

automechanika

MOSCOW

powered by:



Russia's Leading International Trade Fair for the Automotive Industry targeting Trade Visitors from Russia and the CIS

POST SHOW REPORT
26-29 August 2013
Moscow, Russia

FACTS AND FIGURES:

Automechanika Moscow powered by MIMS 2013 – the 3rd year of consecutive record-setting growth:

EXHIBITION SPACE

59,877 sqm gross in 5 exhibition pavilions and outdoor exposition

EXHIBITORS

1,612 companies from 47 countries, including major industry brands such as Bosch, Brembo, Brisk, Dayco, Denso, Exist, Euro Part, Fenox, Finwhale, GKN, Krafftech, KYB, Emex, Lotos Oil, Mann+Hummel, Master Sport, Mercedes-Benz RUS, Meyle, Mutlu, Optibelt, Schaeffler Group, Tenneco, Valeo, ZF, AKOM, Barclay Holding, Voltag, Voshod-K Avto, GAZ Group, Dunfan, Markon, Motorline, Russian Coatings, Osvar, Plaza, Rossko, Tadem, and many others

NATIONAL PAVILIONS

Belgium, Belarus, China, Croatia, France, Germany, India, Italy, Korea, Morocco, Serbia, Singapore, Spain, Taiwan, Turkey and the UK

VISITORS

- ☰ 31,930 visits,
- ☰ 16,510 unique professional visitors from 77 regions of Russia and 62 countries.
- ☰ 99% of visitors are representatives of trade and industry.

MEDIA SUPPORT

70 journalists and 12 information agencies have been covering Automechanika Moscow powered by MIMS.

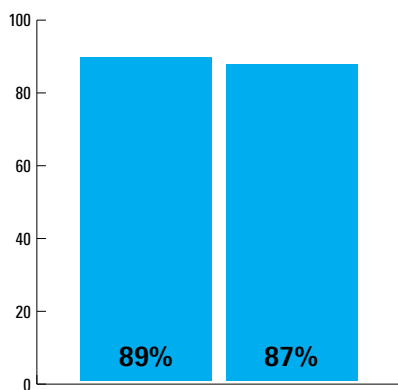
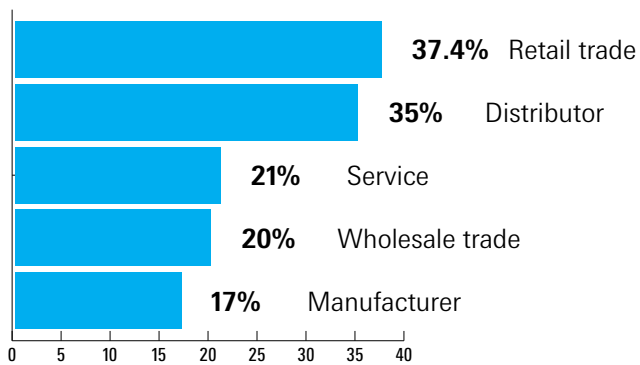
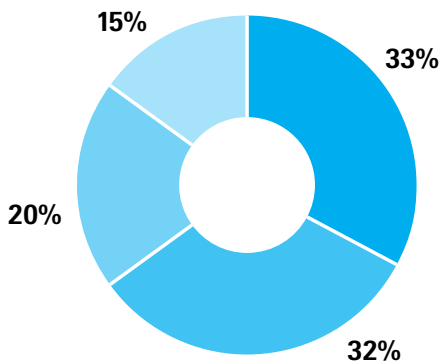
automechanika truck competence

For the first time Automechanika Moscow powered by MIMS featured "Truck Competence" to bring a new level of clarity to the range of products and services in truck and commercial vehicles section, which has been of a special interest for professional visitors of the trade fair as well as for the industry in general. To provide the professional visitors with convenient navigation 147 stands of related companies were marked with the special "Truck Competence" pictogram.



VISITOR PROFILE:

- 33%** Owner / Director
- 32%** Manager
- 20%** Head of department
- 15%** Top management



- 89%** Have been satisfied or very satisfied with result of visiting the exhibition
- 87%** Are planning to visit the exhibition next year and would recommend their colleagues and partners to visit the exhibition



OFFICIAL SUPPORT:

A powerful official support from the government bodies and professional associations proves the importance and value of Automechanika Moscow powered by MIMS for the Russian market of autocomponents and maintenance.

“Automechanika Moscow powered by MIMS” has become the important business platform for specialists of the world industry of automotive equipment, components, maintenance and repair.

This meeting point provides Russian and international companies with unique opportunity for fruitful partnership”, - says M. Sokolov, Minister of Transport of the Russian Federation.

Official support for Automechanika Moscow powered by MIMS was granted by the Ministry of Transport of the Russian Federation, Ministry of Industry and Trade of the Russian Federation, Chamber of Commerce of the Russian Federation, Union of Industrialists and Entrepreneurs of Russia, the Moscow City Government as well as Association of the German Trade Fair Industry (AUMA), the French Agency for International Business Development UBIFRANCE, the Society of Motor Manufacturers and Traders (SMMT) (UK), Automotive Aftermarket Suppliers Association (USA), the European Garage Equipment Association (Belgium), the Automotive Component Manufacturers Association of India (ACMA), Association of small and medium enterprises (ASME Singapore).

The National Association of Motor Vehicle Maintenance and Repair Workshops (NAPTO), Automotive Service Association (ASA) and Association of vehicle Service and Repair became the information partners of Automechanika Moscow powered by MIMS to provide updated information about the show to its members.



BUSINESS PROGRAMM:

IV International Forum AUTOMOTIVE INDUSTRY AND AUTOCOMPONENTS MARKET IN RUSSIA

Co-organized by



26 August 2013

The 4th International Forum “Automotive Industry and Autocomponents Market in Russia” organized in partnership with the Association of European Businesses in the Russian Federation (AEB) was traditionally held in the context of the trade fair.

At the forum, representatives of top industry players discussed Russia’s integration into the global motor industry, government support and development prospects of the Russian aftersales market.

Main Topics:

- Current trends of the Russian Automotive Industry
- The Russian Aftersales and service market
- Supplier Market Development in Russia
- Automotive Industry - Regulatory Issues

The top professional level of the Forum is proved out by the high-profile speakers - representatives of authority, CEOs of the leading brands and opinion shapers of the Industry - Transportation and Automotive Department of the Ministry of Industry and Trade of Russia, Ministry of Industry and Trade of Republic of Tatarstan, Mercedes-Benz Trucks Vostok, Pirelli Tyre Russia, Dentons, OJSC GAZ, GIPA Group, CASTROL, Bosch Car Service Network, Johnson Controls International, Tebodin Eastern Europe B.V., Dentons, Baker & Mckenzie and others.

More than 152 delegates took part in the Forum.

We would like to thank the sponsors of the Forum:

Partner Region:



Republic of Tatarstan

Silver Sponsor:

DENTONS



IBIS RUSSIA

Premiere of International Bodyshop Industry Symposium IBIS Russia @ Automechanika Moscow attracted more than 100 senior stakeholders

The unusual format of IBIS Russia presented overviews and topical issues of the industry from leading Russian and international experts in very well structured presentations, followed by rapid-fire discussions, creating vibrant and dynamic atmosphere for speakers and the audience. The lineup of superb speakers ensured engaging and informative sessions.



- Sergey Udalov, Deputy Director of AA Autostat presented a brief overview of the Russian motor trade, including vehicle parts, vehicle sales trends and market structure.

- Alexander Gruzdev, Managing Director for GiPA in Russia and the CIS dedicated his report to collision sector statistics including types of bodyshop, hourly rates etc.

- “Modern Insurance Technology” magazine gave its views on the market and challenges of dealing with the various sectors of bodyshops and different types of motor insurance claims.

- Igor Nikiforov, Managing Director of Audatex Russia, covered the advantages of using computer-based estimating and claims management systems to improve transparency, get more efficient repairs and help eradicate fraud.

- Alan Doughty, Managing Director of ADC Training, who held the position of Chief Insurance Engineer with three different UK motor insurers over a period of 20 years, highlighted the significance of having access to correct repair methods to ensure structural integrity after vehicle repair – included advice on when to repair rather than replace.

- Aleksey Sobolevsky, Bodyshop Training Partner from the Automotive Service Association lead the interview with Olga Selezneva, General director of technical centre, Volin, an independent garage and a dealership senior member of staff, both of which carry out collision repairs. Alexei and Olga discussed how to achieve profitability in the context of a multi-service motor business.

A line-up of blue-chip partners supported the premier of IBIS Russia @ Automechanika Moscow – 3M, Audatex and Axalta (formerly DuPont).



WORLD AUTOMOTIVE COMPONENTS 2013 AWARD

“World Automotive Components” is the reputable and reliable event of the industry. The award gathered 300 manufacturers of automotive components, more than 100 representatives of wholesale trade companies and dealers, 200 representatives of mass media and automotive industry professionals.

The winners 2013:

Radiator of the year: Nissens, DZR, LUZAR
Spark plug of the year: Denso, NGK
Clutch of the year: Valeo, LUK
Break shoe of the year: TWR, Ferodo
Filter of the year: Mann-Filte
Ball joint of the year: Belmag, FINWHALE
Windshield wiper of the year: Alca, Champion
Grand Prix. Brand of the year: Bosch, Fenox
Automotive lamp of the year: Philips, OSRAM
Accumulator of the year: Zver, Varta
Shock absorber of the year: Sachs, KYB
Winter tyres. Brand of the year: Nokian Tyres
Summer tyres. Brand of the year: Continental, Michelin



EXHIBITORS' REVIEWS:

The exhibition was very successful for our company. Thank you for great organization. We are booking the booth for 2014!

Suren Pereverzev,
Head of Representation
Akita Kaihatsu in Russia

Our association participates in Automechanika Moscow powered by MIMS for the first year to represent 26 companies, united by Taiwan Excellence trade mark. Russia is a very important market for us, I'm very glad that potential buyers are coming to our booth, getting interested in our companies' products, feeling up the inquirers, so I hope the feed back after the exhibition will be very positive – some of the visitors might become a dealer or a representative in Russia. I think the trade fair provides a great platform for our goals and it looks like a really good start for us in the Russian market!

Scully Wang
TAITRA

For us the exhibition was quite successful, we are happy with the number of visits and their quality. Russian market is very important for us and we were glad to have a platform for meeting Russian decision makers, for getting a better idea about our further strategy. That was the reason for us to participate in Automechanika Moscow powered by MIMS.

Ruben Llander
Commercial Director
Icer Brakers S.A.

The show was very productive for us. We were participating for the first time and didn't know what to expect regarding the quality of contacts we might get here, but we were very happy with the high professional level of business oriented visitors. Apart from lots of productive meetings with our regular clients we have met new clients and discussed the possibilities of our further partnership

Boris Kormilitsin
Representative in Russia and the CIS
Brembo



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Страна-партнер /
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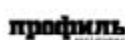
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Co-organizer of the Forum:



Информационные партнеры /
Information partners:



ORGANIZERS

ORGANIZERS MAKE DIFFERENCE

Messe Frankfurt and ITE have a deserved reputation as leaders of the international exhibition industry.

Messe Frankfurt is one of the world's leading trade fair organizers, with 1,833 employees. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. The first Automechanika took place in 1971 in Frankfurt. The first international trade fairs under Automechanika brand were organized in Asia in Russia in 1997. With a total of 13 events around the globe, Automechanika is the leading international brand in the B2B trade fair sector.

ITE was founded in 1991, and today the company employs over 1000 people in 15 countries. Every year, ITE organizes over 200 exhibitions and conferences on a range of topics around the world. ITE Group is renowned for its expertise in organizing international trade exhibitions and conferences in emerging markets.



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We wish you new contracts and we look forward to seeing you at MIMS powered by Automechanika Moscow 2014

25-28 August 2014,
IEC «Expocentre»

