

Press

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Messe Frankfurt Middle East Gmbh

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Exhibition space for inaugural edition of Automechanika Jeddah 2016 fully booked

More than 150 international and regional manufacturers, suppliers, sign on for Kingdom's dedicated auto aftermarket trade show

Jeddah, Saudi Arabia: Exhibition space for the inaugural Automechanika Jeddah 2016 is fully booked, as the countdown begins to the start of Saudi Arabia's only dedicated automotive aftermarket trade show early next year.

With more than 150 exhibitors signing on, Automechanika Jeddah will span 7,100sqm of exhibition space when it opens from 26-28 January 2016 at the Jeddah Centre for Forums and Events.

The three-day exhibition is organised by Messe Frankfurt Middle East in partnership with Saudi-based Al-Harithy Company for Exhibitions (ACE), and is the 15th global instalment of Automechanika, the world's leading international automotive trade show brand.

The rush to participate by international and regional manufacturers alike is a testament to the overwhelmingly positive sentiment that exists in Saudi Arabia's vast automotive aftermarket.

Research from analysts Frost & Sullivan indicates the Kingdom's demand for Commercial Vehicle spare parts alone is expected to reach US\$3.65 billion by 2020, growing at a compound annual growth rate of 10 per cent, and comprising 66 per cent of the Gulf Region's total demand.

And with more than ten million passenger vehicles expected to ply the Kingdom's roads by 2020, up from the seven million in 2013, the opportunities are plenty for manufacturers of aftermarket spare parts, accessories, components, tyres, batteries, systems and electronics.

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“It gives us great pleasure to bring Automechanika – the world’s premier automotive aftermarket trade event – to Saudi Arabia,” said Ahmed Pauwels, CEO of Messe Frankfurt Middle East.

“The robust response from both international, local and regional exhibitors to this inaugural edition confirms the tremendous potential that exists in the Saudi market, and the need that was felt by the industry for a truly representative trade and networking platform.”

Adnan H. Mandourah, Secretary General of the Jeddah Chamber of Commerce & Industry, said hosting the most highly recognised trade show brand for the global automotive aftermarket community is indicative of Saudi Arabia’s standing in the auto industry.

“The city of Jeddah is pleased to host the world renowned Automechanika show,” said Mandourah. “The Saudi market in the automotive sector is the largest in the Middle East and growing and I am sure this show will further raise the standards of this industry.

“On behalf of the Jeddah Chamber of Commerce and Industry, it gives me immense pleasure in welcoming this show to the Bride of the Red Sea and the commercial hub of the Kingdom of Saudi Arabia.”

Automechanika Jeddah 2016 will focus on the five core product sections of Parts and Systems; Accessories and Tuning; Repair and Maintenance; Tyres and Batteries; and Service Station and Car Wash.

At the forefront of major exhibitors will be 18 official launch partners: 3M Saudi Arabia, Abdul Zahir Basheer Automotive Trading, Ample Auto Tech, Aqaseem Lubricant Factory, Eurolub, Juffali Industrial Products Company (JIPCO), Hardex Brakes, Lorry Genuine Parts, Luthra Industrial, Martins Industries, Mineral Circles Bearings, PAL Radiators & Oil Coolers, Saudi German Brake Manufacturing, Steel Impex & Industries, Sun Global, Supra Rubber Industries, Universal Energy Storage, and Yousef Ahmed Rashid Aldossary and Sons Co.

Nicholas Brunet, Country Business Leader at 3M Industrial Business Group, Saudi Arabia, said: “We are using this opportunity at Automechanika Jeddah to connect with industry experts and share with them our science based technology and passion for the automotive industry.

“3M decided to be closer to their automotive customers in Saudi Arabia by having their Automotive Aftermarket Division’s staff based in the major Saudi cities of Jeddah, Riyadh, and Dammam. Now at Automechanika Jeddah we can also have a better understanding of customer needs so we can use our expertise, technologies and global strength to develop and advance their operations.”

Boudewijn Heilijgers, General manager of JIPCO, Saudi’s exclusive distributor of Mercedes-Benz vans, trucks and buses, as well as Unimog, Freightliner and Western Star trucks, said: “Between 2010 and 2015 there has been tremendous growth in the truck and bus business in Saudi Arabia, and the direct consequence of all these trucks and buses sold, is that the spare parts market grows as well.

“We hope that Automechanika Jeddah will be visited by many professionals from the automotive and transport trade. This is an excellent opportunity to show customers our products, and to address issues of non-genuine spare parts, safety, cost of ownership, and resale value of their vehicles.”

Automechanika Jeddah will deliver an unmatched platform for the world’s leading auto aftermarket suppliers and manufacturers to establish long-lasting business relationships with buyers and distributors from throughout Saudi Arabia. More information is available at www.automechanikajeddah.com.

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world’s leading trade fair organisers, generating around €554 million in sales and employing 2,130 people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2014, Messe Frankfurt organised a total of 121 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

About Messe Frankfurt Middle East GmbH

The portfolio of events for Messe Frankfurt Middle East includes Automechanika Dubai, Automechanika Jeddah, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Leatherworld Middle East, Light Middle East, Materials Handling Middle East and Paperworld Middle East. The subsidiary also organises a series of conferences and seminars including the BOHS Worker Health Protection Conference, the Beautyworld Spa and Wellness Management Summit, the Light Middle East Conference, Smart Traffic Middle East, and Future Mobility. For more information, please visit our website at www.messefrankfurtme.com

** Preliminary figures (2014)*