

automechanika

ISTANBUL

Turkey's leading international trade fair for the automotive service industry targeting trade visitors from Turkey, Eastern Europe, Asia and North Africa

TÜYAP Fair Convention and Congress Center
Istanbul / Turkey

4. – 7. 4. 2019



messe frankfurt



Deutsche Messe

Welcome to Automechanika Istanbul

The meeting point for the automotive
service industry

Automechanika Istanbul continues to be a meeting platform for National and International automotive industry key players. Automechanika Istanbul offers a great platform manufacturers, investors and buyers to meet face to face.

We are proud to organize such a professional and international exhibition with high satisfaction of participants, proves that the investments made in the concept and promotion of the exhibition were the right ones. We are looking forward for your participation in Automechanika Istanbul 2019.

Time to be the part of Turkish market

Now is the time to take part

Turkey: The Business Gateway

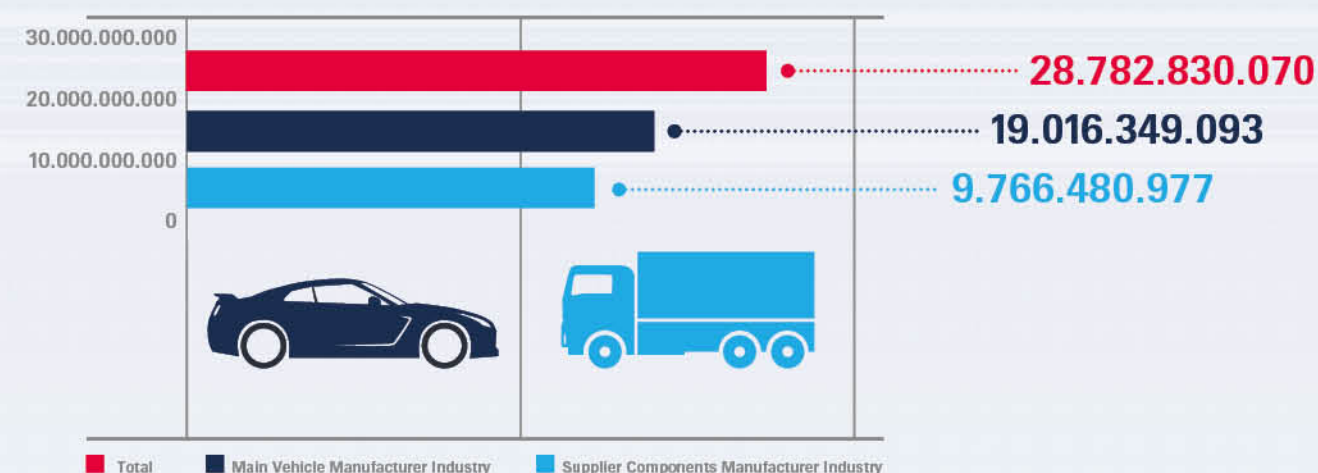
Turkey is located at a strategically important point between the EU, Central Asia, North Africa and the Middle East which is allowing easy access to all of these fast-moving markets. The increasing export volume from Turkey to Europe and to its neighbour countries, confirms Turkey's position as a gateway and a **hub** to these exciting markets. Take your chance to be a part of this exciting growth!

Source: Republic of Turkey Ministry of Economy, Automotive Industry Exporters' Association (OIB)

Development of Vehicle Production Thousand Units



Turkey's Automotive Export (1000 \$) (2018)



Source: Automotive Industry Exporters' Association (OIB)



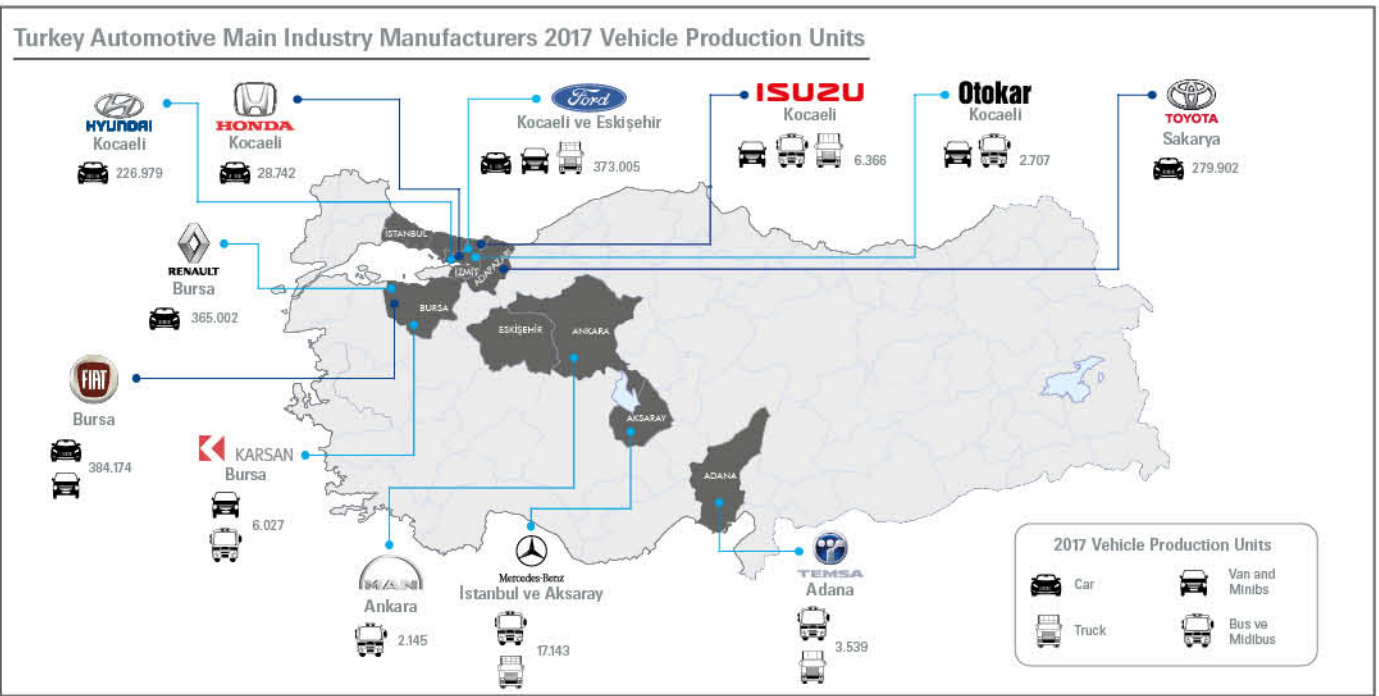
Top reasons to enter Turkish automotive market

Facts and Market Conditions:

- Bridge location between Europe, the Middle East, North Africa and CIS region.
- 18th largest economy in the world with a GDP growth of 7.4% in 2017.
- More than 1,000,000 vehicles were exported from Turkey to foreign markets in 2017.

The Automotive Industry in Turkey

- Turkey is the Europe's largest commercial vehicle manufacturer.
- Vehicles of Turkish origin hold the leading position among the vehicles coming from outside of European Union.
- Significant growth posted by Turkey's automotive sector led to Turkey becoming 14th largest automotive manufacturer in the world and 5th largest in Europe by the end of 2017.
- High demand for parts and components, spare and replacement parts because of growing vehicle park.
- Production, export and engineering hub of global brands for international markets.
- While Germany, France, Italy, Iran, Russia, the UK, and Spain are currently the major export customers of the Turkish automotive industry, there is a trend of diversification in export destinations with companies looking to break into nearby emerging countries where there is considerably more demand potential for new auto sales.



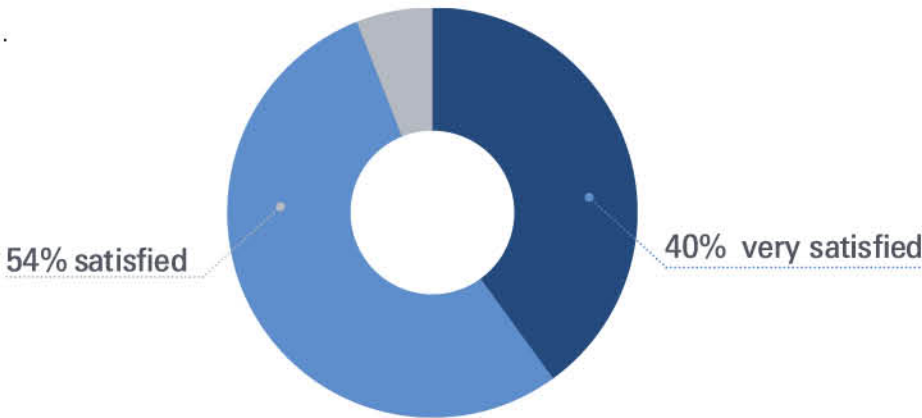
Source: OSD Automotive Sector Report 2017, Republic of Turkey Ministry of Economy

Reasons why you should exhibit at Automechanika Istanbul 2019

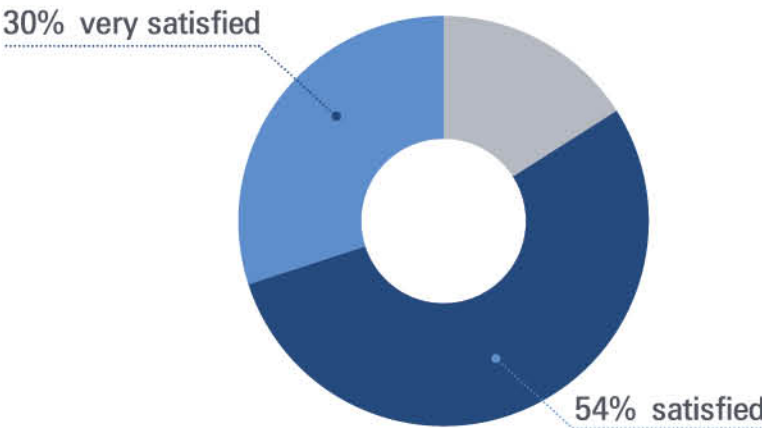
1. Automotive is the top industry of Turkish economy.
2. Getting together with the visitors from three continent.
3. Turkey launched a joint venture to manufacture its first domestic car. All suppliers will be at Automechanika Istanbul 2019.
4. A large amount of vehicles that the large international car manufacturers produce in Turkey is aimed for export purposes all over the world.
5. Meet over 40,000 buyers to build relationships with existing customers / to consolidate market position.
6. Meet the hosted delegations in scope of Anatolian Programme and develop new business relations.
7. Generate new sales leads.
8. Exhibitor satisfaction level is over %80.
9. Participate in important conferences to focus on the future of the automotive industry with Automechanika Academy.

Satisfaction with the attainment of trade fair visit & exhibit objectives

The trade visitors are ...



The exhibitors are ...



Automechanika Istanbul

Facts, Figures and Development

Part of the Automechanika Brand family since 2001, it is organized by two of the world's largest trade fair organizers: Messe Frankfurt and Deutsche Messe.

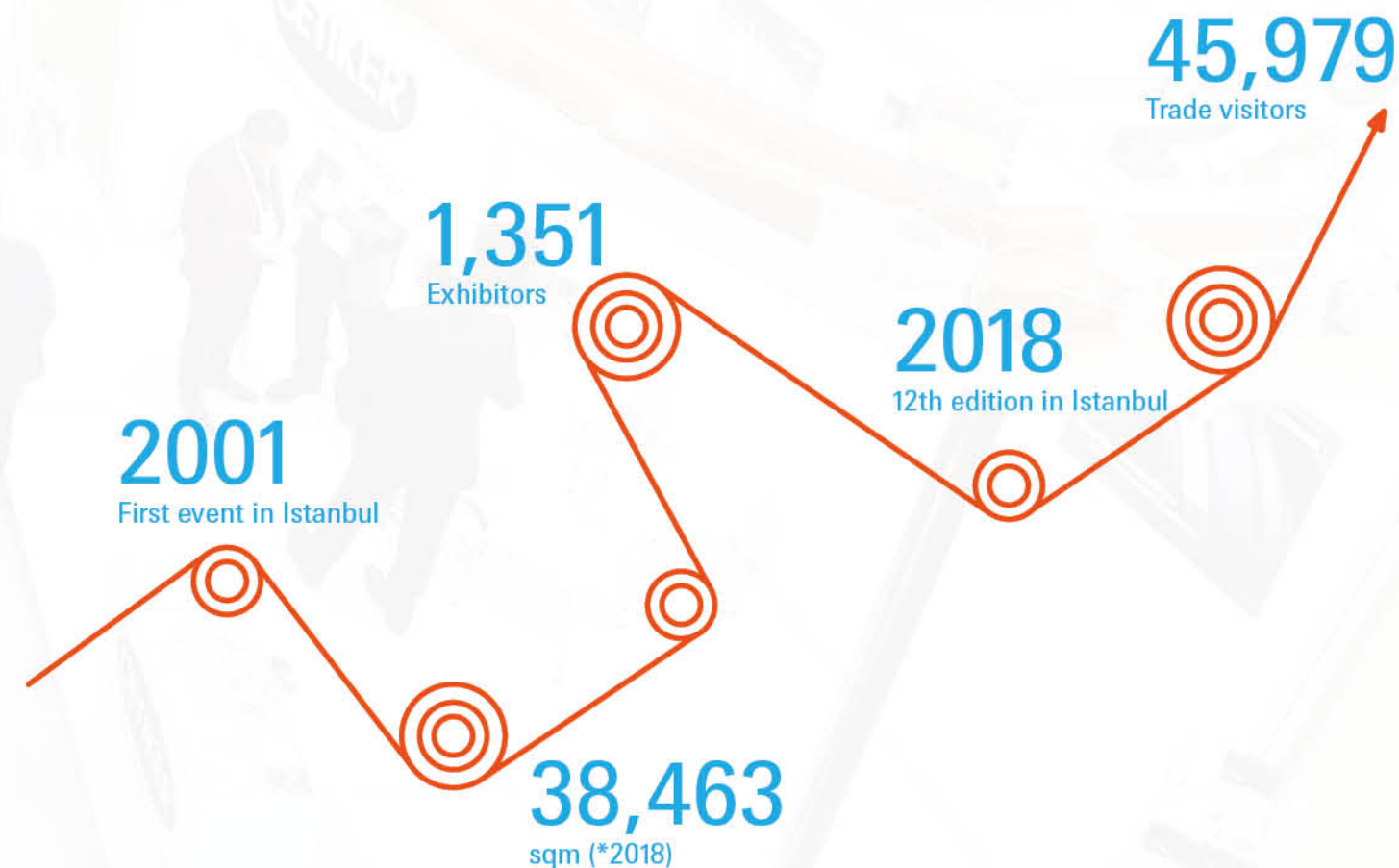
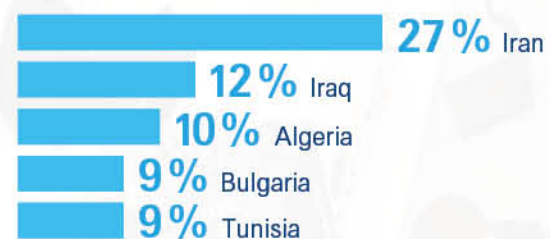
Focuses on Europe, the Middle East, North Africa and the Central Asia region for the automotive service industry of the OEM and Aftermarket.

Turkey's leading international trade fair for the automotive service industry

1,351
exhibitors from
37
countries

45,979
visitors from
120
countries

Top 10 International Visitors



Clear and Comprehensive

The Product Groups

Parts & Components: Powertrain, Chassis, Body, Standard parts, Interior, Charging accessories 12 volt, Regenerated, restored and renewed parts for cars and commercial vehicles, Industry institutions and publishers.

Electronics & Systems: Engine electronics, Vehicle lighting, Electrical system, Comfort electronics, Industry institutions and publishers.

Accessories & Customizing: General accessories for motor vehicles, Technical customizing, Visual customizing Infotainment, Special vehicles, equipment, assemblies and modifications, Trailers for cars and small commercial vehicles, spare and accessory parts for trailers, Industry institutions and publishers.

Repair & Maintenance: Workshop equipment and tools, Bodywork repairs, Paintwork and corrosion protection,

Towing equipment / maintenance and repair of vehicle superstructures, Waste disposal and recycling, Workshop safety and ergonomic workshop, Workshop and dealership equipment, Oils and lubricants, Industry institutions and publishers.

Dealer & Workshop Management: Workshop / dealership / filling station planning and construction, Dealer management systems, Workshop management, Basic and advanced training, Workshop and dealership marketing, Internet service providers and vehicle marts, Economic regeneration, cluster initiatives, Industry institutions and publishers.

Car Wash, Care & Reconditioning: Washing, Vehicle care, Vehicle preparation, Filling station equipment, Industry institutions and publishers.

Alternative Drive Systems & Digital Solutions
Car Wash, Care & Reconditioning: Electromobility and other alternative drive systems, Connected cars and vehicle safety, Mobility services, New workshop technologies, Cluster initiatives and economic support, Industry institutions and publishers.

REIFEN Tire Section: Tires, Wheels and wheel rims, Tire repair, Used tires, Tire management and systems, Sales equipment and storage of tires, Industry institutions and publishers.

E-Mobility

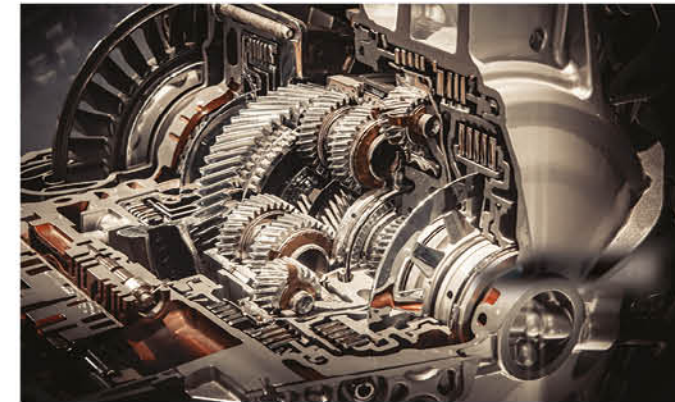
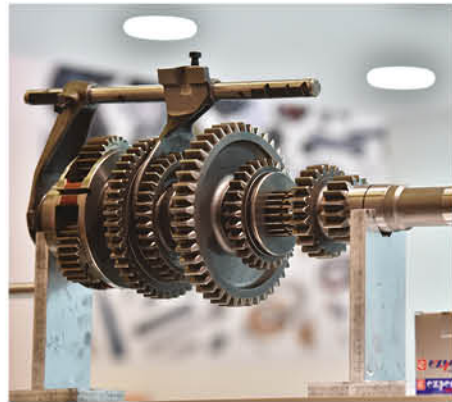
Driven by alternative powertrains, softwares, electric vehicle parts and much more.

Truck Competence – a clear statement for commercial vehicle sector

In Automechanika Istanbul 2018, there were 197 exhibitors that showcased truck & bus parts, equipment & services. The Truck Competence is growing stronger.



Special Sections: Lubricants, Batteries, E-Mobility, Accessories & Tuning, Truck Competence.



Highlights with added value

Automechanika Academy – E-Mobility
gathering point of automotive industry

automechanika academy

With a wide range of seminars, presentations, workshops and panel discussions, Automechanika Istanbul offers an ideal platform to exchange information with colleagues and experts.

There will be 4 days of seminars, workshops and trainings with the main topics as Mobility in the Near Future, New Technology and Materials for The Industry at a Glance. Experts from the sector, associations and universities will be talking about the latest trends and innovations in their particular fields at automotive industry.



E-Mobility

"E-mobility and Future Technologies" Special Forum and Display Area are organized during Automechanika Fair. Sector professionals and new entrepreneurs present sector-oriented subjects such as alternative driving systems, autonomous driving, future fleet management, intelligent charging stations, data management and alternative fuel technologies in this area.



Voices of Exhibitors

Statements from the industry

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“This year we have exhibited in the German Pavilion. It is fantastic that visitors are interested and aware of what they are looking for. The questions they ask show how engaged they are, which is great. This year, over 50 percent of the visitors on Thursday and Friday were foreigners.”

BÜLENT SAVAŞ
HAZET-WERK, COUNTRY MANAGER

“Petrol Ofisi has participated at Automechanika for the first time this year in the lubricants section. We think the exhibition was successful – especially on Thursday and Friday, where the response was overwhelming. This same intensity continued over the weekend. There was great participation from Palestine, Libya, Tunisia and Saudi Arabia.”

BURCU BEYZA DEMİRTAŞ
PETROL OFİSİ, SALES SUPPORT SPECIALIST

“Automechanika, the third biggest fair in the world, had an incredibly strong start this year. We are currently in the third day, but we have already seen that this edition has the highest attendance. We have done some momentous events with both our suppliers and customers.

As the OSS Automotive Aftermarket Association offers more initiatives the Automechanika fair continues to grow in significance. This year, we established a lounge area where we welcomed an average of 300–400 guests per day. Our members met with all their attending suppliers and also had a chance to welcome their guests. Automechanika remains a fantastic opportunity for us to showcase all we have to offer.”

ZİYA ÖZALP
MARTAŞ, CEO

“At Anadolu Motor, we have manufactured Lombardini engines and their spare parts for about 60 years in Turkey. In addition to manufacturing, we also export to roughly 50 countries. We produce spare tractor parts and parts for the Honda group. We also import products. For example, we debuted our new product insulating materials – an Aerogel range – at Automechanika. This introduction has created the opportunity to connect with many new companies, particularly those from India and Italy. In short, we are very happy to take part in Automechanika and are looking forward to participating again next year.”

CAN GÖZEN
ANADOLU MOTOR, AEROGEL SALES RESPONSIBLE

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Cooperation brings success

Strong partnerships with top international media organizations and industry associations*



PARTNERS



TURKISH AUTOMOTIVE
AFTERMARKET ASSOCIATION



SUPPORTERS



TURKISH COMPOSITES MANUFACTURERS ASSOCIATION



OTOMOTİV MÜHÜRÜCÜLERİ DERNEĞİ
AUTOMOTIVE ENGINEERING ASSOCIATION



GLOBAL SUPPORTERS



MEDIA PARTNERS



*2018

The Venue

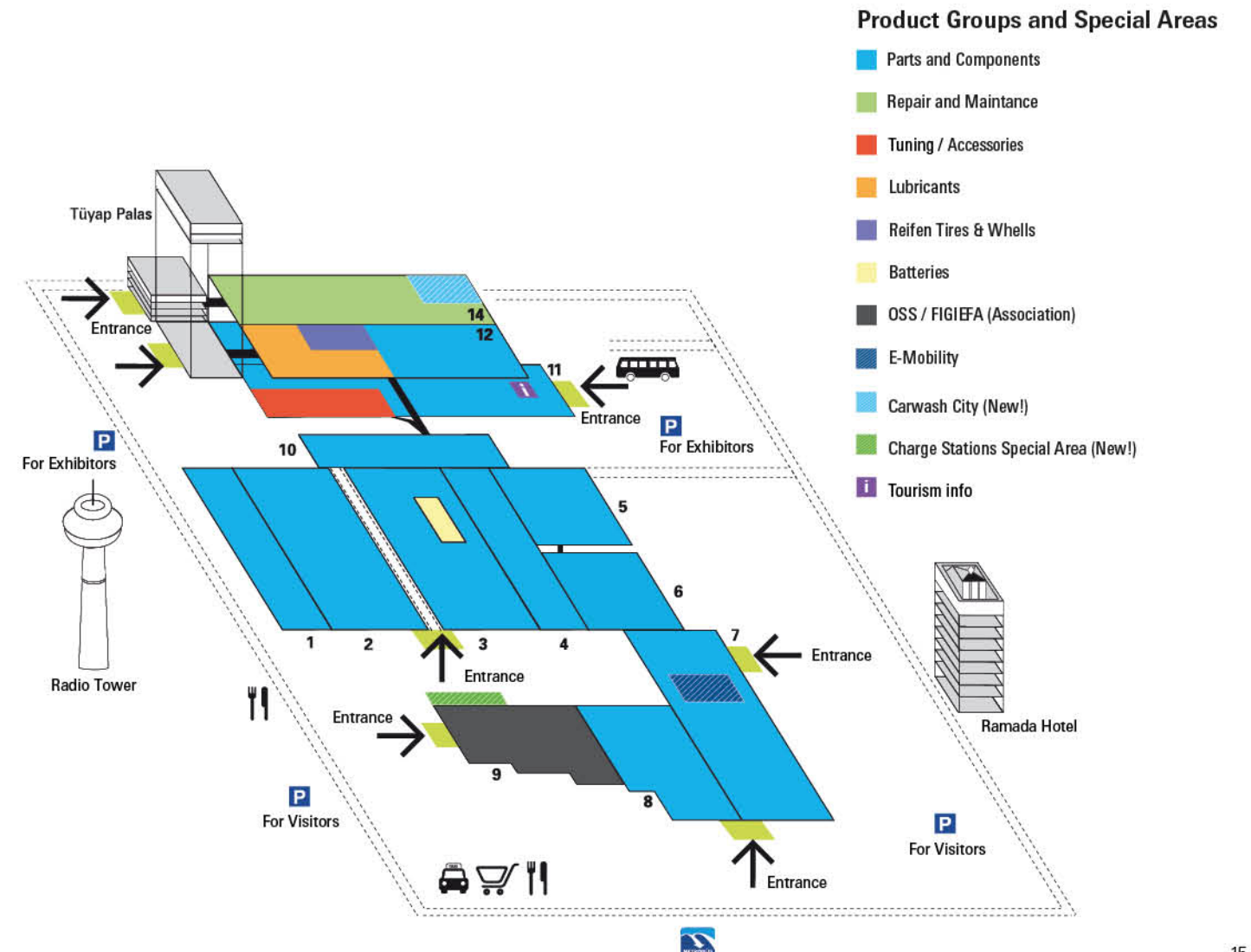
TÜYAP Fair Convention and Congress Center

Automechanika Istanbul is organized at the TÜYAP Fair, Convention and Congress Center in Beylikdüzü / Büyükçekmece in Istanbul, Turkey.

The venue offers a range of facilities for the international visitors such as cafes, restaurants offering international and Turkish food, news stands, prayer facilities and ATM machines.

The TÜYAP Fair Ground is located on the European side of Istanbul, about 45 minutes away from Taksim Square, Istanbul's city center.

Free shuttle buses are provided from several points in the city. Taxi and public transportation is also possible. The exhibition's website provides up-to-date information on how to get there.



Automechanika

Celebrating 47th anniversary of Automechanika

Thanks to Automechanika Brand, Germany is not the only country that highlights the automotive service industry every two years. For all market participants, Automechanika is organized in 15 other countries around the world, making it an export hit in the truest sense of the word.

With 17 events around the world, Automechanika is the world's leading trade fair for the automotive service industry.

All Automechanika events from Mexico City to Shanghai increase the awareness of the trade fair brand. Each year, that attracts even more visitors to all fairs.

Take the advantage of this brand's strength – and the opportunity to tap into new customer groups and markets. In Istanbul and around the globe.



Founded in 1971, Automechanika has - since 1997- been progressively rolled out to more and more countries. New locations recently added include Birmingham, Chicago, Jeddah and Riyadh - and the Automechanika trade fair family is destined to grow further. For the latest information and dates covering all 17 events, go to automechanika.com



Easy and Efficient

Exhibiting at Automechanika Istanbul



Automechanika Istanbul is Turkey's leading international meeting place for the automotive service industry, gathering a large number of visitors with decision-making authority.

Registration Fee:

€ 250, -/booth + (18% VAT)

Obligatory for all participants and all options

Raw Space:

Raw Space Early Bird (min. size 12sqm) (until 7th of September 2018)

€ 200, -/sqm + (18% VAT)

Raw Space (min. size 12 sqm)

€ 210, -/sqm + (18% VAT)

Booth Package:

Space + Modular stand (min. size 12 sqm will be added to Raw Space)

€ 70, -/sqm + (18% VAT)

Automechanika Istanbul offers exhibitors assistance for the stand construction, technical services, special design, catering, PR and advertisement campaigns before and during the fair.

Automechanika Istanbul Team will consult and assist the Exhibitors throughout the whole fair planning process.

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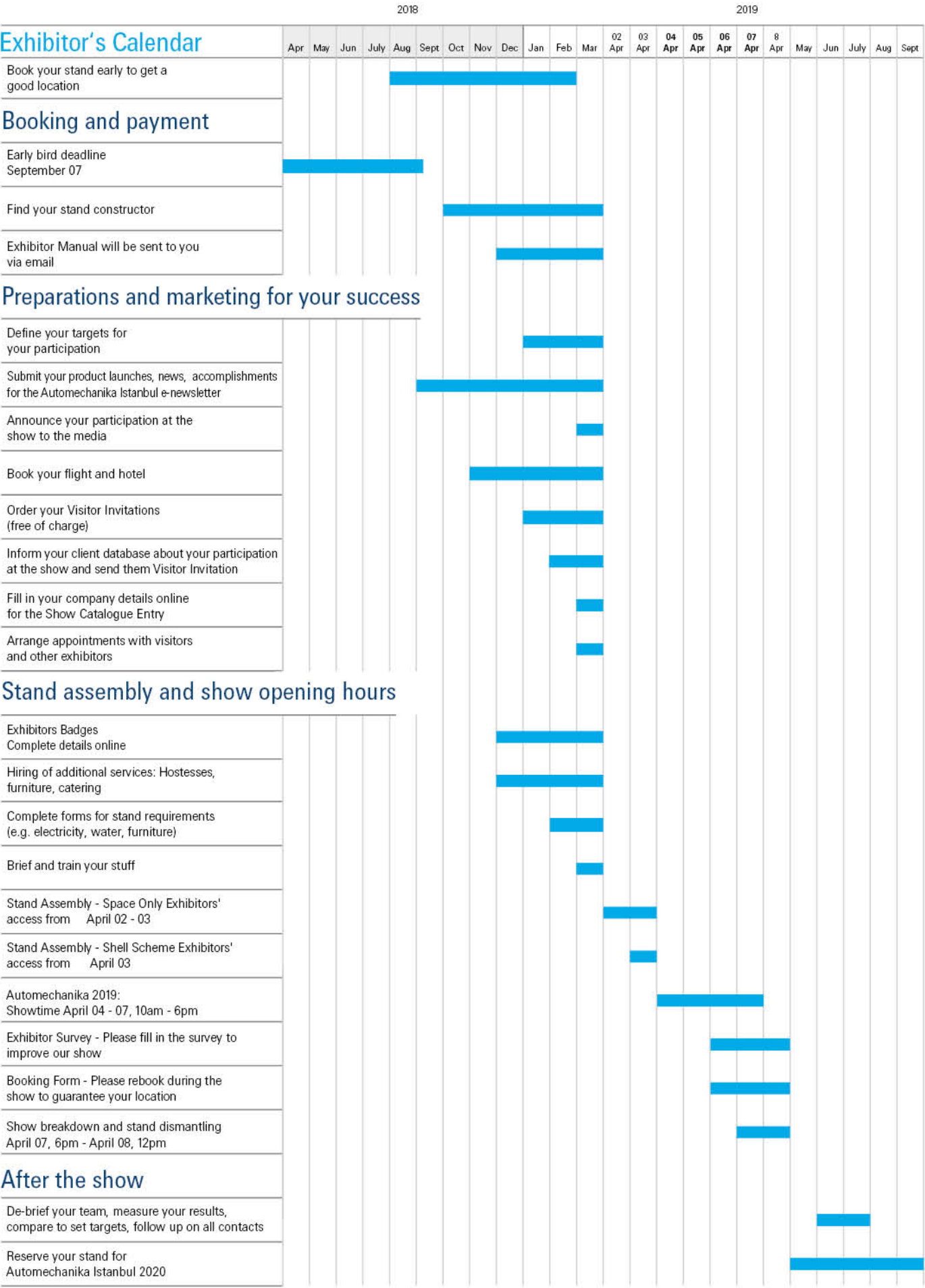
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Messe Frankfurt against Copying

An initiative that offers protection against product and brand piracy



In 2006, Messe Frankfurt became the first trade fair organiser in the world to launch an initiative against product and brand piracy. “Messe Frankfurt against Copying” is committed to protecting brands, samples and models during all Automechanika events.

This initiative aims to ensure that exhibitors and visitors are fully informed about the registration and assertion of intellectual property rights. Messe Frankfurt works in close liaison with official bodies and private organisations in the field of protection of intellectual property. In urgent cases, it arranges for legal support on site, and an emergency legal service offers exhibitors free initial advice during the events.

Thankfully, these days, most products and brands are now more effectively protected, for instance through the official registration of property rights. The number of products confiscated by customs has fallen significantly since the start of the initiative.

www.automechanika.com.tr



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Automechanika Istanbul



Automechanika Istanbul

Organizers



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