

# Press Release

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## **The countdown begins for Automechanika Istanbul: The meeting point of international automotive industry professionals**

The leading trade fair brand for the automotive service industry, Automechanika's largest international trade fair in the region, Automechanika Istanbul will be held between June 2 and 5, 2022 at Istanbul TUYAP Fair and Congress Center. Preparations are in full swing for the trade event co-organized by Messe Frankfurt Istanbul and Hannover Messe Turkey.

In addition to the newest products and services displayed, Automechanika Istanbul provides the ideal environment for professionals to exchange information on technological developments and industry trends for the automotive industry which takes the leading spot of Turkish exports, Exhibitor registrations for Automechanika Istanbul 2022 are still in progress, where more than 24 countries will be represented and 6 country pavilions are already under contract. Top global companies such as Renault and Peugeot are also amongst the new exhibitors who will take part in Automechanika Istanbul 2022.

Automechanika Istanbul 2022 covers a wide range of product categories of automotive industry and focuses mainly on the future of mobility and logistics technologies where special events, contests, workshops take place and more importantly, thousands of international automotive industry professionals get together for personal encounters. Automechanika Academy will take the spotlight amongst all themes and events during the trade fair by featuring expert speakers, seminars and presentations about e-mobility technologies.

### **The last edition in November went beyond expectations**

The last edition of Automechanika Istanbul took place in November 2021 and achieved very successful facts and figures despite the pandemic conditions and international travel restrictions. A total of 652 exhibitors seized the opportunity to get together with 32.758 trade visitors physically and 27.876 users digitally back in last November, when Automechanika Istanbul proved its irreplaceable importance for the industry once again.

### **Digital platform add-ons are aimed to maximize gain from the physical trade fair**

A new package of digital platform features are offered for all physical exhibitors of Automechanika Istanbul 2022, where they can display all of their products in full detail, reach their potential buyers and gain advantage over their competitors by arranging B2B meetings with their target audiences. This digital package allows exhibitors to attract more visitors in their booth by appearing at the top on exhibitor search engines, conferences and all event media.

### **Visitor registrations are still open!**

All professionals who are interested in attending Automechanika Istanbul 2022 as a visitor on June 2-5 in Istanbul TUYAP Fair and Congress Center may submit their online registration through the official website of Automechanika Istanbul and receive their visitor badges automatically by e-mail.

A new approach for the hygiene concept will be implemented during Automechanika Istanbul for all participants. The Ministry of Trade have announced a new series of new regulations, where the attendees are no longer obliged to display their COVID-19 or vaccination status at the entrance gates of the fairground. Using face masks are still recommended indoors if social distancing can not be maintained during the trade fair.

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