

# Press

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Automechanika worldwide

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## **Automechanika and AICA plan new alliance**

### **Pilot projects in 2017: Trade fairs in Shanghai and Johannesburg**

The world's biggest B2B trade fair brand, "Automechanika", and the "Italian Garage Equipment Manufacturers Association" (AICA) would like to work together more closely in future. The partners announced their intentions at a press conference on 25 May 2017 in Bologna. The new alliance should benefit the approx. 100 members of the Italian aftermarket association that present their products and services at 17 Automechanika events in 15 countries.

According to Michael Johannes, Vice President Mobility & Logistics, Messe Frankfurt Exhibition GmbH: "The goal is to strengthen our integration with the Italian market. As one of Europe's leading economies, Italy is a very high priority for Automechanika. For example, Italian companies accounted for more than 10 percent of all exhibitors at the last Automechanika Frankfurt. By collaborating with AICA, we are hoping to offer better support for this important target group, and are looking forward to a successful relationship with the association."

The partnership is to kick off with Automechanika Johannesburg from 27 to 30 September 2017 and Automechanika Shanghai from 29 November to 2 December 2017, both of which cover markets that are of particular interest to AICA members. As part of their efforts, Automechanika and AICA are planning joint marketing campaigns and special programmes for members of the Italian association for these and other trade fairs.

"The collaboration between AICA and Messe Frankfurt aims at supporting AICA member companies in their international promotion", says AICA president Mauro Severi. "AICA will negotiate special programmes for its members and will coordinate their possible participation in the various Messe Frankfurt exhibitions."

With 17 events on four continents, the Automechanika brand represents more than 20,000 exhibitors, 600,000 trade visitors and 45 years of industry experience. In 1971, the brand was launched with Automechanika Frankfurt. The newest member of the trade fair family is

Messe Frankfurt Exhibition GmbH  
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Automechanika Riyadh, which will be taking place for the first time in February 2018.

Since 1998, Milan has been home to the Messe Frankfurt Italia subsidiary, which enjoys outstanding contacts to Italian companies, associations and public institutions. With its large economy and excellent infrastructure, Italy offers excellent conditions for a trade fair presence. This potential has been recognised and taken advantage of by the industry, so it is also in Messe Frankfurt's interest to benefit from the Italian trade fair market and establish its international brands here.

**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 2,400 employees at 30 locations, the company generates annual sales of over €640 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](http://www.messefrankfurt.com)