

Press

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Automechanika Dubai
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Dubai International Convention and Exhibition Centre, UAE

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Steady growth at Automechanika Dubai 2019 underlines successful conclusion of MEA's foremost auto aftermarket trade fair

Three day event features 1,880 exhibitors from 63 countries, 32,414 visitors from 146 countries

Dubai, UAE: The steady growth in both exhibitor and visitor numbers at Automechanika Dubai 2019 has underlined a successful conclusion to the Middle East and Africa's (MEA) largest automotive aftermarket trade fair.

The 17th edition of the annual showcase, which took place from 10-12 June at the Dubai International Convention and Exhibition Centre, registered a four percent year-on-year increase in exhibitors in 2019, with 1,880 exhibitors from 63 countries on-board.

Pre-audited visitor and trade buyer numbers from the event's organiser Messe Frankfurt Middle East also come in at 32,414 from 146 countries, nearly two percent up on the previous year.

Automechanika Dubai 2019 covered the six major product sections of Parts & Components and Electronics & Systems (1,181 exhibitors); Accessories & Customizing (246 exhibitors); Tyres & Batteries (226 exhibitors); Repair & Maintenance (155 exhibitors); and Car Wash, Care & Reconditioning (72 exhibitors).

Messe Frankfurt Middle East also added the four new sub-categories of Agricultural Parts & Equipment; Body & Paint; Motorcycle Competence; and Oils & Lubricants. The move was designed to make it easier for the tens of thousands of visitors to navigate the vast 63,300sqm expanse of exhibition space.

With 23 country pavilions and 34 international trade associations, and a buzzing Innovation Zone providing informative insights to the auto aftermarket's future, Automechanika Dubai doubled down on its globally renowned reputation as the gateway to the vast MEA market and beyond.

Automechanika Dubai
P.O. Box 26761, Dubai
United Arab Emirates

“The last 12 months have been challenging, but we worked tirelessly to deliver another successful show, where the entire global automotive aftermarket community converged to share knowledge and expand their business networks not only in the MEA, but also the subcontinent and CIS,” said Mahmut Gazi Bilikozen, Automechanika Dubai’s Show Director.

“Dubai’s central location between manufacturing countries from the East, Europe, and the Americas, coupled with its reputation as an Emirate that allows access for traders and aftermarket professionals from throughout the wider region means Automechanika Dubai can attract the kind of buyers that no other aftermarket trade fair can.”

Dubai’s status as a gateway to emerging global markets – and in particular the auto aftermarket – was highlighted by figures released at Automechanika Dubai 2019 by Dubai Customs showing double-digit growth over the last ten years in the Emirate’s aftermarket parts trade.

According to Dubai Customs, Dubai traded 2.1 million tons of auto parts and accessories worth US\$10.3 billion in 2018, a 32 percent increase in value of what the Emirate traded in 2009 (US\$7.8 billion).

That figure includes imports of auto parts, accessories, batteries, tyres, and engine components worth US\$5.5 billion last year, while exports and re-exports into surrounding continents was worth US\$4.8 billion.

Japan topped the list of country partners for Dubai’s auto parts trade according to Dubai Customs, with the two trading US\$1.4 billion worth of aftermarket products in 2018. Rounding out the top five list was the USA (US\$735,000 worth of auto parts trade), Germany (US\$680,000), Korea (US\$626 million), and China (US\$626 million).

These countries also had a strong presence at Automechanika Dubai 2019, with all having national pavilions at the show. Meanwhile, exhibitors across the board expressed their satisfaction with the exhibition and the interest generated prospective business partners at the show.

Balkrishna Industries (BKT), a manufacturer and exporter of Off Highway Tyres, and one of the headline returning exhibitors at Automechanika Dubai in 2019 was among these: “Automechanika Dubai is a very good platform for us where we can meet our customers from the Middle East and Africa. It is the foremost trade show for our tyres sector,” said Vikash Nathani, Asst. General Manager, Corporate Communications, for BKT.

“Visitors have been coming in by the droves to observe our range of products. As long as the construction in the region keeps up its impressive range of growth, we see the regional market as a very positive one.

Azhar Jaleel, Marketing Manager in the Middle East for German manufacturer Mann + Hummel, was another satisfied participant, saying: “We’ve exhibited at Automechanika Dubai since 2014. Here we meet with our distributors and potential customers, and we’ve noticed an increasing number of visitors are now attending from other regions like North Africa, making it a win-win situation for us.

“In Africa we have more prospective business deals and business contacts, and we expect the market will grow at seven percent in the next year. The Gulf region will grow at an expected 2-4 percent, depending on how high the oil price is. In general, we see that Africa and North Africa are playing a bigger role in our sector now.

Added Jaleel: “We definitely intend to be present in Automechanika 2020, because for us building up a brand equity and presence is very critical for the Middle East. In the Gulf countries, we want to continue to meet our customers, while outside these countries we want to expand our distribution even more.”

A key returning highlight to Automechanika Dubai 2019 was the Innovation Zone, a dedicated area at the centre of the show floor featuring presentations and product showcases from exhibitors such as Wabco and FSE that are steering the course for the regional and global automotive aftermarket.

Other features included the Truck Competence initiative, where 1,260 exhibitors showcased their products dedicated to the entire value chain in the truck sector, from truck parts and accessories, to workshop equipment, body repairs and care.

The Automechanika Academy (AA) also returned, featuring key presentations such as Dubai’s auto parts and accessories trade in 2018 by the Dubai Customs, along with the findings of a survey exploring innovations in the Middle East automotive industry by global research company Explori.

Other AA highlights included a series of sessions by AMENA and Tiqani, as well as AfriConnections, which explored rising opportunities in the African aftermarket.

The 18th edition of Automechanika Dubai will take place from 7-9 June 2019 at the Dubai International Convention and Exhibition Centre. More information about is available at: www.automechanikadubai.com.

Automechanika Dubai
10-12 June 2019, Dubai, UAE

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Automechanika Dubai show profile:

Automechanika Dubai is the largest trade exhibition for the rapidly developing automotive aftermarket in the Middle East and Africa. In 2019, it featured 1,880 exhibitors from 63 countries, with a trade visitor attendance of 32,414 from 146 countries. The trade fair covers the full range of parts for motor vehicles as well as components for the drive, chassis, body, electrics and electronic groups. It also covers equipment for vehicle service and repair, bodywork repair and painting, tyres, batteries and performance systems.

Automechanika Dubai is the perfect platform to meet new contacts, discuss new trends and technological developments, and to keep up to date with industry knowledge and source new products and solutions from the world over. The 18th edition of Automechanika Dubai takes place from 7-9 June 2020. Show website: www.automechanikaDubai.com

Automechanika Jeddah show profile:

Automechanika Jeddah is the only dedicated trade show for the automotive aftermarket in the Kingdom's Western region, delivering an unmatched platform for the world's leading auto aftermarket suppliers and manufacturers to establish long-lasting business relationships with buyers and distributors. The 3rd edition in 2019 featured 84 exhibitors from 15 countries and attracted 2,531 trade buyers. More information is available at www.automechanikajeddah.com.

Automechanika Riyadh show profile:

Automechanika Riyadh targets the vast automotive aftermarket in Saudi's Central and Eastern regions. The biennial exhibition alternates between Automechanika Jeddah, with the two trade fairs creating a dual platform offering international players increased business and networking opportunities throughout the Kingdom. The inaugural edition of Automechanika Riyadh took place in February 2018 at the Riyadh Exhibition Centre, featuring 146 exhibitors from 21 countries, and attracting 4,961 Saudi trade buyers. More information is available at: www.automechanikariyadh.com.

About Messe Frankfurt Middle East GmbH

The portfolio of events for Messe Frankfurt Middle East includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Interior Lifestyle Middle East, Light Middle East, Materials Handling Middle East, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, and SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including Think Light, and Future Mobility. For more information, please visit our website at www.messefrankfurtme.com