

# Press Release

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## **The largest international meeting platform for the automotive industry in the region, Automechanika Istanbul 2022 has begun**

The world's leading trade fair brand for the automotive service industry, Automechanika's largest international trade fair in the region covering Turkey, Eastern Europe, the Balkans, Middle East and North Africa, Automechanika Istanbul has opened its doors. The show takes place at Istanbul TÜYAP Fair and Congress Center with the cooperation of Messe Frankfurt Istanbul and Hannover Fairs Turkey. The event will take place until Sunday, June 5<sup>th</sup> at 5 p.m.

Automechanika Istanbul Plus welcomed 652 exhibitors and 32,758 buyers from 121 countries back in November 2021. 825 exhibitors from 28 countries and more than 40,000 visitors are expected to visit the 2022 edition physically at the fairground and on the digital platform. Within the scope of the buyer delegation program organized by The Republic of Turkey Ministry of Trade and Automotive Exporters' Associations, top-level buyer buyers from 12 different countries will have face-to-face B2B meetings with exhibitors during the fair.

### **With a fully-packed content of themes and events, Automechanika Istanbul 2022 offers much more than a trade fair**

Along with the ongoing transformation of supply chain and sustainability policies in the global automotive industry, the latest products and technologies such as "Parts & Components, Diagnostics & Repair, Electronics and Connectivity, Car Wash & Car Care, Alternative Drive Systems and Fuels" are showcased at Automechanika Istanbul where future technologies of mobility and logistics are the primary focus of the 2022 edition.

Automechanika Istanbul 2022 is the biggest trading platform where automotive industry professionals are able to exchange information on latest technological developments and trends.

During all show days, there are multiple events such as presentations, panel discussions, contests and workshops available for all participants within the "Automechanika Academy powered by Castrol" program such as the "Womentalk" panel session where employment

of women in the automotive industry will be discussed and a clash of experienced car care professionals in 3 different categories within the competition called "TOBFED: Contest of Masters".

A press conference for Automechanika Frankfurt which will be held on September 13-17 in Germany is also set to take place on June 3, Friday at 11:00 AM, with the attendance of Automechanika Brand Manager, Michael Johannes. The entire Automechanika Academy program with English translation can also be followed live on Youtube and the digital platform.

On Saturday, June 4<sup>th</sup> at 4:00 PM, the 7<sup>th</sup> Edition of OSS (Turkish Automotive Aftermarket Association) Conference will take place which is going to host Arnd Franz, LKQ CEO who is one of the most important figures of the global automotive aftermarket industry.

### **Key players of the automotive industry got together during the opening ceremony**

Representatives of the most important associations and companies of the Turkish automotive industry which is the leading sector of Turkish exports including Baran Celik (OIB Chairman of the Board), Yakup Birinci (TAYSAD Vice President), Ziya Ozalp (OSS Chairman of the Board), Hakan Dogu (Renault Group Turkey CEO) and Automechanika Brand Manager Michael Johannes, Messe Frankfurt Istanbul Managing Director Tayfun Yardim, Hannover Fairs Turkey Annika Klar took part at the opening ceremony as speakers. Feelings of happiness about the high number of exhibitors and visitors right from the start of the show and excitement of having a high-scale international trade fair after the pandemic were expressed by all speakers in common.

For more information, please visit: [www.automechanika.com.tr](http://www.automechanika.com.tr)

### **Our Partners & Contributors**

**AASA** – Automotive Aftersales Supplies Association, **APRA** – Automotive Parts Remanufacturers Association, **AKUDER** – Automotive Battery and Recycles Association, **ASA** – Automotive Service Equipment Manufacturers and Importers Association (Germany), **AUS Turkey** – Intelligent Transport Systems Association, **BEM** – German E-Mobility Association, **EGEA** – European Garage Equipment Association (Belgium), **FIGIEFA** – Federation of Automotive Aftermarket Distributors, **HDMA** – Heavy Duty Manufacturers Association, Turkish Composites Manufacturers Association, **MEMA** – Motor Equipment Manufacturers Association, **OAC** – Overseas Automotive Council, **OIB** - Automotive Industry Exporters' Association, **OSS** - Turkish Automotive Aftermarket Association, **OTAM** – Automotive Technologies Research and Development Center, **TAYSAD** - Automotive Suppliers Association of Turkey, **TEHAD** – Turkish Electrical and Hybrid Vehicle Association, Italian Chamber of Commerce in Turkey, **ITO** – Istanbul Chamber of Commerce, **TOBFED**

– Turkish Car Care Associations Federation, **ZDK** – German Federation for Motor Trades and Repairs, **KOSGEB** – Small and Medium Enterprises Development Organization of Turkey, **IBIS** - International Bodyshop Industry Symposium