

Presse Press

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Automechanika Istanbul
International Trade Fair for Automotive Manufacturing,
Distribution and Repair
16 – 19 April 2009, Istanbul, Turkey

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FINAL REPORT

Automechanika Istanbul 2009 ends as largest event in fair History and highlights Turkey as a global automotive business platform.

Leading Industry Event for Automotive Services and spare parts hits records for number of exhibiting companies and international visitors.

Automechanika Istanbul broke records this year in number of exhibitors and visitors, despite a worldwide economic slowdown. The biennial fair recorded 823 exhibitors and 32.514 visitors at the four-day event, which took place from 16-19 April, 2009 at the TÜYAP Fair, Convention and Congress Centre in Istanbul, Turkey.

On every metric for success, Automechanika Istanbul exceeded expectations for its organizers, exhibiting companies and visitors. The number of exhibitors jumped more than 20 percent over the previous Istanbul event in 2007.

“Our Automechanika Istanbul fair surpassed conventional economic and business expectations, with major gains in exhibition surface, number of overall visitors and in groups of international buyers”, said Aleksandar Medjedovic, Managing Director of Messe Frankfurt Istanbul. Turkey is a strategically important nexus for an extremely vital marketplace, and Automechanika events are the best occasion to drive the purchasing power that is fueling the industry.”



Messe Frankfurt Istanbul
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The event and its influence reached beyond Turkey and its borders, drawing exhibiting companies from 35 countries and five continents. Official national pavilions from Germany, China, Taiwan, Italy, Bosnia-Herzegovina and Serbia completed the international scope of the displays and also indicated the strong trade ties those countries are building with the Turkish market.

“Precisely 102 countries were represented by 32.514 buyers and trade visitors. This is once again a record figure” said Detlef Braun, Member of the Board of Management of Messe Frankfurt Exhibition GmbH. “Our exhibitors were particularly pleased to have a large number of visitors from the two-hour radius around Turkey at their stands. There was a heavy traffic of buyers from Iran, Iraq, Syria, Egypt, Bulgaria, Serbia and the Former Soviet Republics, but we also had visitors from as far as Chile, Argentina, New Zealand, South Africa and Japan – in addition to the steady visitor flow from the EU and Russia”.

There has been a marked increase in attendance, with more than 3.000 additional visitors recorded at this year’s event, an increase of more than 3.000 attendees than the 2007 event. The biennial show started in 2001 and has recorded significant and consistent growth following every event.

“The level of enthusiasm for both events underscores the potential growth of this marketplace”, added Mr. Christoph Schöllhammer, Project Manager of Automechanika Istanbul. “The Automechanika Istanbul event is positioned to help exhibitors and visitors develop new business opportunities, to plan new innovations and to build profitable business client relationships.”

The Automechanika Istanbul event ran in conjunction with **Petroleum Istanbul**, the international exhibition for upstream and downstream equipment, technology and services.

The Turkish marketplace is uniquely suited to be the foundation for automotive services and parts. The Undersecretary of the Ministry of Energy and Natural Resources of the Turkish Republic, Mr. Selahattin Cimen, pointed out the importance of Turkey as a key player in both the Automotive and the Energy sectors. Stating that

the petroleum's sector trade had been nearly US \$45 billion in 2008 and that further growth is to be expected in both sectors for the years to come. Cimen highlighted the importance for the related Turkish industries to have such an international fair.

More than 15 automotive manufacturing companies have facilities in Turkey, including: Ford, Renault, Fiat, Toyota, Hyundai, Honda, Mercedes, Mitsubishi, Isuzu, Peugeot, Iveco, Otokar, MAN, BMC and Askam. Various industry estimates have projected that the Turkish components industry now totals almost US\$10 billion worth of goods annually. Locally manufactured products, as measured in 2008, represents only 40 percent. The marketplace, and the Automechanika Istanbul event, step in to meet this need.

Products showcased at Automechanika Istanbul encompassed five category areas. The newest category is: **IT & Management** (including technology solutions for dealership planning and construction, dealer management systems and marketing); the other areas are: **Parts & Systems** (including parts and components for powertrain, chassis, batteries, bodywork, vehicle interior and entertainment options for the interior); **Accessories & Tuning** (including performance systems, optical tuning, trailers and tyres); **Repair & Maintenance** (including workshop equipment and tools, painting and anti-corrosion protection, accident assistance, waste disposal and recycling); and **Service Station & Car Wash** (including filling station solutions, cleaning products, oil and lubricants and consumables).

The next edition of Automechanika Istanbul is set to take place in **Spring 2011**, with exact dates to be announced soon.

Background information about Messe Frankfurt

Messe Frankfurt is Germany's largest trade fair organiser, with 436 million euros in sales in 2008 (figure as of November 2008) and more than 1,400 employees worldwide. The Messe Frankfurt Group has a global network of 29 subsidiaries, five branch offices and 48 international Sales Partners, giving it a presence for its customers in

more than 150 countries. Events “made by Messe Frankfurt” take place at more than 30 locations around the globe. In 2008, Messe Frankfurt organised more than 100 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt’s exhibition grounds, featuring 322,000 square metres of exhibition space, are currently home to nine exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

The Messe Frankfurt Istanbul office was founded in 2001 and has grown to staff of more than 15 professionals.

For more information and pictures about Automechanika Istanbul, please see www.automechanika.com or contact the management at: +90 212 296 26 26, or via e-mail to: andrea.kretschmann@turkey.messefrankfurt.com; also, visit the Messe Frankfurt office on the Internet: www.messefrankfurt.com.tr