

automechanika

DUBAI

The largest international trade exhibition for the
automotive service industry in the wider Middle East

14 – 16 December 2021

Power up your business
performance and potential

www.automechanikaDubai.com



messe frankfurt

Build bridges to exciting new possibilities

Returning for its 18th edition in 2021, Automechanika Dubai continues its successful tradition as the foremost platform in the region that connects stakeholders in the automotive aftermarket industry.

The upcoming edition will showcase new themes across an even greater portfolio of products and solutions that are aligned with the evolving needs and dynamics of regional markets.

From rising regional innovators to established multinational brands, there is simply no better place than Automechanika Dubai to display your latest offerings, form new partnerships, understand the regional context and bolster your business prospects across the Middle East, subcontinent and Africa.

"We are always very keen to participate in Automechanika Dubai since it offers a wider platform to understand the current trends and new innovations in the automotive industry and due to the overwhelming participation of various manufacturers, suppliers and customers from across the globe. We always curiously observe the increase in participation year by year, which itself substantiates the worldwide acceptance of this event. It is needless to say that the participation helps us attract more customers and adds a lot of other intangible value to our business."

Tinto Placid

Head – Global Marketing,
Al Shamali Auto Parts Group

"It was a good show, especially from the customer and supplier's perspectives since they were happy to see us at Automechanika Dubai 2019. We did come across a few genuinely interested visitors who were keen to do business with us. Being one of the event sponsors was a good highlight for us. We also invested in a few marketing tools that got us more visibility during the show. We hope to continue next year with a similar concept to get maximum mileage from our participation."

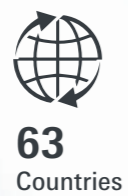
Abdul Malik

Business Development Manager,
Abdul Zahir Bashir Automotive Trading LLC.

Pacing ahead with the market for 18 years

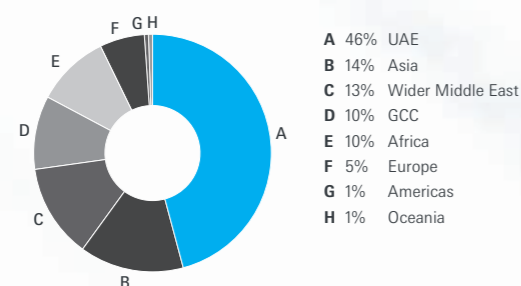
The 2019 edition of Automechanika Dubai witnessed a noteworthy rise in both exhibitor and visitor participation. It is this consistent growth in the volume and diversity of exhibitors, visitors, products and brands over the past 18 years that has established Automechanika Dubai as the platform of choice for new product launches and expert knowledge-sharing in the region.

The show's sustained success reflects the resilience of the regional automotive aftermarket industry and its growing importance for global businesses that are keen to make their mark in key emerging markets. The 2021 edition will build upon this forward-looking momentum with a broader focus on promising new avenues for growth, innovation and partnership.

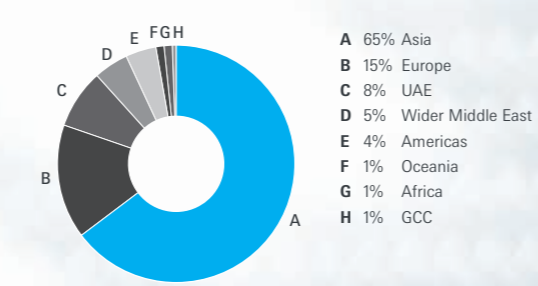


* 2019 actual figures

Regional breakdown of visitors in 2019



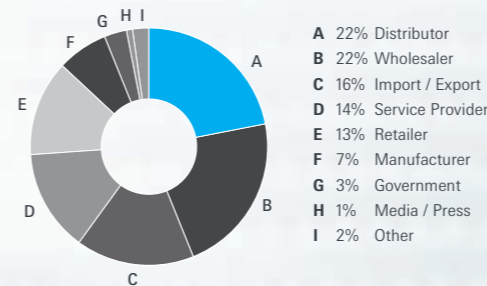
Regional breakdown of exhibitors in 2019



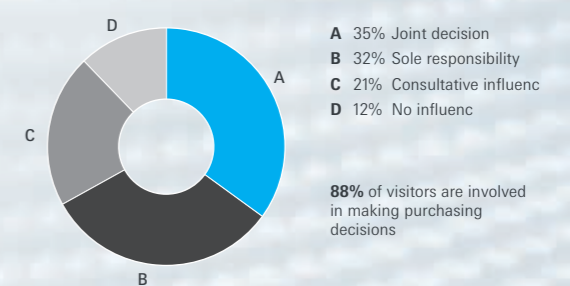
"The prime objective is to showcase our product range, after that educate the resellers that we meet on product use. It is a great platform to launch new products and technologies. At Automechanika Dubai, we meet prospective buyers that are local and from around the Middle East. It fits our goal to be a one-stop shop for most of our customers, as we represent over 25 brands in car care, window tinting, and car accessories from around the world."

Satbir Singh Anand
Managing Director,
Satbir International

Visitors' nature of business in 2019



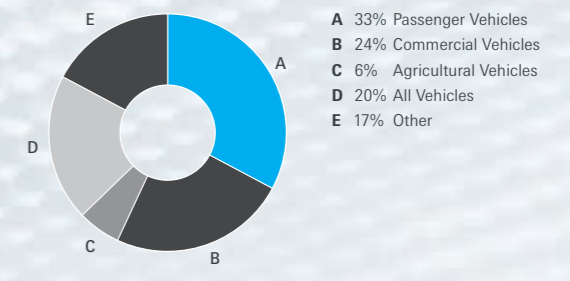
Purchasing authority of visitors in 2019



Number of exhibitors per product category

Product Category	No. of exhibitors in 2019
Parts & Components	1,181
Electronics & Systems	Included in Parts & Components
Accessories & Customising	246
Tires & Batteries	226
Repair & Maintenance	155
Car Wash, Care & Reconditioning	72
Total	1,880

What type of vehicles do you source for?



"Automechanika Dubai has always had strategic importance for Hastings Piston Rings because we do not only get to meet and update our current customers from the region, but we also get to meet many qualified and ready-to-buy prospects in markets where we are looking to expand. It's really a great investment in time and resources for our company."

Romy Laxamana
Vice-President of Business Development,
Hastings Piston Rings

"For Automechanika Dubai, the visitors are mainly from Africa and Middle East markets. In 2020, we believe there will be more visitors because of the EXPO, and our company is willing to attend again."

Kevin Chang
Export Manager,
Shandong Linglong Tyres Co. LTD.

MEA automotive aftermarket overview

The Middle East and Africa's auto aftermarket was worth a combined

USD 61.3 billion

USD 28.1 billion

Middle East in 2018 – to grow at **5.8% CAGR**, valuing **USD 39.6 billion** in 2024

USD 33.2 billion

Africa in 2018 – to grow at **6.25% CAGR**, valuing **USD 47.7 billion** in 2024

Total vehicle parc (CVs and PVs on the roads) currently stands at

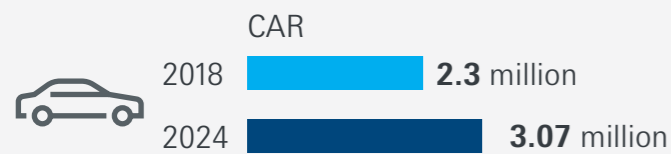
USD 41.6 million

in the **Middle East**

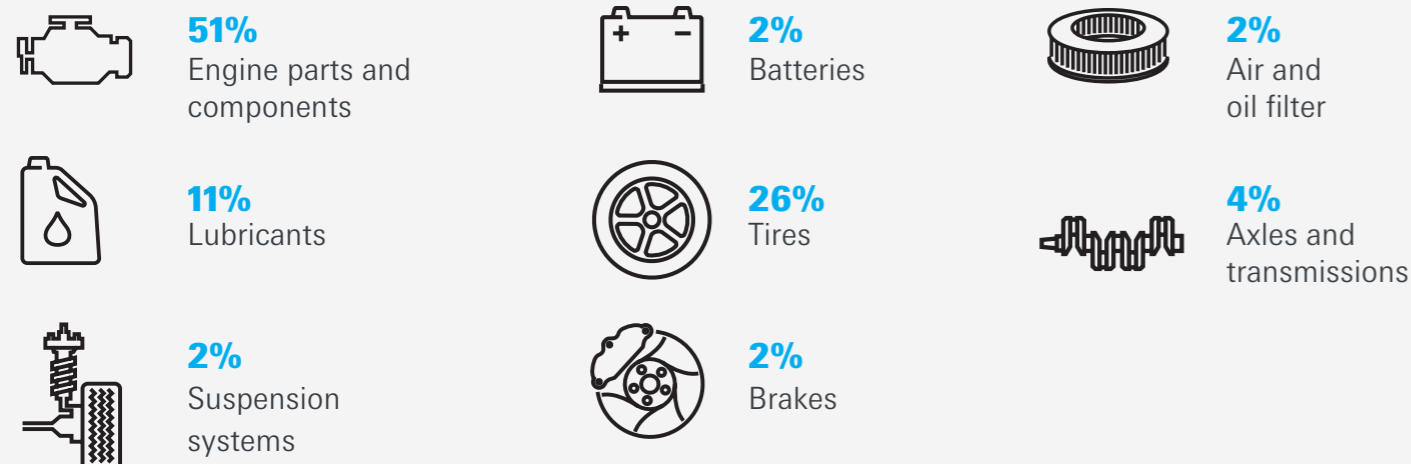
USD 43 million

in **Africa**

Car sales and fleet sizes in the Middle East



Aftermarket components by share in the Middle East



Source: TechSci Research

Dubai auto parts trade snapshot

Dubai total trade for auto parts during 2018

Values in USD Billions



Total **USD 10.4 billion**

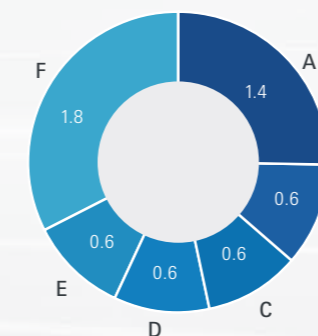
Values in Million Tonnes



Total **2.1 million tonnes**

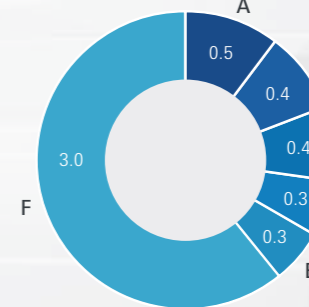
Dubai general trade for auto parts by top country during 2018

Import



- A 26% Japan
- B 11% South Korea
- C 10% USA
- D 10% Germany
- E 10% China
- F 33% Others

Export and Re-export

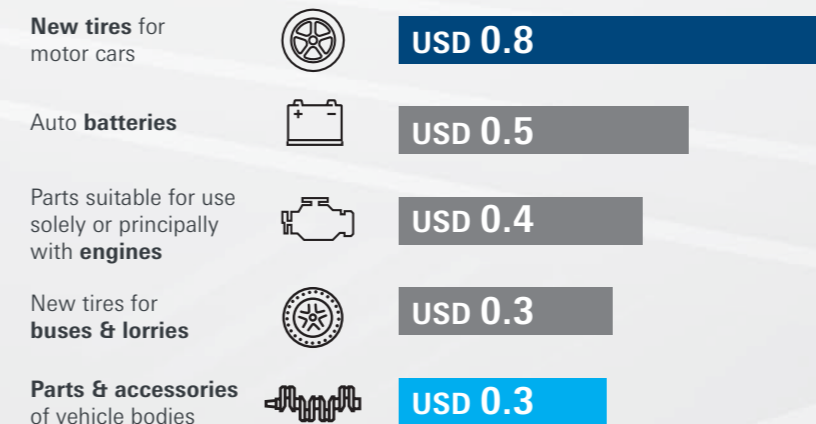


- A 10% Saudi Arabia
- B 9% Iran
- C 8% Iraq
- D 6% Sultanate of Oman
- E 6% Afghanistan
- F 61% Others

Values in USD Billions

Values in USD Billions

Dubai general total trade by top commodities for auto parts during 2018 (Values in billions)



Source: Dubai Customs

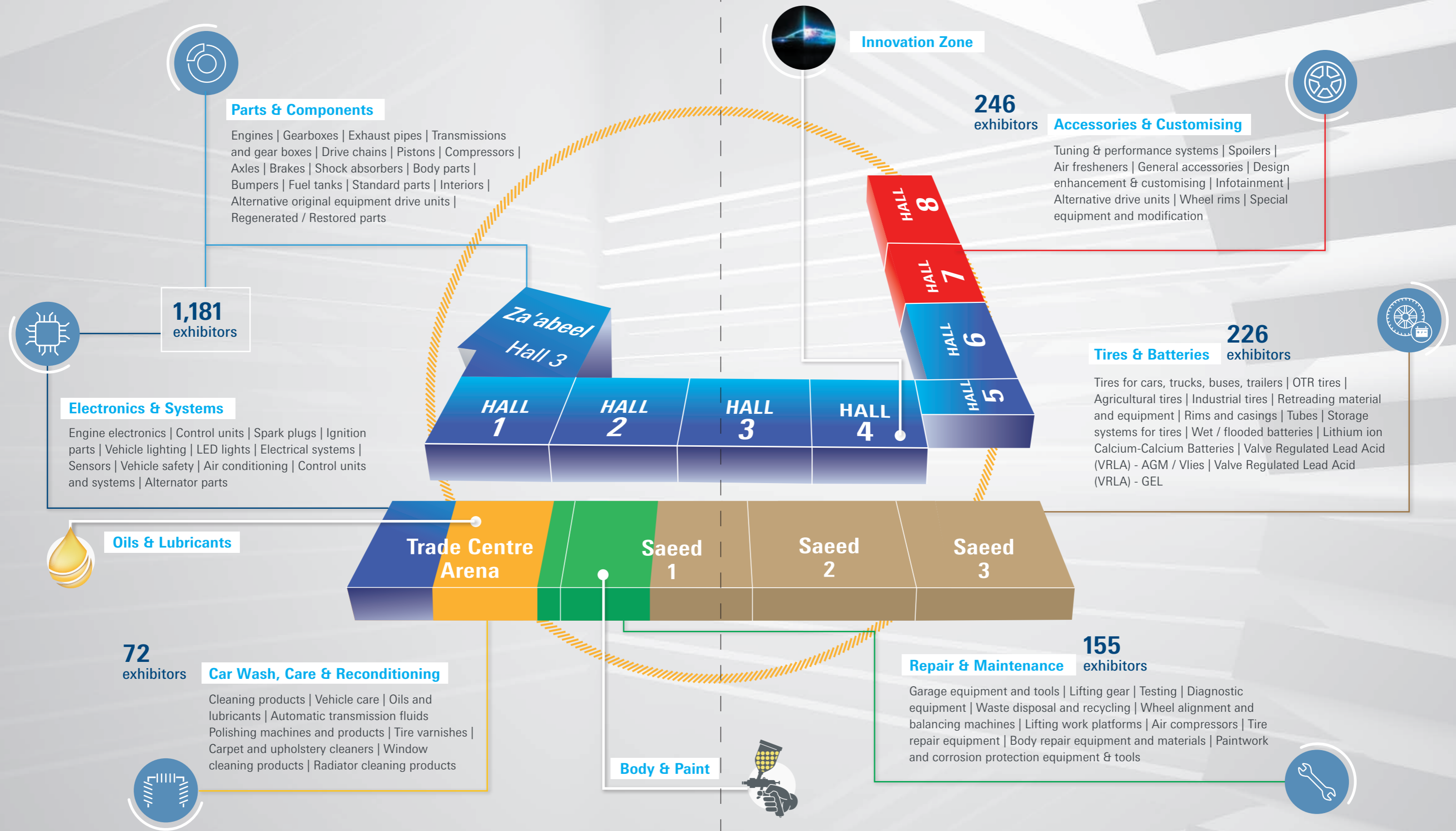
1st QUARTER OF 2019

Total Trade For Auto Parts
USD 2.5 billion

Import
USD 1.3 billion

Export & Re-Export
USD 1.2 billion

6 all-inclusive product sections



Parts & Components

Engines | Gearboxes | Exhaust pipes | Transmissions and gear boxes | Drive chains | Pistons | Compressors | Axles | Brakes | Shock absorbers | Body parts | Bumpers | Fuel tanks | Standard parts | Interiors | Alternative original equipment drive units | Regenerated / Restored parts

1,181
exhibitors

Electronics & Systems

Engine electronics | Control units | Spark plugs | Ignition parts | Vehicle lighting | LED lights | Electrical systems | Sensors | Vehicle safety | Air conditioning | Control units and systems | Alternator parts

Oils & Lubricants

72
exhibitors

Car Wash, Care & Reconditioning

Cleaning products | Vehicle care | Oils and lubricants | Automatic transmission fluids | Polishing machines and products | Tire varnishes | Carpet and upholstery cleaners | Window cleaning products | Radiator cleaning products

Body & Paint

Innovation Zone

246
exhibitors

Accessories & Customising

Tuning & performance systems | Spoilers | Air fresheners | General accessories | Design enhancement & customising | Infotainment | Alternative drive units | Wheel rims | Special equipment and modification

226
exhibitors

Tires & Batteries

Tires for cars, trucks, buses, trailers | OTR tires | Agricultural tires | Industrial tires | Retreading material and equipment | Rims and casings | Tubes | Storage systems for tires | Wet / flooded batteries | Lithium ion Calcium-Calcium Batteries | Valve Regulated Lead Acid (VRLA) - AGM / Vlies | Valve Regulated Lead Acid (VRLA) - GEL

Repair & Maintenance

155
exhibitors

Garage equipment and tools | Lifting gear | Testing | Diagnostic equipment | Waste disposal and recycling | Wheel alignment and balancing machines | Lifting work platforms | Air compressors | Tire repair equipment | Body repair equipment and materials | Paintwork and corrosion protection equipment & tools

Reasons to exhibit



The automotive market in the Middle East and Africa (MEA) was valued at **USD 61 billion** in 2018.



The Middle East presents **42 million** car parc with **89%** passenger vehicles and **11%** commercial vehicles with sales over **3.2 million** vehicles per annum.



Feature alongside **1,900+** exhibitors from more than **60** countries and be ahead of the competition.



Showcase your product range and services to more than **32,000** trade buyers from **140+** countries to source new products and find new partners



Knowledge platform that educates the audience about innovation and new developments in the automotive industry.



Body & Paint

This designated area within Repair and Maintenance gives companies offering auto refinishing, abrasives, polishers, sanders, paints and more, a chance to shine at the show.

www.automechanikaDubai.com/BP



Oils & Lubricants

With enquiries for high-quality oils and lubricants rising steadily at Automechanika Dubai, the designated area in Car Wash, Care and Reconditioning helps companies showcase their additives, engine oils, coolants and lubricants.

www.automechanikaDubai.com/OL

Special features to look out for



Truck Competence

Truck Competence

This special highlight presents cutting-edge solutions, including truck parts, accessories and workshop equipment, for a wide range of vehicles and industries.

www.automechanikaDubai.com/TC

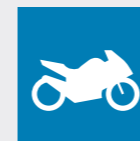


Agricultural Competence

Agricultural Parts & Equipment

Showcase your latest solutions for agricultural vehicles, including equipment, engine parts, batteries, accessories and services, at this dedicated segment.

www.automechanikaDubai.com/Agri



Motorcycle Competence

Motorcycle Competence

Meet fleet managers, transportation companies, traders and distributors and highlight your expertise and solutions for 2-wheeler fleets through this exclusive highlight. www.automechanikaDubai.com/MC

Automechanika Academy

Engage with key industry experts and stay up-to-date with exclusive panel discussions, technical lectures and networking events.

www.automechanikaDubai.com/Academy

Innovation Zone – Be a part of exciting product launches and insightful discussions on innovations across mechanics, electronics, materials, sensors and more.

www.automechanikaDubai.com/IZ

Training and Workshops for Garage Professionals –

Take advantage of training programmes that cover a variety of relevant and exciting topics. Stay tuned for updates.

www.automechanikaDubai.com/Training

AfriConnections – Meet key players and learn about new opportunities in fast-growing African markets.

www.automechanikaDubai.com/Africa



Pricing structure



Row Stand (one side open)	USD 485 per sqm
Corner Stand (two sides open)	USD 495 per sqm
Peninsula (head) Stand (three sides open)	USD 505 per sqm
Island Stand (four sides open)	USD 515 per sqm
Second floor in double storey stands	USD 110 per sqm
Space only	minimum 18 sqm

Early Bird Discount

2.5% off space-only price per bookings received by June 30th, 2021. The discount is applicable only if the booking is accompanied by payment of 30% of the space rental fee or a post-dated cheque amounting to the complete rental fee (due no later than December 11th, 2020).



fairconstruction

Fairconstruction represents the stand construction services provided by Messe Frankfurt. We are pleased to introduce this high quality service exclusively for our exhibitors, starting from USD 95 per sqm. In addition to stand space as above, Fairconstruction is mandatory for stand sizes below 18 sqm.

fairconstruction@uae.messefrankfurt.com



Support at every stage



Sponsorship Opportunities

Stand out from your competitors and increase your brand recognition and market exposure at Automechanika Dubai with selective branding and promotional opportunities for exhibiting companies. Exclusive sponsorship packages are available to our participants on the show website.

darshvir.kaur@uae.messefrankfurt.com



Marketing Toolbox

Make the most of your participation at the show with the Marketing Toolbox, which includes a wide variety of FREE tools and opportunities that you can use to promote your company's presence at Automechanika Dubai. Some of the tools offered include:



Promotion via E-newsletters



New Product Launches



Personalised Printed Invites



Online Exhibitor Search



Personalised E-cards & Web Banners



christina.marshall@uae.messefrankfurt.com

PR

Start spreading the news and tell people why they should visit your stand! Our in-house Public Relations Manager runs a continuous PR campaign throughout the year, with increasing activity closer to the show. If you have anything newsworthy to state, we would like to hear from you. We may be able to include your news in our next press release.

gareth.wright@uae.messefrankfurt.com



Business Matchmaking

Automechanika Dubai facilitates Business Matchmaking, which comes absolutely free of cost, for its exhibitors and visitors. The goal is to allow exhibitors and pre-registered visitors to pre-schedule specific, targeted appointments to take place during the show, the benefit being that the time spent at the exhibition will be optimised for both parties. Exhibitors and pre-registered visitors will be notified three months before the show with further details.

1.  **ENTER YOUR SHOW CATALOGUE ENTRY**
2.  **LOOK FOR YOUR USERNAME AND PASSWORD**
3.  **VIEW PERSONALISED VISITOR MATCHING REPORT**
4.  **ACCESS AND SCHEDULE MEETINGS VIA THE ONLINE DIARY**
5.  **PLAN YOUR VISIT TO THE EXHIBITION!**

2019 STATISTICS

Automechanika Dubai 2019 was the sixth consecutive edition that featured Business Matchmaking as an integral part of the show.

	16,089 Profiles		90% Visitors
	10% Exhibitors		8,608 Meetings took place

Confirmed exhibitors will be automatically enrolled into the system. Business Matchmaking Team is on hand to assist and guide you on how to make the most of the system.

www.automechanikaDubai.com/BMM



Exhibitor Checklist

Important Dates	Information	Contact Person	Documents Sent?
January 2021 – June 2021	Submit application before June 30 th , 2021, to avail Early Bird discount (30% of payment must be made; remaining 70% must be settled no later than 4 months prior to show date)	Rudolph Anand Sales Manager, <i>Tires & Batteries</i> rudolph.anand@uae.messefrankfurt.com Sheree Ann Fernando Sales Manager <i>Parts & Components, Electronics & Systems</i> sheree-ann.fernando@uae.messefrankfurt.com Darshvir Kaur Sales Manager <i>Parts & Components, Electronics & Systems, Sponsorship</i> darshvir.kaur@uae.messefrankfurt.com Abdelrahman Kurdieh Project Manager <i>Accessories & Customising</i> abdelrahman.kurdieh@uae.messefrankfurt.com Gil Duran Sales Coordinator <i>Repair & Maintenance, Car Wash, Care & Reconditioning</i> gil.duran@uae.messefrankfurt.com	<input type="checkbox"/>
	Submit PR information: - Press Release - Product Launches - News	Gareth Wright Head of Public Relations gareth.wright@uae.messefrankfurt.com Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
	Submit Stand Construction Orders: Syma/Syma Plus/Fairconstruction Clients	Wenonah Parkes Head of Additional Exhibition Services wenonah.parkes@uae.messefrankfurt.com	<input type="checkbox"/>
July 2021	Order Visitor Invitations 6 months prior to show date (orders are free of charge and placed through PD Portal software)	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
August 2021	Distribute Visitor Invitations to client database	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
September 2021	Online Exhibitor Manual access will be provided to you	Jason Canlas Operations Coordinator jason.canlas@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete Show Catalogue entry details online	Jason Canlas Operations Coordinator jason.canlas@uae.messefrankfurt.com	<input type="checkbox"/>
	Begin utilising our Business Matchmaking tool to set up meetings during the show	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete online details for: - Exhibitor Badges	Jason Canlas Operations Coordinator jason.canlas@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete online forms for additional requirements: Hostes, Furniture, Catering, Electricity, Water	Jason Canlas Operations Coordinator jason.canlas@uae.messefrankfurt.com	<input type="checkbox"/>
September - November 2021	Stand Design Submission	Junalyn Marquez Operations Coordinator junalyn.marquez@uae.messefrankfurt.com	<input type="checkbox"/>
December 11 – 13 2021	Stand Assembly Access Space Only Exhibitors	Junalyn Marquez Operations Coordinator junalyn.marquez@uae.messefrankfurt.com	<input type="checkbox"/>
December 13 2021	Stand Assembly Access Syma / Syma Plus Exhibitors	Junalyn Marquez Operations Coordinator junalyn.marquez@uae.messefrankfurt.com	<input type="checkbox"/>
December 14 – 16 2021	Automechanika Dubai 2021 Show Showtime: 10am – 7pm		N/A
December 15 – 16 2021	Exhibitor Survey distribution (please fill and return)		<input type="checkbox"/>
	Booking Form (pre-book to guarantee your current stand location for the 2022 show)		<input type="checkbox"/>
December 16 – 17 2021	Show Breakdown & Stand Disassembly (all valuables and products must be removed on October 21st ASAP after the show closes)	On-site Organiser's Office	N/A

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 2,600* employees at 30 locations, the company generates annual sales of some €733* 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

* Preliminary figures for 2019

About Messe Frankfurt Middle East GmbH

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

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