



# The Show & Market

*"We greatly enjoyed the trade show as a perfect opportunity to get in personal contact with the automotive branch of the growing Middle East region. Automechanika Middle East 2011 was a great success for us and we will definitely participate again next time."*

**Mr. Marc Sommer, Regional Director, ZF Services Middle East**

Automechanika Middle East 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 rising standards of living in Gulf countries and the need to maintain vast fleets of aging vehicles in Iran, Pakistan, Iraq and Afghanistan. The diverse African markets also offer rich opportunities.

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

## Market Information

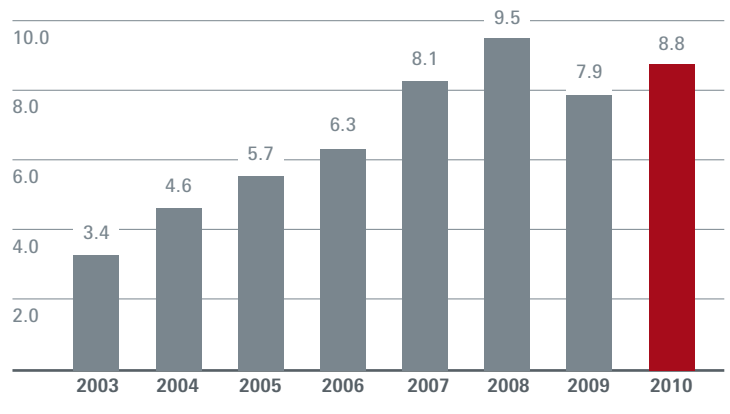
- Dubai serves as the most important trans-shipment hub in the region
- Around 60% of goods that land in Dubai have a different final destination

## Main Trans-shipment Destinations for Automotive-related Products are



## Auto Parts Total Trade in Dubai from 2003 – 2010\*

Values in Billion US\$



TOTAL TRADE = Direct + Free Zone + Customs WH

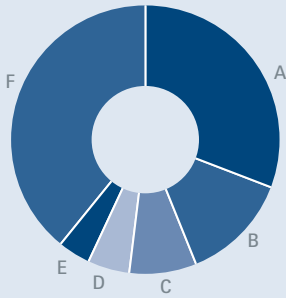
\* Source: Statistics Section, Dubai Customs



"Automechanika Middle East in Dubai gets bigger and better every year and we know from attending past events that the trade visitors are people we want to meet."

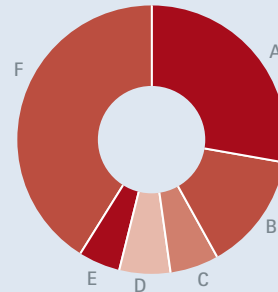
**Mr. Asad Badami, Managing Director, A-MAP**

**Automotive Imports by Product Groups\***



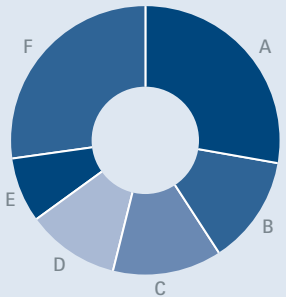
- A 31% Automotive Parts & Accessories
- B 13% Tyres For Passenger Cars
- C 8% Tyres For Buses & Lorries
- D 5% Automotive Engine Parts
- E 4% Body Parts & Accessories
- F 39% Others

**Automotive Exports by Product Groups\***



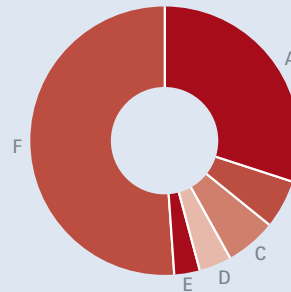
- A 28% Automotive Parts & Accessories
- B 14% Tyres for Passenger Cars
- C 6% Body Parts & Accessories
- D 6% Tyres for Buses & Lorries
- E 5% Ball Bearings
- F 41% Others

**Automotive Imports by Country of Origin\***



- A 28% Japan
- B 13% Germany
- C 13% China
- D 11% South Korea
- E 8% USA
- F 27% Others

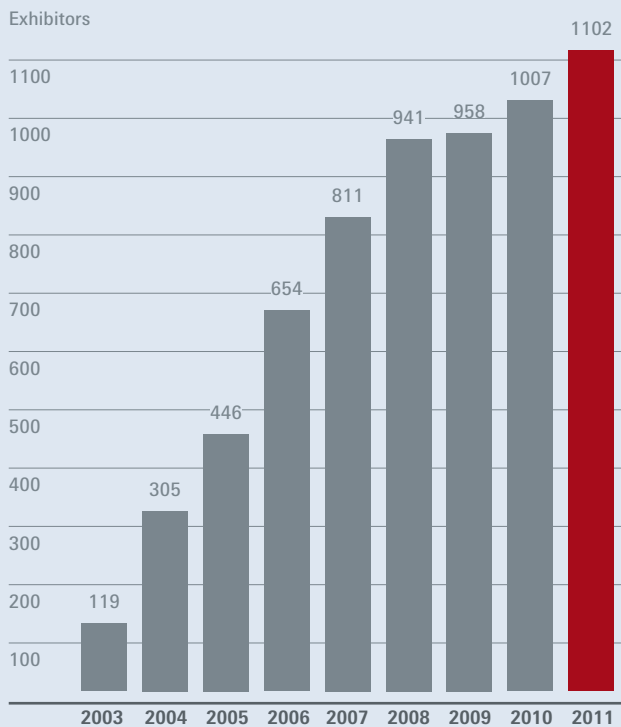
**Automotive Exports by Destination\***



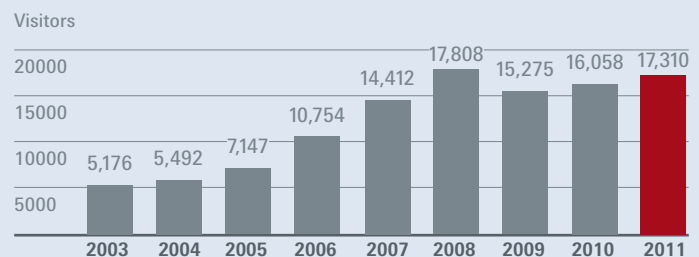
- A 30% Iran
- B 6% Iraq
- C 6% Saudi Arabia
- D 4% Kuwait
- E 3% Pakistan
- F 51% Others

\* Source: Statistics Section, Dubai Customs

**Automechanika ME Exhibitors 2003 – 2011**



**Automechanika ME Visitors 2003 - 2011**





*"We've been participating in Automechanika Middle East for five years and we continue to see it grow. It has been wonderful to see the amount of business that takes place. If you don't come here, you are not going to do business in the Middle East."*

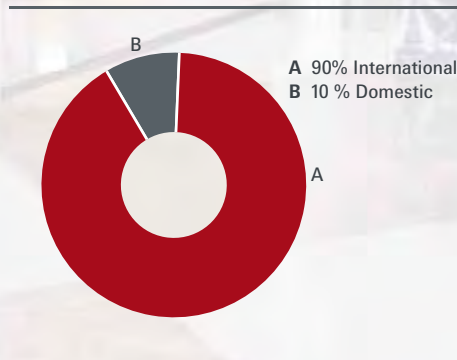
**Ms. Caroline Perotta, Manager - Automotive Aftermarket, Intraco**

# 1102 Exhibitors ⇐ 52 Countries

## Exhibitor Origin

(\*) = Official country pavilion

- |                |              |                      |
|----------------|--------------|----------------------|
| Argentina      | Iran         | Russia               |
| Australia (*)  | Italy (*)    | Saudi Arabia         |
| Bahrain        | Japan        | Serbia               |
| Belgium        | Jordan       | Singapore (*)        |
| Brazil (*)     | Kuwait       | South Africa (*)     |
| Bulgaria       | Lebanon      | South Korea (*)      |
| Canada         | Macao        | Spain (*)            |
| China (*)      | Malaysia (*) | Sri Lanka            |
| Cyprus         | Mexico       | Sudan                |
| Czech Republic | Morocco (*)  | Switzerland          |
| Denmark        | Netherlands  | Taiwan (*)           |
| France (*)     | Norway       | Thailand (*)         |
| Germany (*)    | Oman         | Tunisia (*)          |
| Greece         | Pakistan (*) | Turkey (*)           |
| Hong Kong (*)  | Poland       | Ukraine              |
| India (*)      | Portugal     | United Arab Emirates |
| Indonesia      | Romania      | United Kingdom (*)   |
|                |              | United States (*)    |



“We were overwhelmed with the interest at our stand...At one point, our stand was so full of people we had to set formal appointments after the show so that we could see everyone!”

**Mr. Norbert Wirth, General Manager, Automanzil**

## Automechanika Academy

This year’s Academy was extremely well attended. The one day event drew in 109 high profile delegates, covering topics on:

- Dubai Automotive Aftermarket Trade Statistics
- Green Tyres - A New Revolution
- Safety and Environment Measures taken by Tyre Manufacturers
- Potential Opportunities and Challenges in the Tyre Industry
- The Emergence of Budget Tyres
- Special Equipment Laws and Regulations in the UAE
- Introduction to a Groundbreaking New Repair Technology

## Support from 31 International Trade Associations

AAAA	The Australian Automotive Aftermarket Association	Australia	PROMOS	Special Agency of the Milan Chamber of Commerce for International Activities	Italy
AASA	Automotive Aftermarket Suppliers Association	USA	SEMA	Specialty Equipment Market Association	USA
AIEC	Automotive Industry Export Council	South Africa	SERNAUTO	Spanish Automotive Equipment and Components Manufacturers Association	Spain
APRA	Automotive Parts Remanufacturers Association	USA	SINDIPECAS	Brazilian Autoparts Manufacturers Association	Brazil
ASA	Federal Association of the Manufacturers and Importers of Automobile Service Equipment	Germany	SMMT	Society of Motor Manufacturers	UK
BMW <i>i</i>	Federal Ministry of Economics and Technology	Germany	TDAP	Trade Development Authority of Pakistan	Pakistan
BPG	Brand Owners Protection Group	UAE	TMDIA	Taiwan Mold & Die Industry Association	Taiwan
CEPEX	Tunisian Export Promotion Centre	Tunisia	TORINO	Camera Di Commercio Industria Artigianato e Agricoltura di Torino	Italy
EEPC	EEPC India	India	TVMA	Taiwan Transportation Vehicle Manufacturers Association	Taiwan
EGEA	European Garage Equipment Association	Belgium	UBI France	French Trade Commission	France
EMMA	European Mobile Media Association	Germany	USCS	U.S. Commercial Service	USA
HDMA	Heavy Duty Manufacturers Association	USA	ZDK	German Federation for Motor Trade and Repairs	Germany
iATN	International Automotive Technicians Network	USA			
IEAT	Importers and Exporters Association of Taipei	Taiwan			
Maroc	Centre Marocain de Promotion des Exportations	Morocco			
MEMA	Motor & Equipment Manufacturers Association	USA			
NAACAM	National Association of Automotive Component and Allied Manufacturers	South Africa			
OAC	Overseas Automotive Council	USA			
Piemonte	Centro Estero Internazionalizzazione: Agency for Investment, Export & Tourism	Italy			

## Speakers who presented at the Academy:

**Ms. Nassim Saeed Al Muhairi**, *Senior Manager, Statistics Section, Dubai Customs, UAE*

**Mr. Shoichi Sakuma**, *President, Bridgestone Middle East and Africa, UAE*

**Mr. Surender Kandhari**, *Chairman, Al Dobowi Group, UAE*

**Mr. Gopiraj KV**, *CEO, ZAFCO, UAE*

**Mr. Norbert Wirth**, *General Manager, Automanzil, UAE*

**Mr. Peter MacGillivray**, *Vice President of Events and Communications, SEMA, USA*

Supported by:



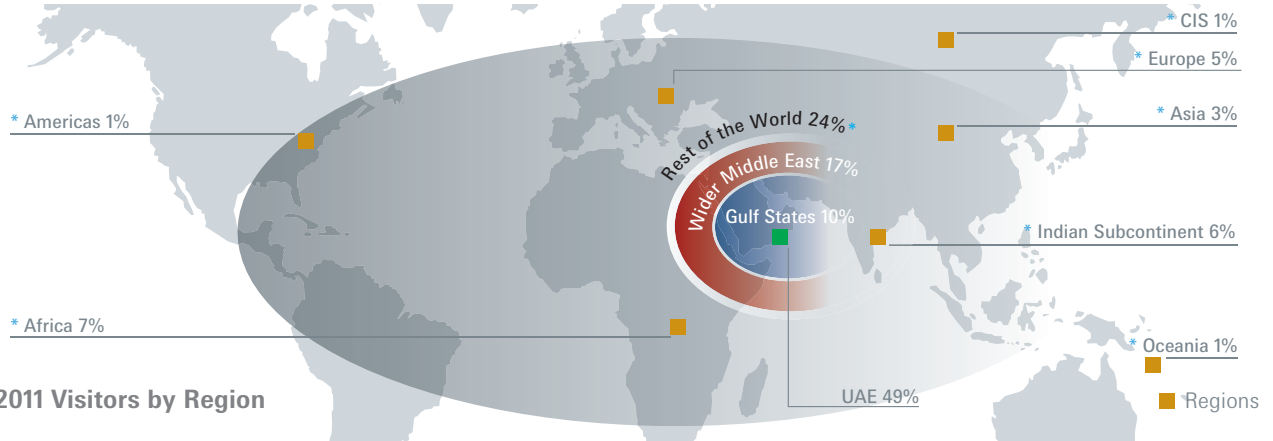
Media Partners:



"Automechanika Middle East exhibition is good for our business and this year we got many new customers from Africa. The show also helped us to generate good inquiries and leads"

Mr. Abu Khader, Director-Sales & Marketing, Schaeffler Middle East FZE - Automotive Aftermarket Division

## 17,310 Visitors ⇄ 130 Countries



### 2011 Visitors by Region

Visitors – Main Area of Interest – Product Sections	
<b>Parts &amp; Systems</b>	
Powertrain	14%
Chassis	12%
Bodywork	12%
Roof Systems	3%
Interior	10%
Infotainment	4%
Electrics / electronics / sensor systems	14%
Standard parts	24%
Regenerated parts	7%
<b>Repair &amp; Maintenance</b>	
Workshop equipment and tools	40%
Body repairs	21%
Painting and anti corrosion protection	11%
Towing service	9%
Waste disposal and recycling	7%
Dealership equipment	12%
<b>Service Station &amp; Car Wash</b>	
Filling stations	23%
Care	30%
Oil and lubricants	33%
Others	14%
<b>IT &amp; Management</b>	
Dealership planning and construction	23%
Dealership finance	7%
Dealer management systems	12%
Workshop management	30%
Dealership marketing	16%
Internet	12%
<b>Accessories &amp; Tuning</b>	
Accessories and special equipment for motor vehicles in general	33%
Tuning	9%

Performance systems	10%
Design enhancement	9%
Optical tuning	5%
Car trailers and small commercial vehicle trailers, parts for trailers	17%
Wheel Rims	11%
Adaptive car accessories	6%

Tyres & Batteries	
Passenger / Truck tyres	36%
OTR/Agricultural tyres	12%
Batteries	24%
Rims	12%
Tyre repair materials	16%

Visitor Origin by Business Sector	
Manufacturer	14%
Wholesaler	19%
Distributor	15%
Retailer	7%
Service Provider	13%
Import/Export	25%
Government	2%
Media	1%
Institution	1%
Others	3%

Visitors interested in Products / Equipments for	
Passenger Vehicles	37%
Commercial Vehicles	46%
Industrial Vehicles	9%
Agricultural Vehicles	6%
Others	2%

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