

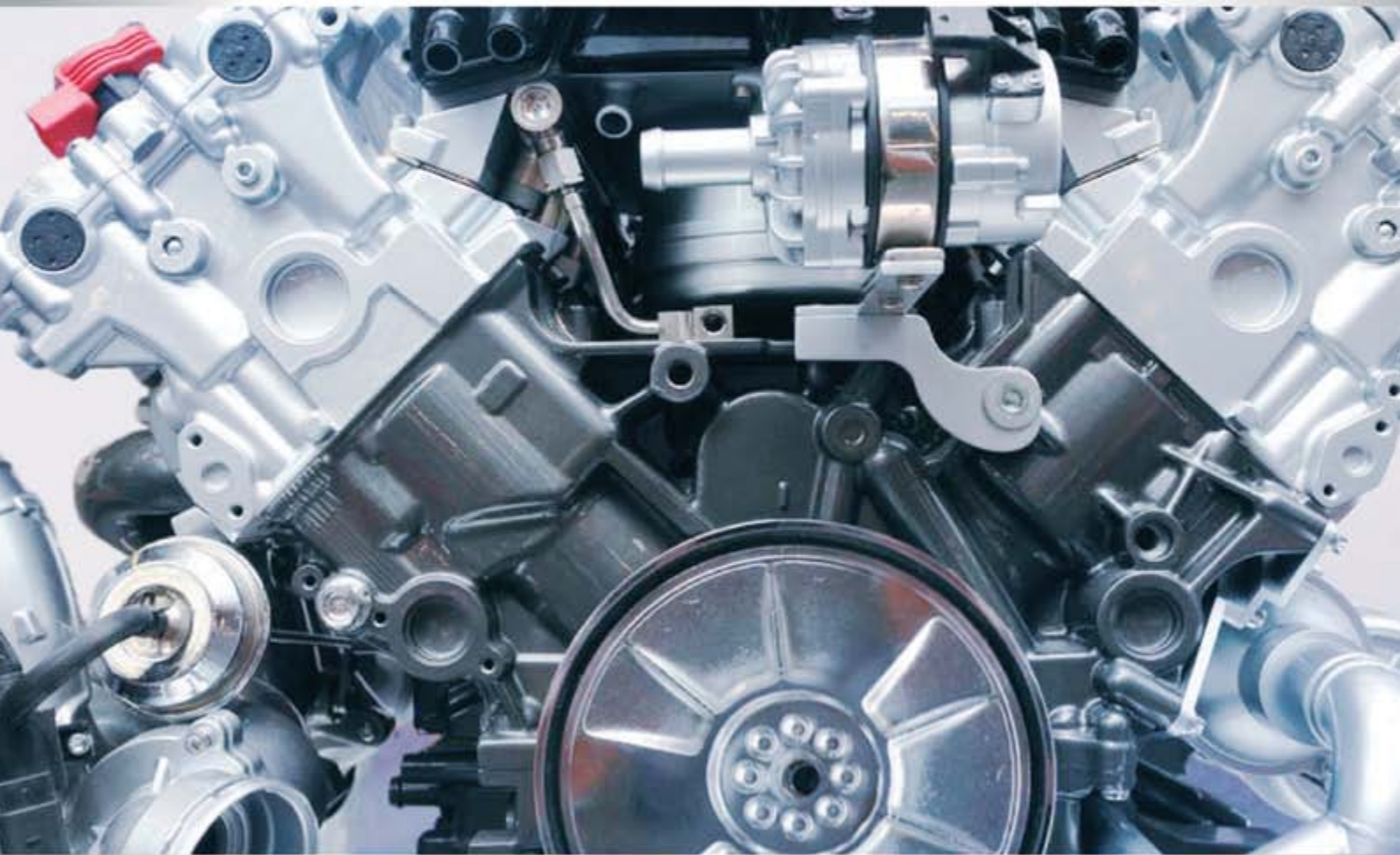
powered by:



automechanika
MOSCOW

International trade exhibition of automotive
parts and car maintenance equipment

25 - 28 August 2014, Moscow, IEC «Expocentre»




www.automechanika.ru

Organizers:



ITE Moscow
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 messe frankfurt

Messe Frankfurt RUS
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3 years of consecutive record-setting growth!

Facts & Figures

Automechanika Moscow powered by MIMS 2013

- Total exhibition area of **59 877 m²** (gross)
- **5** pavilions and outdoor exposition
- **1 612** exhibitors
- **47** countries
- National Pavilions of Belgium, Belarus, China, Croatia, France, Germany, India, Italy, Korea, Morocco, Serbia, Singapore, Spain, Taiwan, Turkey and the UK.
- Major industry manufacturers and distributors: Bosch, Brembo, Brisk, Dayco, Denso, Exist, Euro Part, Fenox, Finwhale, GKN, Krafftech, KYB, Emex, Lotos Oil, Mann+Hummel, Master Sport, Mercedes-Benz RUS, Meyle, Mutlu, Optibelt, Schaeffler Group, Tenneco, Valeo, ZF, AKOM, Barclay Holding, Voltag, Voshod-K-Avto, GAZ Group, Dunfan, Markon, Motorline, Russian Coatings, Osvar, Plaza, Rossko, Tadem, and many others

Main sectors of the exhibition:

- Parts & Systems
- Accessories & Tuning
- Repair & Maintenance
- Service Station & Car Wash
- IT & Management
- Electronics & Systems
- Products and services related to Trucks and Commercial Vehicles

automechanika truck competence

For the first time Automechanika Moscow powered by MIMS 2013 featured "Truck Competence" to bring a new level of clarity to the range of products and services for trucks and commercial vehicles section, which has been of a special interest for professional visitors of the trade fair as well as for the industry in general. To provide the professional visitors with convenient navigation 147 stands of related companies were marked with the special "Truck Competence" pictogram.

We invite exhibitors to participate in Truck competence in 2014 to attract potential buyers straight to the booth!

Official support

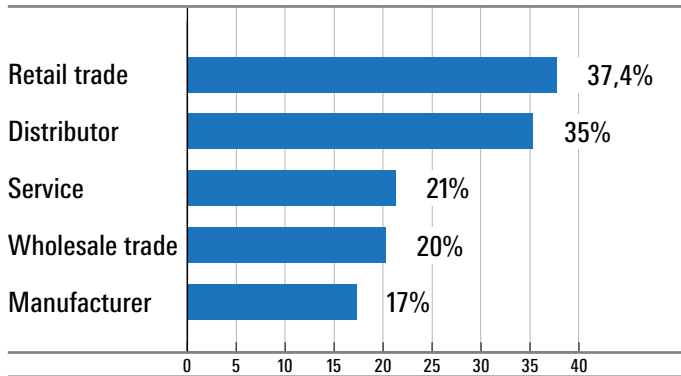
Official support for Automechanika Moscow powered by MIMS was granted by the Ministry of Transport of the Russian Federation, Ministry of Industry and Trade of the Russian Federation, Chamber of Commerce of the Russian Federation, Union of Industrialists and Entrepreneurs of Russia, the Moscow City Government as well as Association of the German Trade Fair Industry (AUMA), the French Agency for International Business Development UBIFRANCE, the Society of Motor Manufacturers and Traders (SMMT) (UK), Automotive Aftermarket Suppliers Association (USA), the European Garage Equipment Association (Belgium), the Automotive Component Manufacturers Association of India (ACMA), Association of small and medium enterprises (ASME Singapore).



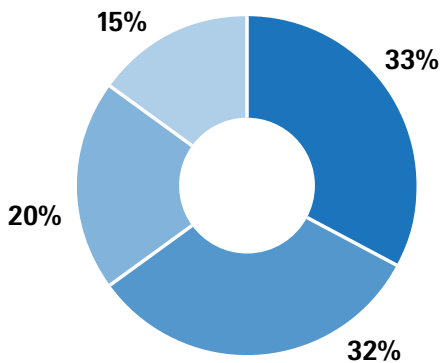
Visitors

- Number of visits: **31 930**
- Number of repeat visits: **15 420**
- Number of unique visitors: **16 510**

Visitors by the company profile:

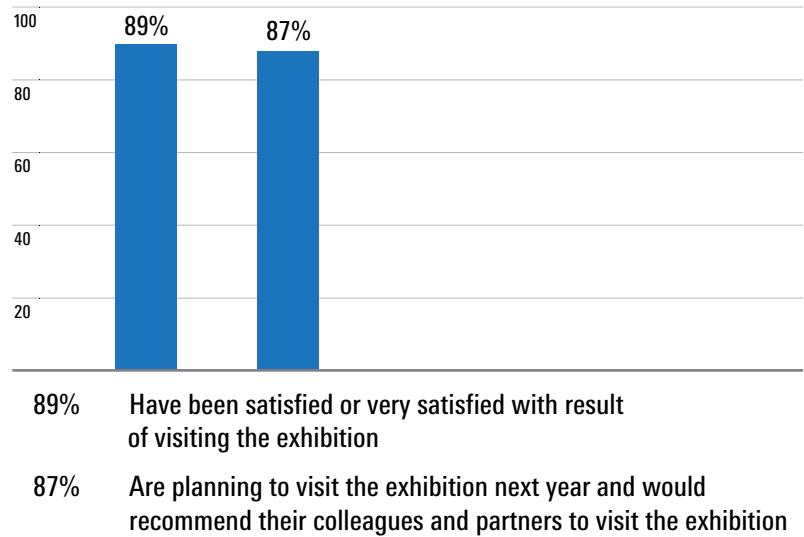


Visitors by job title:

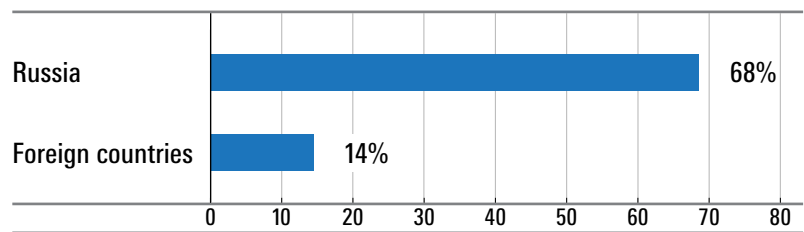


- 33% Owner / Director
- 32% Manager
- 20% Head of department
- 15% Top management

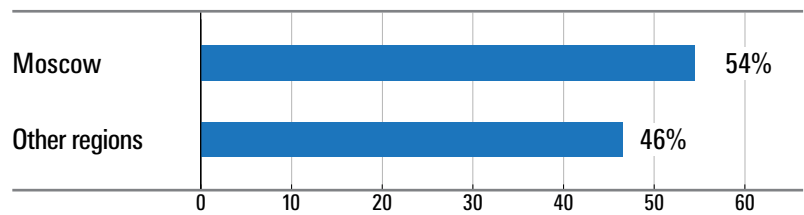
Satisfaction of visitors:

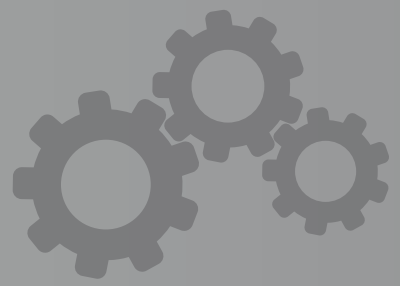


Geography of visitors:



Visitors by regions of Russia:





Business program at Automechanika Moscow powered by MIMS 2013 proved its status of a meeting point for the industry professionals and decision makers

The 4th International Forum “Automotive Industry and Autocomponents Market in Russia” organized in partnership with the Association of European Businesses in the Russian Federation (AEB) was traditionally held in the context of the trade fair.

At the forum, representatives of top industry players discussed Russia’s integration into the global motor industry, government support and development prospects of the Russian aftersales market.

Main Topics:

- Current trends of the Russian Automotive Industry
- The Russian Aftersales and service market
- Supplier Market Development in Russia
- Automotive Industry - Regulatory Issues

The top professional level of the Forum is proved out by the high-profile speakers - representatives of authority, CEOs of the leading brands and opinion shapers of the Industry - Transportation and Automotive Department of the Ministry of Industry and Trade of Russia, Ministry of Industry and Trade of Republic of Tatarstan, Mercedes-Benz Trucks Vostok, Pirelli Tyre Russia, Dentons, OJSC GAZ, GIPA Group, CASTROL, Bosch Car Service Network, Johnson Controls International, Tebodin Eastern Europe B.V., Dentons, Baker & McKenzie and others.

More than 150 delegates took part in the Forum.

Premiere of International Bodyshop Industry Symposium IBIS Russia @ Automechanika Moscow attracted more than 100 senior stakeholders

The unusual format of IBIS Russia presented overviews and topical issues of the industry from leading Russian and international experts in very well structured presentations, followed by rapid-fire discussions, creating vibrant and dynamic atmosphere for speakers and the audience. The lineup of superb speakers ensured engaging and informative sessions:

- Overview of the Russian motor trade, including vehicle parts, vehicle sales trends and market structure.
- Collision sector statistics including types of bodyshop, hourly rates etc.
- Challenges of dealing with the various sectors of bodyshops and different types of motor insurance claims.
- Advantages of using computer-based estimating and claims management systems to improve transparency, get more efficient repairs and help eradicate fraud.
- Significance of having access to correct repair methods to ensure structural integrity after vehicle repair – including advice on when to repair rather than replace.
- How to achieve profitability in the context of a multi-service motor business.



Exhibitors reviews:

The exhibition was very successful for our company. Thank you for great organization. We are booking the booth for 2014!

Suren Pereverzev,
Head of Representation
Akita Kaihatsu in Russia

For us the exhibition was quite successful, we are happy with the number of visits and their quality. Russian market is very important for us and we were glad to have a platform for meeting Russian decision makers, for getting a better idea about our further strategy. That was the reason for us to participate in Automechanika Moscow powered by MIMS.

Ruben Llander
Commercial Director
Icer Brakers S.A.

The show was very productive for us. We were participating for the first time and didn't know what to expect regarding the quality of contacts we might get here, but we were very happy with the high professional level of business oriented visitors. Apart from lots of productive meetings with our regular clients we have met new clients and discussed the possibilities of our further partnership

Boris Kormilitsin
Representative in Russia and the CIS
Brembo

Our association participates in Automechanika Moscow powered by MIMS for the first year to represent 26 companies, united by Taiwan Excellence trade mark. Russia is a very important market for us, I'm very glad that potential buyers are coming to our booth, getting interested in our companies' products, feeling up the inquirers, so I hope the feed back after the exhibition will be very positive – some of the visitors might become a dealer or a representative in Russia. I think the trade fair provides a great platform for our goals and it looks like a really good start for us in the Russian market!

Scully Wang
TAITRA

Russian market facts and figures 2013:

- The Russian car market was the largest in Europe in August 2013. According to the analytical agency AUTOSTAT, it was sold 235-240 thousand vehicles in Russia in August, among which 13-15 thousand – were LCV. It exceeds the sales volume in Europe, noted analysts. In comparison, German Association of the Automotive Industry (VDA) has announced the August automobile sales figure in Germany as 211,044 vehicles (-5 . 5 %) . As a result , Russia has become the leading country in Europe in automobile sales in August 2013.

Source: A1Perform

- 1 million automobiles have been manufactured in Russia in January - July period. According to ASM Holding data, 1 075 million automobiles have been manufactured un Russia within January-July period.
- 99,25 billion rubels (3 billion US Dollars) government subsidy to Russian Automotive Industry in 2014. Russian State is making preparations to allocate 99,25 billion rubels (3 billion US Dollars) in the 2014 Federal Budget in order to promote the Automotive Industry . The amount of subsidy allocated in 2013 was only 10,5 billion rubles.

Source: Izvestiya

Organizers make difference

ITE and Messe Frankfurt have a deserved reputation as leaders of the international exhibition industry.

ITE creates marketplaces for business by organizing leading trade exhibitions and conferences in growing and developing markets. The company was established in the early 1990s when the founders of ITE launched a series of trade events in the new market economies of Russia and the CIS. Today, the group organizes over 250 trade exhibitions and conferences each year in 15 countries and employs over 1000 staff in 28 offices worldwide. ITE's events have been successful in helping companies to build strong market positions and growing businesses in emerging markets such as Russia, Ukraine, Azerbaijan, Kazakhstan, Turkey, India and Uzbekistan. Messe Frankfurt is one of the world's leading trade fair organizers, with 1,833 employees.

The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. The first Automechanika took place in 1971 in Frankfurt. The first international trade fairs under Automechanika brand were organized in Asia in Russia in 1997. With a total of 13 events around the globe, Automechanika is the leading international brand in the B2B trade fair sector.

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