

Press

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Automechanika Birmingham – The UK’s leading exhibition for the automotive aftermarket and vehicle production industry.

Simon Albert
Tel. +44 (0)1483 483984
simon.albert@uk.messefrankfurt.com
www.automechanika-birmingham.com

NEC Birmingham, 5 to 7 June 2018

Messe Frankfurt sets up UK subsidiary

Messe Frankfurt further expands its international network: With the acquisition of Forest Exhibitions Ltd. in Godalming, Surrey on 1st March, 2018 the Group now has its own subsidiary in the United Kingdom.

The purchase of Forest Exhibitions Ltd. means the 100% acquisition of Automechanika Birmingham, which the company has now firmly established in the UK to date as a licensee. Automechanika Birmingham ran for the first time in 2016, with over 500 exhibitors –the largest launch event for an Automechanika since the inaugural Frankfurt show. The following year’s event recorded a marked increase in exhibitor figures and exhibition space, with 800 companies showcasing their products and services to over 12,000 visitors.

Last year Automechanika Birmingham collected no fewer than four industry awards, including Best Trade Show at the prestigious exhibition industry AEO Awards. Detlef Braun, the member of the Executive Board of Messe Frankfurt responsible for the Mobility & Logistics business field, which includes the trade fair brand Automechanika with 17 shows in 15 countries, commented: “With our subsidiary in the United Kingdom, we aim to continue helping Automechanika Birmingham go from strength to strength.”

The former Event Director of Forest Exhibitions Ltd, Simon Albert, has been named as Managing Director of the new Messe Frankfurt subsidiary. Albert commented “I am excited and proud to be part of one of the largest trade fair companies in the world and to contribute to its success from the UK. Being a full part of the Messe Frankfurt family will only strengthen our ability to put on a successful event for exhibitors and visitors alike. Because of our historic close working with Messe Frankfurt, there will be no material operational changes to the way we work with our customers, partners and suppliers.”

Albert succeeds Rob Sherwood, whose company Sherwood Event Services Ltd will continue to represent all of Messe Frankfurt’s international trade shows.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

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Editors' notes

About Automechanika Birmingham 2018

From 5-7 June 2018, the automotive industry's event, Automechanika Birmingham will take place at the NEC Birmingham. Housing a new layout and with over 500 exhibitors for 2018, 85% of 2017 visitors are intending to return to the exhibition, with this year's event already shaping up to be another success.

This year will feature a raft of new initiatives confirming Automechanika Birmingham 2018 as the UK's most valuable meeting place for the automotive industry. These will include a dedicated Garage Quarter, extended opening hours, a facilitated meetings programme to allow visitors to pre-arrange meetings with exhibitors, and much, much more.

Set to make appearances again will be the highly successful Garage of the Year award, live technical demonstrations and training, as well as further invaluable networking opportunities between exhibitors and senior professionals from the aftermarket and vehicle production sector. To book a stand, contact info@automechanika-birmingham.co.uk or for more information, go to www.automechanika-birmingham.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 more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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). * preliminary numbers 2017
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