

Press Release

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Automechanika Istanbul

Turkey's Leading International Automotive Industry Fair

5-8 April 2018, Istanbul / Turkey

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Automechanika Istanbul, the world's 3rd largest trade fair for the Automotive Industry, opened its doors for the 12th time in Istanbul on April 5th!

Automechanika Istanbul, the world's 3rd largest automotive fair organized by the collaboration of Messe Frankfurt Istanbul Uluslararası Fuarçılık Ltd. Şti. and Hannover Fairs Turkey Fuarçılık A.Ş. brings together over 1300 exhibitors from 38 countries with the professionals of the industry from 5 to 8 April 2018. The location of Turkey makes Automechanika Istanbul the most important international trade platform of the region for all domestic and foreign companies that plan to make investments in neighbouring countries' market. The exhibition, where cutting-edge technology products for the automotive production and service systems will be exhibited, can be visited at TUYAP Fair Convention and Congress Center from 5th to 8th of April.

The automotive industry preparing to take part in the domestic car project looks forward to Automechanika Istanbul!

Automechanika Istanbul, the giant meeting platform for the automotive industry that is the export champion of Turkey, opened its doors today. Organized with the support of Ministry of Economy, Automechanika Istanbul is the most dynamic and extensive automotive event in the region and in the next four days, car manufacturers will have the opportunity to promote their high technology products to major industry-specific buyers around the world.

In the opening ceremony of the fair organized with participation of 1,352 exhibitors from 38 countries, **Alexander Kühnel** Hannover Fairs Turkey General Manager delivered the following speech;

"Turkish industry is focusing on high-tech production in all areas, Turkey is eagerly waiting for the domestic automobile to take the field. Driving force of

**Messe Frankfurt Istanbul
Uluslararası Fuarçılık Ltd. Şti.**

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the domestic automobile project, which will be realized with an investment of approximately **\$3 billion**, will constitute competitive structure of the Turkish automotive sector. Turkish automotive sector have not lost its export leadership position in the last 12 years. During this entire process, Automechanika Istanbul has become the main meeting center of industry. We believe that the automotive industry will reach its new targets quickly and that its greatest supporter on this path will be Automechanika Istanbul.

Tayfun Yardim, Messe Frankfurt Istanbul Managing Director, emphasizes that Automechanika Istanbul is the third largest automotive fair of the year following Frankfurt and Shanghai and explains;

“The most prominent feature of Automechanika Istanbul is that it is 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 are 12 country pavilions from Germany to China where the most innovative and distinctive products will be displayed. In recent years, the fair gained momentum due to great interest and demand from foreign companies and will again serve as a meeting point for the professionals of the industry from numerous countries, particularly from Europe, Middle East, North Africa and CIS countries. Automechanika Istanbul appeals to all product and service groups in the automotive industry, offering great business opportunities to participants.”

“Buyers Mission Programme” from Ministry of Economy to Automechanika Istanbul

This year, within the scope of “**Buyers Mission Programme**”, Automechanika Istanbul will welcome 37 international delegations from 11 countries. Buyer delegations from various countries, particularly from Europe, Middle East and Africa will be visiting the fair and exhibitors will have the chance to meet with many international buyers. All local and international companies who aim to make investments in neighbouring countries’ markets will have the opportunity to sign new business deals.

The technologies of the future for the Automotive Industry

Along with new product groups on display, this year Automechanika Istanbul gives the opportunity to local and international companies to promote their innovative products at areas dedicated for Parts & Components, Repair & Maintenance, Accessories & Tuning, Lubricants, Reifen Tyres and Wheels, Batteries, E-mobility, Car Wash City. Along with special promotion areas and the

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events organized, various seminars, workshops and events will take place with exciting presentations by professionals of the industry.

In its 12th anniversary, Automechanika Istanbul will once again host the E-Mobility and Technologies of the Future platform, whereby innovative ideas and products on the future of technologies will be presented.

Automotive industry, suppliers and new entrepreneurs will be demonstrating their studies on alternative drive systems, autonomous driving, developments in car making, fleet management of the future, smart charging stations, data management and alternative fuel technologies. Also, presentations will be made where exciting developments in the field of remote service, electrical vehicle battery and car battery will be discussed.

With the widespread of electrical cars, this year Automechanika Istanbul will address, for the first time, the charging stations issue, which is on the top the agenda of the automotive industry. Another first will be the special training programs to be organized at Car Wash City on Hall 14, where Service& Repair products are on display. These trainings will cover from window films to cleaning of vehicles, from ceramic coating to fixing the dents in cars.

Partners & Supporters

AASA –Automotive Aftermarket Suppliers Association, **APRA** – Automotive Parts Remanufacturers Association, **AKÜDER**- Battery Association, **ASA** – Federal Association of the Manufacturers and Importers of Automobile Service Equipment (Germany), **AUSDER**- Association of Intelligent Transport Systems, **EGEA** – Europe Garage Equipment Association (Belgium), **FIGIEFA** – Automotive Aftermarket Distributors, **HDMA** – Heavy Duty Manufacturers Association, Turkish Composites Manufacturers Association, **İTO** – Istanbul Chamber of Commerce, **MEMA** – Motor Equipment Manufacturers' Association, **OAC** – Overseas Automotive Council, **OIB** – Uludağ Automotive Industry Exporter's Association, **OSS** – Turkish Automotive Aftermarket Association, **OTOMDER**- Automotive Engineering Association, **TAYSAD** – Association of Automotive Parts and Components Manufacturer, **TEHAD** – Turkey Electric & Hybrid Vehicles Association, **TOBFED** - All Car Care Associations Federation of Turkey, **ZDK** – German Federation for Motor Trades and Repairs, **TOBB** – The Union of Chambers and Commodity Exchanges of Turkey, **KOSGEB** – Presidency of Development and Support of Small and Medium-sized Enterprises Administration.

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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