

Press Release

08.04.2018

Automechanika Istanbul

Turkey's Leading International Trade Fair for the Automotive Industry

5-8 April 2018, Istanbul / Turkey

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1352 exhibitors from 38 countries came together with 45,979 visitors from 120 countries

12th Automechanika Istanbul closed its gates with great success!

Automechanika Istanbul, the 3rd largest trade fair of the automotive industry worldwide, took place at TUYAP Fair, Convention and Congress Center between April 5 and 8, 2018. Automechanika Istanbul's spectacular success proved once again after four impressive days with its high international quality both for exhibitors and visitors. The fair provided important opportunities for common benefits and development for industry leaders.

1352 exhibitors from 38 countries exhibited their innovations about Parts and Systems, Repair and Maintenance, Oil, Battery, Accessory, Reifen Rim and Tire, Hand Tools, Car Wash and Truck Competence in 13 halls. This year 12 countries; Germany, Czech Republic, China, Indonesia, France, India, Hong Kong, Iran, Italy, Pakistan, Spain and Taiwan, took place in the fair with their official national pavilions.

Automechanika Istanbul showed once again that the right projects bring together the right people. Not only from the point of view of the exhibitors, but also from the point of view of the visitors who came from 120 countries, the most international activity of recent years was completed. During 4 days **45,979** professionals visited the fair. Buyers from Germany, Bosnia and Herzegovina, Algeria, Morocco, Palestine,

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Montenegro, Macedonia, Moldova, Serbia, Tunisia and Jordan visited the fair within the scope of the International Purchase Program supported by the Ministry of Economy and Automotive Exporters Association. In addition to international visitors, 108 busses from over all Turkey, visited the exhibition on Anatolian Delegation program with the Chambers of Commerce and Industry as well as Trade Associations from all around Turkey.

General Manager of Hannover Fairs Turkey Fairs Inc. Alexander Kühnel stated: "With its tremendous international capacity, Automechanika Istanbul offered significant opportunities for companies looking to enter new markets. We were very happy to witness the high level of satisfaction our exhibitors received from domestic and foreign visitors. I am so proud to announce that; it was the most interesting event of the recent years in terms of visitor density. Automechanika Istanbul, like all other fairs we have organized this year, shows that despite of all the negativities in the world, we can achieve great success with an effective marketing strategy and we are happy that we have achieved this fantastic success in terms of both domestic and foreign visitor traffic with our fantastic team all together. As the 3rd biggest Automotive Industry Exhibition in the world after Shanghai and Frankfurt, International "Automechanika Istanbul" once again showed its essential importance for the industry both for Domestic and international market, too. To hear very well comments and totally positive feedbacks from our exhibitors as well as visitors with their big smiles on their faces about the exhibition took our entire tiredness. Moreover to this, to realize from key players to small enterprises, from exhibitors to visitors from associations to industrial representatives who were with us in these 4 days from Turkey to Brazil, Iran to Poland, Russia to Lebanon, USA to Germany as well as many other visiting countries had already saved our 4 – 7 April 2019, "Automechanika Istanbul" is an priceless experience for all of us."

Managing director of Messe Frankfurt Tayfun Yardım evaluated the fair with the following words: "Once again, Automechanika Istanbul

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proved to be the meeting point of the region for national and international professionals of the sector hosting 45,979 visitors from 120 countries. We are proud to organize such a professional and international fair. Automechanika Istanbul serves as an important meeting point for new import and export opportunities and business growth as one of the most international fairs of Turkey with 50% of the participants being foreign exhibitors. Along with individual exhibitors from all over the world, there were 12 country pavilions from Germany to China where the most innovative and distinctive products are displayed. However, Automechanika Istanbul is not only a trade fair, it is also an important information platform with seminars, workshops and events organized within the scope of the Automechanika Academy. Our aim is to continuously increase Automechanika Istanbul's contribution to the sector by continuously improving the content of the fair and the academy every year."

Future Technologies of the Automotive Industry meets at the Automechanika Istanbul

The E-Mobility and Future Technologies Area, which will be organized for the second time this year as part of Automechanika Istanbul, has become a meeting point for innovative ideas and products about mobility and future technologies. The main automotive industry, suppliers and new entrepreneurs exhibited their work on alternative driving systems, autonomous driving, developments in automobile production, future fleet management, intelligent charging stations, data management, and alternative fuel technologies in this area.

As the use of electric vehicles has become widespread, Automechanika Istanbul discussed, for the first time this year, the charging stations, which have an important place on the agenda of the automotive industry. In addition, special training programs covering a wide range of areas ranging from glass films to vehicle cleaning, from ceramic coating to dent repair were also organized again for the first time this year in the special section of Car Washing and Maintenance in the Hall No 14, where Maintenance & Repair products were exhibited.

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With its brand new products and attractive events, 12th Automechanika Istanbul Trade Fair organized by Messe Frankfurt Istanbul and Hannover Fairs Turkey Fair has closed its gates with great success. The next Automechanika Istanbul will be held between **04 and 07 April 2019**.

For more information and photographs:

www.automechanika.com.tr

Partners & Supporters

AASA - Automotive Aftermarket Suppliers Association, **APRA** - Automotive Parts Remanufacturers Association, **AKÜDER** - Accumulator and Recycling Industries Association, **ASA** – Federal Association of the Manufacturers and Importers of Automobile Service Equipment (Germany), **EGEA** - European Garage Equipment Association (Belgium), **FIGIEFA** - Automotive Aftermarket Distributors (Belgium), **HDMA** - Heavy Duty Manufacturers Alliance, **ITO** - Istanbul Chamber of Commerce, **MEMA** - Motor Equipment Manufacturers Association, **OAC** - Overseas Automotive Council, **OIB** - Uludag Automotive Industry Exporters' Association, **OSS** - Association of Automotive Aftermarket Products and Services, **OTOMDER** - Automotive Engineering Association, **TAYSAD** - Association of Automotive Parts and Components Manufacturers in Turkey, **TEHAD** - Turkish Electric and Hybrid Cars Platform, **TOBFED** - All Automotive Maintenance Associations Federation, **ZDK** -German Federation for Motor Trades and Repairs, **TOBB** - The Union of Chambers and Commodity Exchanges of Turkey, **KOSGEB** - Small and Medium Enterprises Development Organization.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,300* employees at 30 locations, the company generates annual sales of over €647* million. Thanks to its far reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters 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

* 2017 numbers

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