotive market it has developed into one of the leading industry events in Latin America. Over 520 exhibitors from 24 countries were on hand at the last fair in July 2019 to show off their products and solutions to some 37,000 interested trade visitors.

Russia was one of the first countries to which Automechanika was exported. **MIMS Automechanika Moscow** is organised by ITEMF Expo, a joint venture between the ITE Group and Messe Frankfurt, and in August 2019 the industry's leading event for Russia, the CIS states and Eastern Europe played host to more than 1,400 exhibitors from 36 countries showcasing their products for over 28,000 visitors.

From 11 to 15 September 2018, the biennial **Automechanika Frankfurt** trade fair celebrated its 25th anniversary with record numbers of exhibitors, more visitors than in 2016 and a new record for the amount of exhibition space. The event also featured numerous new themes,

including the business of classic and collectible cars of all ages, REIFEN as a co-located show, and new professional development opportunities – for the first time including the commercial vehicles field – and much else besides. Approx. 5,000 companies presented their new products and solutions to some 135,000 trade visitors from 184 countries, a new record.

In Argentina, **Automechanika Buenos Aires** – established in 2000 – has grown to become South America’s leading trade fair for the automotive aftermarket. Even in difficult economic times, it has proved itself to be a reliable platform for the industry. The trade fair takes place once every two years, and celebrated its tenth anniversary in 2018. Approx. 450 exhibitors and 30,000 trade visitors came to the previous event.

The final event on the calendar for the year is **Automechanika Shanghai**, which is held once each year. The event’s growth continued last year with an increase of six percent in the number of visitors (to a total of approx. 160,000 visitors from 149 countries and regions) and of five percent in the number of exhibitors (to a total of 6,590 exhibitors from 46 countries).

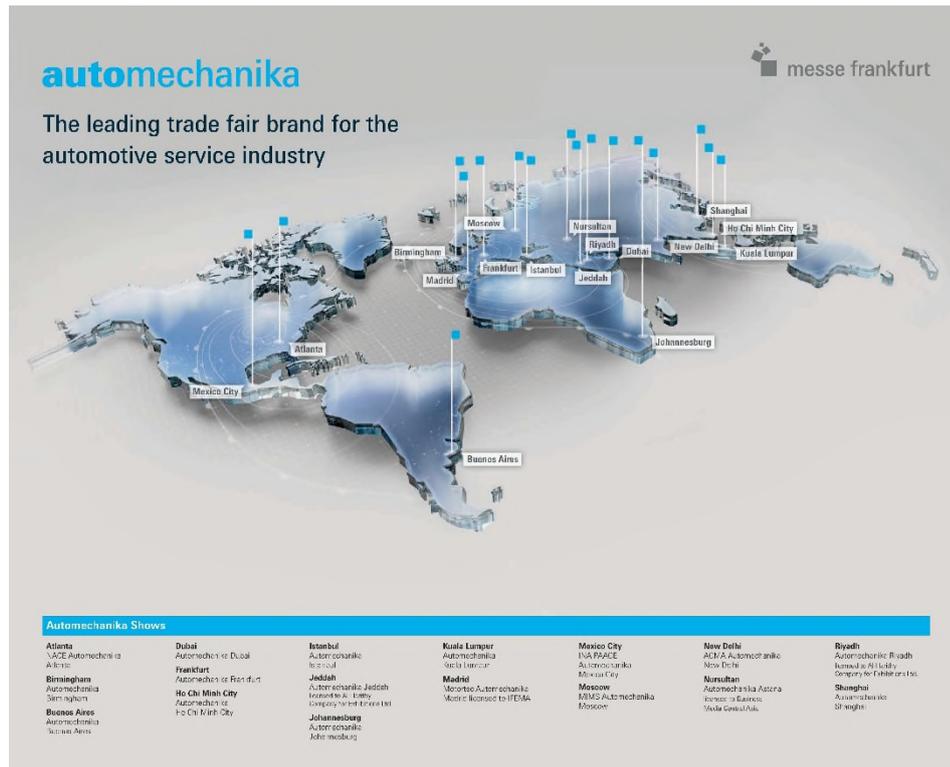
The 2021 trade fair year kicks off with **ACMA Automechanika New Delhi** in February. The event, which is held once every two years, drew 515 exhibitors from 16 countries and 13,267 visitors from 42 countries last year, and will be taking place for the fifth time from 25 to 28 February 2021.

**Automechanika Jeddah** licensed to Al-Harithy Company for Exhibition Ltd opened its doors for the third time in 2019, allowing some 2,500 visitors to network with 80 exhibitors from 15 countries. The event takes place in alternate years with Automechanika Riyadh licensed to Al-Harithy Company for Exhibitions Ltd and will next be held in February 2021.

In March 2019, **Automechanika Kuala Lumpur** once again served as the gateway to the ASEAN region. The event, which is held once every two years, welcomed more exhibitors and visitors than ever before: 293 companies from 16 countries and regions were on hand to present their latest products and innovations to 7,033 visitors (24 percent more than in 2017) from 58 countries and regions. The 2019 event once again took place under the successful ‘Sourcing, Training, Entertainment’ motto.

**Automechanika Birmingham** was held for the fourth time from 4 to 6 June 2019. Over 500 exhibitors from 21 countries presented their latest products and solutions to 12,145 trade visitors at the 2019 show. A variety of aftermarket seminars featuring a roster of respected industry experts were among the highlights. The event debuted in 2016 and is organised by Forest Exhibitions, a subsidiary of Messe Frankfurt, with the support of the Society of Motor Manufacturers & Traders (SMMT). From 2019 the show is being held once every two years, in alternation with Automechanika Frankfurt.

**Automechanika Johannesburg** is the largest trading platform for the automotive sector in Africa. The trade fair takes place once every two years, and was once again accompanied by two events taking place at the same time: Futuroad Expo Johannesburg and SCALEX Johannesburg. The trade fair was held for the sixth time in 2019, when more than 600 exhibitors from 28 countries and over 14,000 visitors made their way to South Africa for the occasion. One of the highlights of this event is the presentation of the prestigious Automechanika Innovation Award that is familiar from the Frankfurt event.



Automechanika: An international network of 16 events in 15 countries.

### Automechanika events from 2020 until 2021:

|  |                      |
|--|----------------------|
| <b>Automechanika Istanbul</b>              | 2–5 April 2020       |
| <b>Automechanika Astana</b>                | 15–17 April 2020     |
| <b>Automechanika Dubai</b>                 | 7–9 June 2020        |
| <b>INA PAACE Automechanika Mexico City</b> | 22–24 July 2020      |
| <b>MIMS Automechanika Moscow</b>           | 24–27 August 2020    |
| <b>Automechanika Frankfurt</b>             | 8–12 September 2020  |
| <b>Automechanika Buenos Aires</b>          | 4–7 November 2020    |
| <b>Automechanika Shanghai</b>              | 2–5 December 2020    |
| <b>ACMA Automechanika New Delhi</b>        | 25–28 February 2021  |
| <b>Automechanika Jeddah</b>                | February 2021        |
| <b>Automechanika Kuala Lumpur</b>          | 18–20 March 2021     |
| <b>Automechanika Birmingham</b>            | 8–10 June 2021       |
| <b>Automechanika Johannesburg</b>          | 14–17 September 2021 |

**Further information:**

[www.automechanika.com](http://www.automechanika.com)

**Links to websites:**

Facebook: [www.facebook.com/automechanika](https://www.facebook.com/automechanika)

Twitter: [www.twitter.com/automechanika](https://www.twitter.com/automechanika)

Instagram: [www.instagram.com/automechanika\\_official](https://www.instagram.com/automechanika_official)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 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](http://www.messefrankfurt.com)