

automechanika

DUBAI

POST SHOW
REPORT 2014

The largest international automotive aftermarket
trade exhibition in the wider Middle East

www.automechanikaDubai.com



The Show & Market

Automechanika Dubai is the largest international trade exhibition for the automotive aftermarket in the Middle East, Indian subcontinent and Africa. Exhibitors offer an unrivalled range of parts for motor vehicles, as well as components for the drive, chassis, body, electrics and electronic groups, equipment for vehicle service and repair, bodywork repair and painting, tyres, batteries and performance systems.

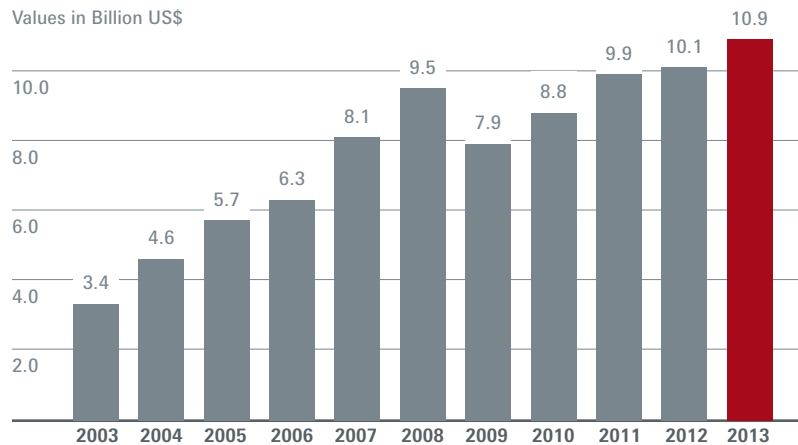
The exhibition provides an outstanding opportunity for buyers to access a growing and diverse marketplace, which is driven by the rising standards of living in Gulf countries and the need to maintain vast fleets of ageing vehicles in Iran, Pakistan, Iraq and Afghanistan. The diverse African and CIS markets also offer rich opportunities.

Automechanika Dubai has rapidly become an essential trade platform for buyers and sellers in this dynamic industry.

Market Information

- Dubai serves as the most important trans-shipment hub in the region
- 43% of goods that land in Dubai have a different final destination

Auto Parts Total Trade in Dubai from 2003 - 2013*



TOTAL TRADE = Direct + Free Zone + Customs WH

* Source: Statistics Section, Dubai Customs

The main trans-shipment destinations for automotive-related products are

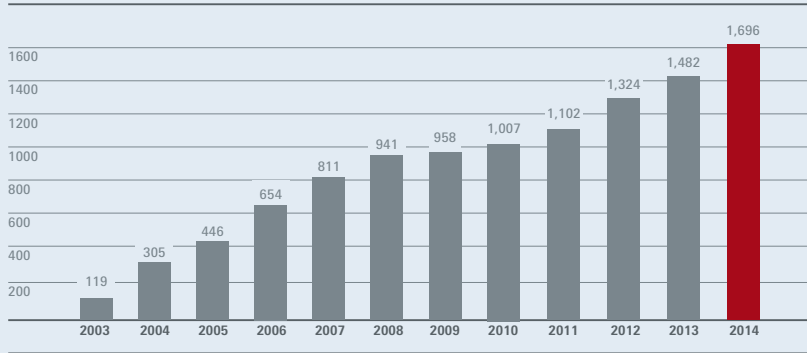


"We came to Automechanika Dubai because of the importance of the show as a trading hub across the entire region, and we believe that the Middle East is an important market for our products. We came here two years ago and it was a good show at that time and we are also very pleased this year. It just keeps on growing with all the top companies exhibiting and it's important to be here to continue to grow."

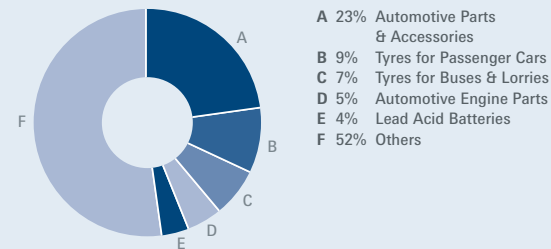
Eric Zahrai, Commercial Director, Eaton



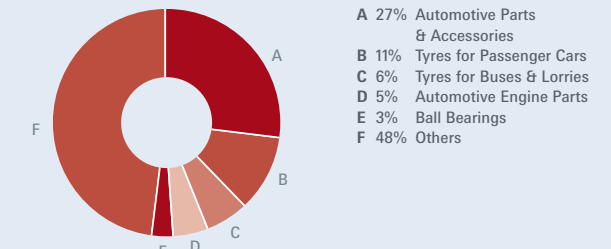
Automechanika Dubai Exhibitors 2003 – 2014



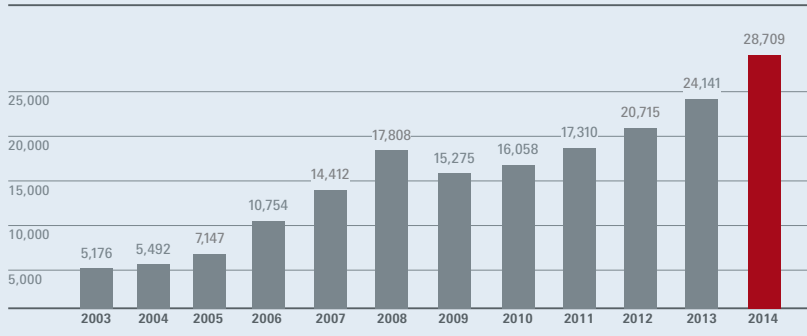
Automotive imports by product groups*



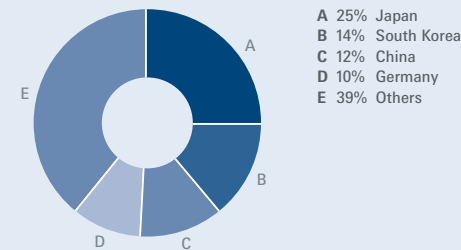
Automotive exports by product groups*



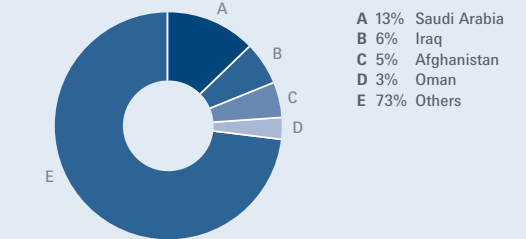
Automechanika Dubai Visitors 2003 - 2014



Automotive imports by country of origin*



Automotive exports & re-exports by destination*



* Source: Statistics Section, Dubai Customs

"We've been at Automechanika Dubai three years now as we look to expand our business in Doha and Saudi. We are trying to increase the awareness of our presence in the market and to that end Automechanika Dubai has been tremendous for us. We will certainly be back next year. It truly encompasses all aspects of the automotive aftermarket and presents us with a great opportunity to develop our business."

Mujeeb Rahman, Showroom Sales Manager, Arabian Eagle Group of Companies



"Automechanika Dubai has very well developed and attracts more and more decision makers and experts of the automobile industry and workshop equipment providers. Reflecting on the growth of the Middle East automotive after sales services, there will be a surge in need for innovative car wash systems and workshop cleaning equipment in the near future."

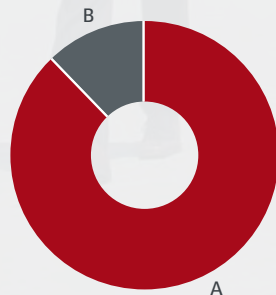
Richard Nouira, Managing Director, Kärcher Middle East

1,696 Exhibitors ← 59 Countries

Exhibitor Origin

* = Official country pavilion

Argentina	France*	Kuwait	Poland*	Sudan
Australia*	Germany*	Lebanon	Portugal	Sweden
Bahrain	Greece	Lithuania	Qatar	Taiwan*
Bangladesh	Hong Kong*	Malaysia*	Romania	Thailand*
Belgium	Hungary	Malta	Russia	Tunisia*
Brazil*	India*	Mexico	Saudi Arabia	Turkey*
Bulgaria	Indonesia	Morocco*	Serbia	Ukraine
Canada	Iran	Netherlands	Singapore*	UAE
China*	Italy*	New Zealand	Slovenia	UK*
Cyprus	Japan	Oman	South Africa*	USA*
Denmark	Jordan	Pakistan*	Spain*	Vietnam
Egypt	Korea*	Philippines	Sri Lanka	



A 88% International
B 12% Domestic

"Our focus at Automechanika Dubai is to connect with the UAE and establish some partners and distributors here in the region. The show has been brilliant. We are happy to be here, it's a very well organised event and it's been a huge success. We will absolutely be back next year. It's a very colourful show."

Ernesto Fernandez, Marketing & Business Development Manager, Rhino-Rack



“Participating for first time we have generated very positive leads from both vendors and retailers. It was definitely the right choice to participate in Automechanika Dubai. It was also very valuable for us to make a presentation at the Automechanika Academy. Providing market insights into the automotive industry especially for tyres, market sizes in terms of volume and value, market segmentation and price segmentation was very valuable for market penetration for existing and new vendors.”

Mohammed Ahsan Abid, Retail and Field Manager, Retail and Technology Middle East

Conference

285 international high profile delegates attended the following programmes:



Academy Programme

Day 1 – Wednesday, June 4, 2014			
Presentations	Speakers	Job Title	Company
Session 1 Market Insight			
Dubai Auto Parts Trade Statistics Update	Mr. Mohammad Al Said	Strategy & Corporate Excellence Department	Dubai Customs
Automotive Industry in North & Sub Saharan Africa – Key Mega Trends and Insights	Mr. Subhash Joshi	Industry Manager – Automotive & Transportation Practice	Frost & Sullivan
Current Trends in Used Car Values Across the Region	Mr. Bill Carter	Head of Research & Valuations	Autodata Middle East
Opportunities in the Tyre Industry	Ms. Prachi Satoskar	Head – Automotive	GfK
The Role of IT in Developing New Opportunities in the Automotive Industry	Mr. Hamid Moaref	Publisher	Tires & Parts Magazine
Session 2 Parts & Systems			
The Latest Trends in Fleet Management	Mr. Mohamed Salem Al Nuami	Head of Technical Operations	Emirates Transport
Fleet Management via Telematics	Mr. Gareth Adams	Engineering & Sales Manager	Delphi
Green Safety Strategies: Sustainable Car Fleet Guidelines	Mr. Alessandro Finicelli	General Manager	Fleet Compare
Session 3 Repair & Maintenance			
Technology and the Impact on Repair	Mr. Graham Threlfall	Development Director	Bodyshop Magazine & IBIS
The Skills Gap	Mr. Tim Marshall	Lead Consultant	TTi Global
Winning the Customer of the Future	Mr. Keith Malik	Director – Global Accounts	AkzoNobel
Day 2 – Thursday, June 5, 2014			
Session 4 Tyres & Batteries			
Global Tyre Industry – Outlook, Opportunities & Challenges	Mr. Surender Singh Kandhari	Chairman	Al Dobowi Group
Off-the-Road Tyres, Potential & Challenges	Mr. V Krishnam	CEO	Emerald Tyres
Warranty Management Systems – An Additional Source of Revenue Scheme?	Mr. Debapratim Das	Technical & Quality Assurance Manager	a-map
Session 5 Accessories & Tuning			
Can Today’s Vehicles Still Integrate After-Market In-Car Entertainment (ICE) Systems?	Mr. Thierry Gay Mr. Jason Brown	Managing Director President	Good Ideas EMMA Arabia
Session 6 RTA Round Table Discussions			
1. Vehicle Insurance During Repair & Maintenance Test Drives	RTA Vehicle Licensing Department Representatives		Roads & Transport Authority
2. Concerns Regarding Repair Garages			

"Automechanika Dubai has grown remarkably within the last few years and we now have the largest German participation worldwide here, with 83 exhibitors participating."

Peter H. Rehberg, *Managing Director*, asanetwork, the automotive association representing the German Pavilion

Support from 37 International Trade Associations

AAAA	The Australian Automotive Aftermarket Association	Australia	EMMA	European Mobile Media Association	Germany	SINDIPECAS	Brazilian Autoparts Manufacturers Association	Brazil
AASA	Automotive Aftermarket Suppliers Association	USA	HDMA	Heavy Duty Manufacturers Association	USA	SMMT	Society of Motor Manufacturers	UK
ACMA	Automotive Component Manufacturers Association of India	India	iATN	International Automotive Technicians Network	USA	STARSA	Southern Taiwan Auto-Parts Research & Strategy Alliance	Taiwan
AIEC	Automotive Industry Export Council	South Africa	ICCI	Incheon Chamber of Commerce Industry	South Korea	TAITRA	Taiwan External Development Council	Taiwan
APRA	Automotive Parts Remanufacturers Association	USA	IEAT	Importers and Exporters Association of Taipei	Taiwan	TDAP	Trade Development Authority of Pakistan	Pakistan
ASA	Fed. Assoc. of the Manufacturers and Importers of Automobile Service Equipment	Germany	KOTRA	Korea Trade Investment Promotion Agency	South Korea	TIBA	Taiwan Iran Business Association	Taiwan
ASME	Association of Small & Medium Enterprises	Singapore	MEMA	Motor & Equipment Manufacturers Association	USA	TMDIA	Taiwan Mold & Die Industry Association	Taiwan
BMWi	Federal Ministry of Economics and Technology	Germany	NAACAM	National Association of Automotive Component and Allied Manufacturers	South Africa	TORINO	Camera Di Commercio Industria Artigianato E Agricoltura Di Torino	Italy
BPG	Brand Owners Protection Group	UAE	OAC	Overseas Automotive Council	USA	TVMA	Taiwan Transportation Vehicle Manufacturers Association	Taiwan
DITP	Department of International Trade Promotion	Thailand	PAAPAM	Pakistan Association of Automotive Parts & Accessories Manufacturers	Pakistan	USCS	US Commercial Services	USA
EEPC	Engineering Export Promotion Council	India	Piemonte	Centro Estero Internazionalizzazione	Italy	ZDK	German Federation for Motor Trades and Repairs	Germany
EGEA	European Garage Equipment Association	Belgium	PROMOS	Special Agency of the Milan Chamber of Commerce for Int'l Activities	Italy			
EMMA Arabia	European Mobile Media Association	UAE	SERNAUTO	Spanish Automotive Equipment and Components Manufacturers Association	Spain			

Headline Sponsor & Official Lubricant Partner:



Diamond Sponsor & Official Tire Partner:



Gold Sponsor:



Silver Sponsors:



Bronze Sponsors:



Country Sponsors:



Knowledge Partner:



Automotive Data Partner:



Retail Insights Partner:



Media Partners:



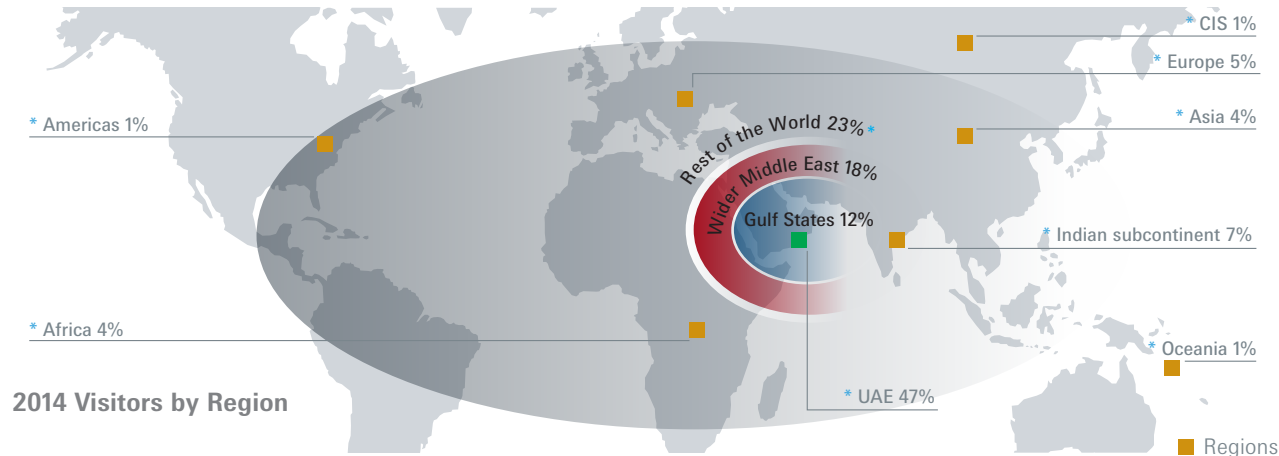
Associations:



"For us, as a Brazilian company that is far away, we need to stay in step with the Middle East automotive aftermarket in places such as Saudi, Iran, and the UAE. We have been exhibiting at Automechanika Dubai for a couple years to keep in touch with the regional market and we are very interested to grow our business here."

Jose Carlos Barros, Export Manager, Cipepec

28,709 Visitors ⇐ 130 Countries



Visitors - Main Area of Interest - Product Sections	
Parts & Systems	
Powertrain	20%
Electrics / Electronics / Sensor Systems	17%
Chassis	17%
Standard Parts	17%
Bodywork	15%
Interior	11%
Regenerated Parts	7%
Roof Systems	7%
Infotainment	6%
Accessories & Tuning	
Accessories & Special	21%
Equipment for Motor Vehicles in General	12%
Car Trailers & Small Commercial	9%

Vehicle Trailers, Parts for Trailers	7%
Wheels & Accessories	6%
Tuning	5%
Performance Systems	4%
Design Enhancement	3%
Adaptive Car Accessories	4%
Optical Tuning	3%
Tyres & Batteries	
Passenger Tyres	10%
Truck Tyres	10%
Batteries	9%
Rims	5%
Tyre Repair Material	5%
OTR / Agricultural Tyres	4%
Repair & Maintenance	
Workshop Equipment	13%
Body Repairs	8%

Painting & Anti-Corrosion Protection	6%
Towing Service & Accident Assistance	4%
Dealership Equipment	3%
Waste Disposal & Recycling	2%
IT & Management	
Dealership Marketing	5%
Dealership Planning and Construction	4%
Workshop Management	4%
Dealership Management Systems	3%
Internet	2%
Service Station & Car Wash	
Oil & Lubricants	9%
Care	7%
Filling Stations	7%

Visitor Origin by Business Sector	
Import / Export	35%
Wholesaler	30%
Distributor	28%
Manufacturer	22%
Service Provider	19%
Retailer	13%
Trade Agent	11%
Government	5%
Institution	1%
Media / Press	2%
Visitors Interested in Products / Equipment for:	
Commercial Vehicles	39%
Passenger Vehicles	38%
Industrial Vehicles	20%
Agricultural Vehicles	9%

"All the meetings scheduled have gone perfectly. 2nd year in a row exhibiting was more beneficial because of the business matchmaking program, thank you."

Alex Valulenko, Head of Exports, Rival Group

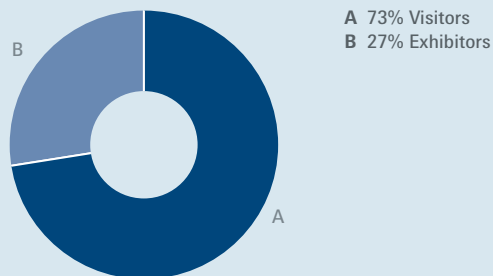
2014 Business Matchmaking Information

After the success of the initial pilot programme in 2013, Automechanika Dubai launched the Business Matchmaking programme for all the product sections of the show. Exhibitors and visitors alike took full advantage of this great platform to help them efficiently maximize their time while at the show.

70% of the scheduled meetings took place

89% of the meetings were organised by the exhibitors

Registered profiles for Business Matchmaking



Epoc Messe Frankfurt GmbH
P.O. Box 26761, Dubai, UAE
Tel. +971 4 389 45 00
Fax +971 4 358 55 22
info@uae.messefrankfurt.com
www.messefrankfurtme.com

Automechanika Dubai
automechanika@uae.messefrankfurt.com
www.automechanikaDubai.com

Mr. Mahmut Gazi Bilikozen - Senior Show Manager
gazi.bilikozen@uae.messefrankfurt.com

Keeping Automechanika Dubai in pole position

Automechanika Dubai 2014 was supported with a comprehensive Public Relations campaign, ensuring maximum media coverage throughout the Middle East and Africa. The show's 2014 PR campaign generated more than 900 region-wide press articles with an advertising value equivalent of US\$4.4 million.

- 946 region-wide press articles (36 magazine, 110 newspaper, 800 web)
- Regional coverage breakdown: Pan-Arab – 846 articles; UAE – 160; Saudi Arabia – 26; Qatar – 4; Kuwait – 8; Oman – 1; Bahrain - 1
- Total number of media that attended the show: 146 attendees from 95 media organisations in 11 countries.
- Total number of media outlets that covered the show: 73 regional media outlets (27 English, 46 Arabic)

