

automechanika

DUBAI

The Middle East's leading international trade fair for the automotive service industry targeting trade visitors from Western Asia, Eastern Europe, the CIS and Africa



10 – 12 June 2019

www.automechanikaDubai.com



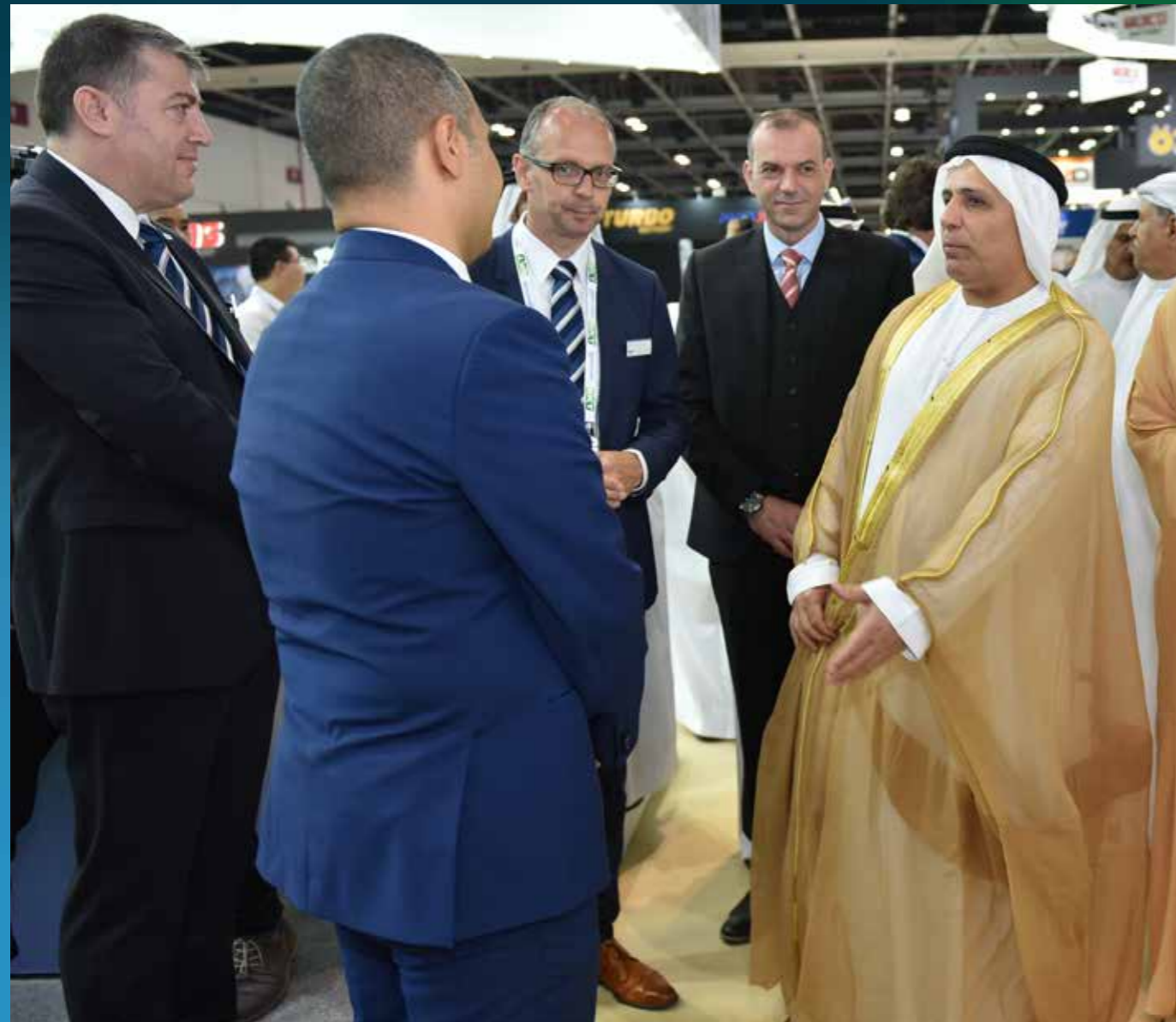
 messe frankfurt

Automechanika Dubai

Automechanika Dubai 2018 set another record with 1,801 exhibitors (91% international) participating from 61 countries and 31,971 visitors (54% international) from 146 countries.

As the premier B2B automotive aftermarket show in the wider Middle East, Automechanika Dubai continues to take centre stage as the region's leading trade exhibition.

Automechanika Dubai aims to raise the bar in the products, equipment and services available for the automotive aftermarket in the wider Middle East region by bringing international manufacturers and suppliers together with regional distributors and buyers.



Support and Associations

23 Country Pavilions



International Support

The exhibition is proud to have the ongoing support of **34** international trade associations and **23** official country pavilions.

We have been participating in Automechanika Dubai for the last seven years. BKT is a company working in an off highway segment which is very large. We are getting into new tires and new applications every year, which makes it important to us to showcase our products to our major customers. That is why we need a platform where we can showcase these products to a wide pool of prospective customers. So every year in Automechanika, we bring tires which are relevant to usage in the Middle East. Secondly, we are present in all the countries in the Middle East and we need a platform where we can meet them and discuss our plan for the future and so on. So that is the basic idea of participating in Automechanika Dubai.

Anshul Samant
Assistant Manager – Export Marketing
BKT

Reasons to Exhibit

10 Reasons to Exhibit at Automechanika Dubai 2019



Dubai is the main hub for the wider Middle Eastern and African markets, providing access to hard-to-reach countries in the region.



Follow in the footsteps of thousands of international exhibitors in order to benchmark, compete and increase your market share.



Meet over 30,000 buyers to strengthen and build relationships in a neutral business environment.



Find opportunities to explore new channels and generate sales leads.



Source new agents, distributors and partners.



Present your product range and services to your customers and prospects up-front.



Generate media and PR exposure for your company and build brand awareness.



Take advantage of marketing initiatives such as PD Portal (free online promotional tools), sponsorship and printed collateral.



Participate in the Business Matchmaking Program to meet with specific target clients.



Attend the Automechanika Academy & Networks and keep up-to-date with the latest trends and innovations.



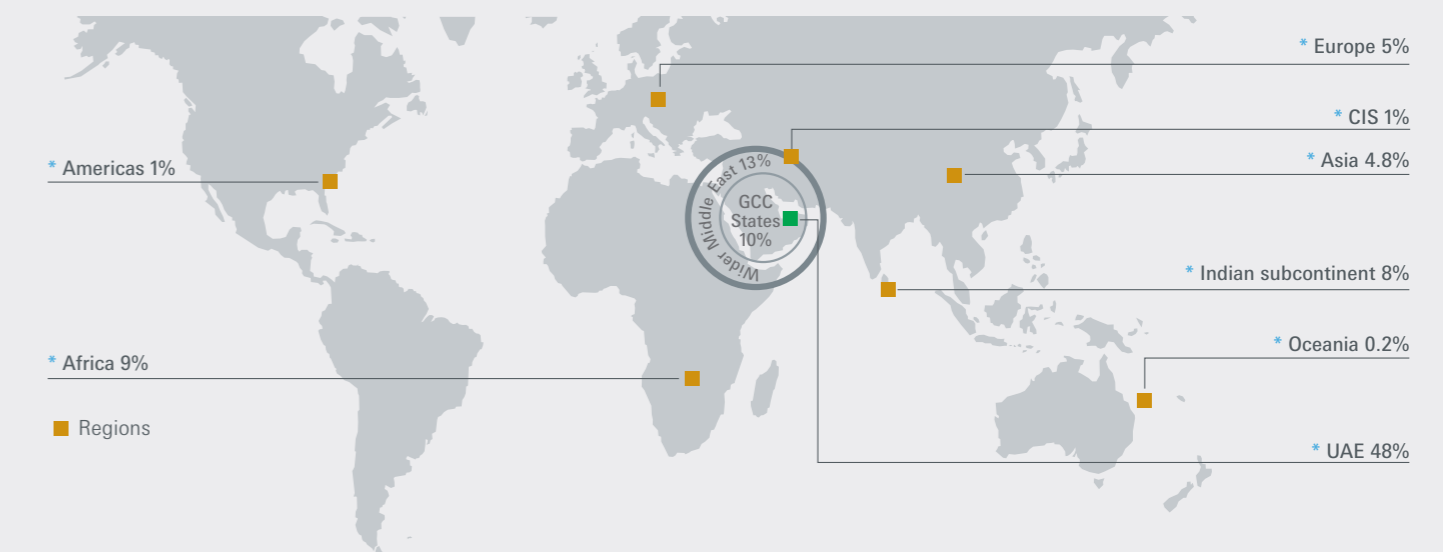
Automechanika Dubai is important for our business, because there are suppliers, distributors and prospective customers all gathered here. It is a very good platform for us to share what we have and see what the competition is offering. As a platform, it is a very good showcase.



Farah Amhaz
Head of Communications
ACDelco

Visitor Analysis

Visitors by Region 2018



Visitors – Main Area of Interest – Product Sections	%
Parts & Components	48
Body	17
Charging accessories 12 volt	6
Chassis	9
Interior	5
Powertrain	7
Regenerated, restored and renewed parts for cars and utility vehicles	2
Standard parts	5
Industry institutions and publishers	2
Electronics & Systems	19
Comfort electronics	6
Engine electronics	6
Vehicle lighting	3
Industry institutions and publishers	1
12-volt electrical systems	2
Accessories & Customizing	30
General accessories for motor vehicles	12
Infotainment	2
Special vehicles, equipment and modifications	4
Trailers for cars and small utility vehicles, spare and accessory parts for trailers	4
Visual customizing	2

Wheels and wheel rims	3
Industry institutions and publishers	2
Technical customizing	2
Repair & Maintenance	22
Industry institutions and publishers	3
Bodywork repairs	3
Towing equipment / maintenance and repair of vehicle superstructures	2
Paintwork and corrosion protection	2
Workshop and dealership equipment	2
Workshop equipment and tools	3
Waste disposal and recycling	1
Workshop safety and ergonomic workshops	1
Tires & Batteries	24
Batteries	9
Tires	10
Industry institutions and publishers	2
Sales equipment and storage of tires	2
Tire management and systems	2
Used tires	1
Car Wash, Care & Reconditioning	13
Oils and lubricants	5
Vehicle care	5

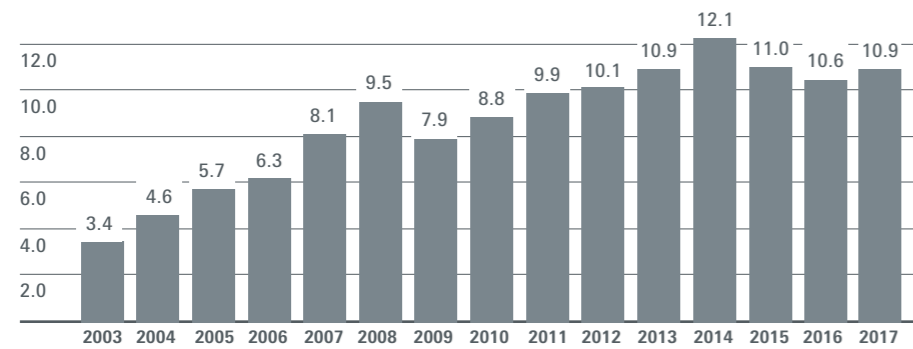
Vehicle preparation	3
Washing	3
Industry institutions and publishers	1
Filling station equipment	1
Alternative Drive Systems & Digital Solutions	9
Connected cars	3
Economic regeneration, cluster initiatives	1
Electromobility & other alternative drive systems	2
Industry institutions and publishers	1
Mobility services	1
New workshop technologies	1
Dealer & Workshop Management	13
Basic and advanced training	3
Dealer management systems	2
Economic regeneration, cluster initiatives	1
Industry institutions and publishers	1
Internet service providers and vehicle marts	1
Workshop / dealership / filling station planning and construction	2
Workshop and dealership marketing	1
Workshop management	1

*Overall visitor interest percentage based on selection of product sections

Market Analysis

Auto Parts Total Trade in Dubai from 2003 – 2017*

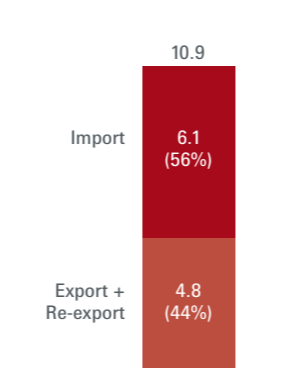
Values in USD Billions



TOTAL TRADE = Direct + Free Zone + Customs Warehouse

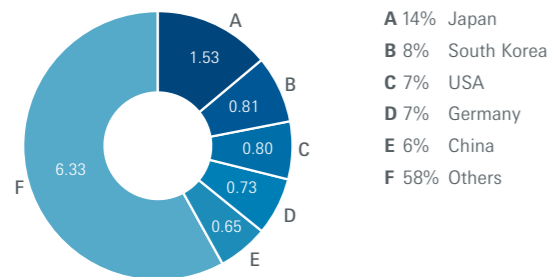
2017 Breakdown*

Values in USD Billions



2017 Dubai Total Trade Data – Selected

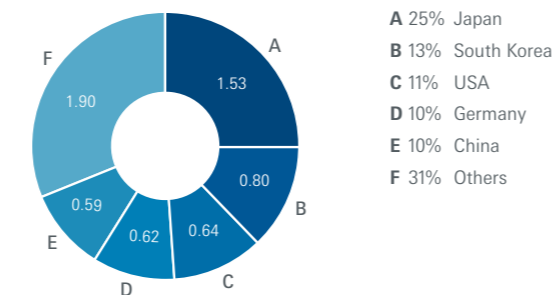
Dubai General Trade for Auto Parts & Accessories by Top Partners during 2017



Values in USD Billions

IMPORT

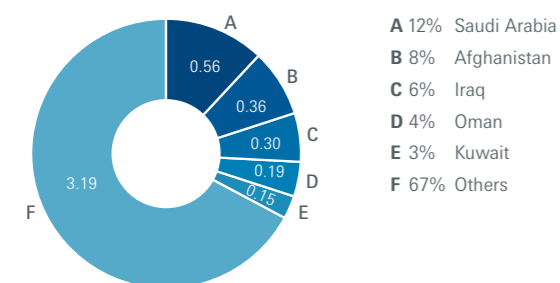
Automotive Imports by Country of Origin



Values in USD Billions

EXPORT & RE-EXPORT

Automotive Exports & Re-exports by Destination



Values in USD Billions



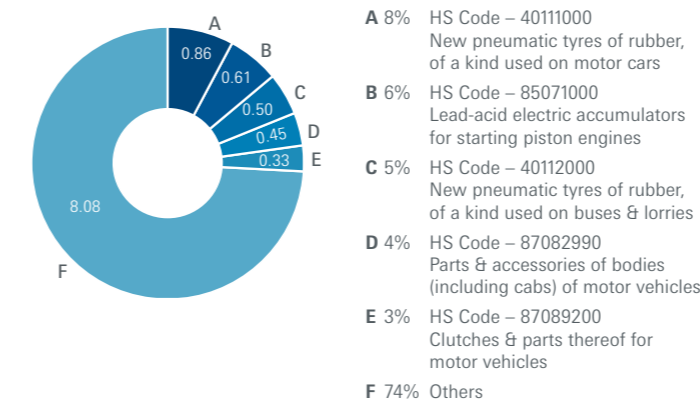
Firstly, at Automechanika Dubai, we are able to showcase our brand. Since we are already present in many countries of the region, but not in all of them, being at the show gives us the advantage of being able to get new leads from customers in the countries that we are not present in as well as make contact with potential future business partners.

Nathalie Mallentjer
Global Fair and Event Specialist
Wolf Oil Corporation



Total Trade by Import & Export

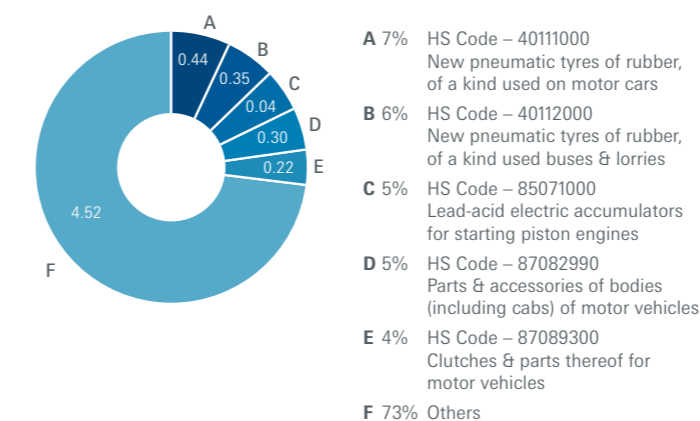
Total Trade by Top HS Codes for Auto Parts During 2017



Values in USD Billions

IMPORT

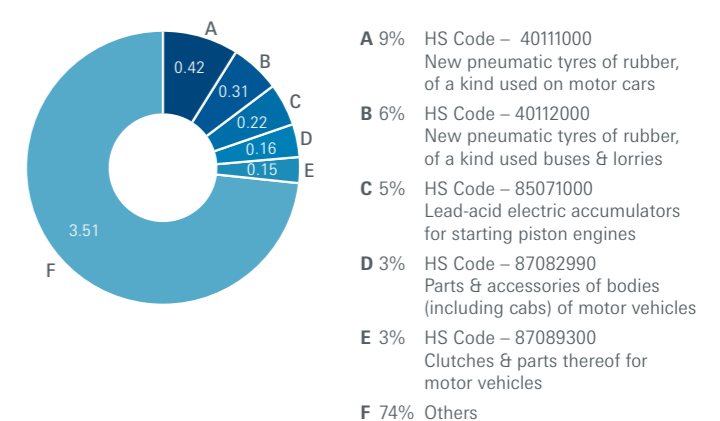
Total Trade by Top HS Codes for Auto Parts During 2017



Values in USD Billions

EXPORT & RE-EXPORT

Total Trade by Top HS Codes for Auto Parts During 2017



Values in USD Billions



We are traders dealing in original genuine parts for multiple brands like Toyota, Nissan etc, so Automechanika Dubai is important for us because we have found many clients from across the region right here. This time we found many suppliers for these multinational brands. So for us the show has been very nice and important. Our supply lines stretch beyond the Middle East. We supply customers in around 80 countries across the world, so while the Middle East is important, it is not our only focus.

Rajesh Mohan
Senior Manager
Ghassan About



(*) Source: Statistics Section, Dubai Customs
(1) Figures include: Dubai Direct Trade + Free Zone Trade + Customs Warehouse Trade



Product Groups

PARTS & COMPONENTS

Representing the biggest part of the show, this section presents the spare parts manufacturers, suppliers and distributors.

Product Areas

- **Bodywork** (sheet metal parts, roof systems, mounting parts, car glass, bumpers)
- **Charging accessories** (plugs, cables, connectors)
- **Chassis** (axles, steering, brakes, wheels, mufflers)
- **Interior** (cockpits, instruments, airbags, seats, heating systems, air conditioning systems, electric adjusters, interior filters)
- **Powertrain** (engine, transmission, exhaust)
- **Regenerated**, reconditioned and restored parts for passenger vehicles and utility vehicles
- **Standard parts** (fixing elements, thread and fuse elements, sealing rings, rolling bearings)

ACCESSORIES & CUSTOMIZING

The car modification scene in the Middle East is still in its early days. As the economy develops, the legal framework will eventually allow more space for professional modifiers to get their work approved.

Automechanika Dubai serves two different purposes: It gives international manufacturers of accessories and performance products the maximum insight into business in the Middle East. It also enables local companies to start or expand their export business where the purchasing power of the buyers from the region cannot be underestimated or ignored.

Product Areas

- **Infotainment** (sound systems, navigation, multi-media, car media, interfaces)
- **Special vehicles, equipment and retrofittings** (off-road vehicle and pick-up accessories, taxis, police and ambulance service and municipal vehicles)
- **Car trailers and small utility vehicle trailers, spare parts and accessory parts for trailers**
- **Visual customizing** (interior, bodywork elements, car wrapping, spray films, airbrush systems)
- **Wheel rims, wheels, tyres, tyre pressure management systems**
- **Technical customizing** (sports exhaust systems, sports air filter, sports chassis, chip and engine tuning, sound design, seats, club sport)

ELECTRONICS & SYSTEMS

This section is dedicated to buyers searching for car technology, vehicle systems, and electronics.

Product Areas

- **Intelligent traffic systems** (ITS) / Vehicle safety (connected car, telematics systems, driver assistance systems, autonomous driving, camera systems)
- **On-board power supply system** (power supply, battery, battery management systems, cable harnesses, plug connections, sensors, on-board diagnostics)
- **Engine electronics** (control units, bus systems, sensors, actuators)
- **Vehicle illumination** (headlights, LED / OLED, laser, exterior and interior lighting)

REPAIR & MAINTENANCE

With targeted visitor marketing, the show attracts workshop chains, dealers in workshop equipment, paint and bodyshop centres, fleet operators, main dealers, independent and licensed workshops from the entire UAE, GCC, wider Middle East and Africa.

Product Areas

- **Bodywork repair** (equipment and material)
- **Maintenance and repair of vehicle superstructures** (caravan and motorhome superstructures, custom and special superstructures for light-duty and heavy-duty utility vehicles)
- **Painting and corrosion protection** (facilities, equipment, paints, corrosion protection, spot repair, auxiliary material)
- **Workshop and car dealer equipment** (shop-fittings / shop systems, sales facilities, office and storage furnishings)
- **Towing service, accident assistance, mobile services** (equipment, materials / consumables)
- **Workshop equipment and tools** (lifting gear, test and measurement equipment, tyre fitting, work clothes)
- **Disposal and recycling** (systems, equipment)

PRODUCT HIGHLIGHT: BODY & PAINT

This year body parts, paint, refinishing, abrasives, polishers and similar products will be grouped together within Repair & Maintenance. This will allow the visitors to compare various products, brands, and ultimately to make an informed purchase decision.

NEW

Product Groups

TYRES & BATTERIES

One of the fastest growing sections of the show, Tyres & Batteries brings major brands of tyre and battery manufacturers, suppliers and distributors to meet new buyers and existing customers from the region.



Now powered by REIFEN

Automechanika has partnered with REIFEN, the world-renowned trade fair for the tyre industry. This collaboration will raise the profile of this segment among trade buyers, leading to greater opportunities for businesses to connect with their target audience.

Product Areas

- **Tyres** (tyres for passenger cars, tyres for trucks, tyres for buses, tyres for trailers, OTR tyres, agricultural tyres, industrial tyres, tyre repair material, tyre patches, retreading material and equipment, tyre pressure control systems, tyre inner tubes, tyre valves, tyre valve caps, tubes, rims & casings, tyres (motorsport), tyre protection chains, tyre pressure drop indicators, storage system for tyres)
- **Batteries** (wet / flooded battery, Calcium - Calcium battery, valve regulated lead acid (VRLA) - AGM / Vlies, valve regulated lead acid (VRLA) - GEL, deep cycle, lithium ion, nickel metal hydride, molten salt)

CAR WASH, CARE & RECONDITIONING

The climate conditions in the Middle East make frequent car care more essential than elsewhere. In the past, manual car wash was popular, however, the rising cost of manual labour and tightening of the labour laws continually increases the demand for automated car washing systems. Filling stations in the UAE are now reaching the highest international standards, with a focus on environmentally friendly technology and waste water management.

Product Areas

- **Vehicle care** (exterior and interior cleaning, equipment for vehicle care, cleaning and care products)
- **Vehicle reconditioning** (exterior and interior reconditioning, nano paint sealing, smart repair, upholstery and leather repair, ozone treatment)
- **Washing** (wash halls and wash tunnels, wash sites, wash facilities, accessories)

MANAGEMENT & DIGITAL SOLUTIONS

Showcasing the latest management information software solutions and hardware mechanisms for efficient operating needs of dealers and workshops.

Product Areas

- **Dealer management systems** (company organisation, EDP, data administration, customer retention schemes)
- **Vocational training and advanced training** (mechanics, mechatronics, car body construction, painting, sales, training)
- **Industry institutions and specialist publishers**
- **Promotion of trade and industry, cluster initiatives**
- **Financing, franchise concepts**
- **Workshop / car dealer / filling station design and construction** (business consultancy, certifications, environmental protection consulting)
- **Internet service providers and vehicle marketplaces**
- **Mobility concepts** (mobility management (software / hardware), intermodal services, fleet management)
- **Workshop management** (technical monitoring and certification)

OILS & LUBRICANTS

The demand for the oils & lubricants products and services in the show is increasing at a steady pace which is reflected by the growing numbers of exhibitors and continuous interest of visitors. We are now dedicating a section to Oils & Lubricants within the Car Wash, Care & Reconditioning category.

AGRICULTURAL PARTS & EQUIPMENT

Automechanika Dubai 2019 will see the launch of a new section – focusing on parts and equipment for agricultural vehicles. If you have any of the products below, then get in touch with us to participate.

- Accessories
- Engine parts
- Equipment
- Services
- Tyres
- Batteries



NEW

Securing Space at the Show

Book in 5 easy steps

- 1. Email or fax your completed form**
Complete the booking form and email or fax* it to the Automechanika Dubai Team. The form can be downloaded from www.automechanikaDubai.com
- 2. Choose from 2 stand location options**
Upon receiving your form, we will send you 2 stand locations to choose from.
- 3. Confirm booking – pay initial 30%**
Once you have chosen your stand, we will require an initial payment of 30% to confirm your booking.
- 4. Pay remaining 70% fees 4 months prior to the show**
Pay the remaining 70% within 4 months prior to the show (or risk having space re-allocated).
- 5. Promote your participation**
Start promoting your participation at the show (see how we can help on page 12).

* Email: automechanika@uae.messefrankfurt.com
Fax: +971 4 358 55 22

fairconstruction

Fairconstruction represents the stand construction services provided by Messe Frankfurt. We are pleased to introduce this high quality service exclusively to our exhibitors, starting from USD 90 per sqm. Fairconstruction offers 25 sqm varieties of ready-made system designs along with the flexibility of fulfilling your complete design requirements.

In addition to stand space as above, Fairconstruction is mandatory for stand sizes below 18sqm.

Fairconstruction is at your service from the beginning of your preparations to the end of the exhibition. We can react flexibly to all kinds of challenges – giving you and your company a definite home advantage. For more details, visit our stand configurator at www.fairconstruction.com and we can calculate your cost online.

For further information, please contact fairconstruction@uae.messefrankfurt.com

All prices are subject to VAT

Pricing Structure

Row Stand (one side open)	USD 475 per sqm
Corner Stand (two sides open)	USD 485 per sqm
Peninsula (head) Stand (three sides open)	USD 495 per sqm
Island Stand (four sides open)	USD 505 per sqm
Second floor in double storey stands	USD 100 per sqm
Space only	minimum 18 sqm

Early Bird Discount

5% off space-only price for bookings received by September 30th, 2018.

The discount is applicable only if the booking is accompanied by payment of 30% of the space rental fee or a post-dated cheque amounting to the complete rental fee (due no later than October 14th, 2018).

One Price Policy

Book for Automechanika Dubai + Jeddah at the same time to avail the one price policy and save USD 10 per sqm.



Truck Competence

Did you know?

The Truck Competence initiative is growing stronger each year. At Automechanika Dubai 2018, 1,023 exhibitors showcased parts, equipment and services related to the commercial vehicles sector.

Branding & Sponsorship Opportunities

Gain maximum visibility to move your brand ahead of the competition

Automechanika Dubai helps you achieve a high level of synergy and recognition within the industry – all you have to do is participate in the event.

Participation in the event is possible through sponsorship. Sponsorship enables your brand to achieve increased exposure by uplifting your profile to prospective clients prior to and during the event.

We enable you to generate a high level of awareness through our vast variety of dynamic and innovative channels by building strong marketing campaigns and reserving specific areas of the venue for sponsorship.

Participating companies can benefit from Automechanika Dubai's selective branding and advertising opportunities.

Contact the sponsorship team to stand out amongst your competitors and co-exhibitors.

To know more about sponsorship opportunities and tailor-made sponsorship packages, please contact:

Sponsorship Team
Tel: +971 4 389 45 00
sponsorship@uae.messefrankfurt.com

Visitor / Exhibitor Lanyards

Over 50,000 lanyards will be printed. It is a must for each visitor to wear their badge during the exhibition. This is a unique opportunity to maximize your visibility and brand exposure to visitors and potential clients.

Visitor Exhibition Bags

More than 35,000 bags will be produced. Each visitor will be given a carrier bag free of charge upon arriving at the venue.

Registration Desk Branding

Registration desks are an excellent space for branding as it is mandatory for all the visitors to register and pass through the registration counter to collect their badges and enter the exhibition halls.

Branded Flags

Flags will be hoisted in the most eye-catching locations at the venue. This will ensure high brand exposure and leave unforgettable impressions on the right audiences.

On-site Branding Signage

The Dubai World Trade Centre is home to different branding and advertising signage that will surely put your brand ahead of the competition. A wide selection of branding sites will be available upon request.

Sponsors & Partners:

Diamond Sponsor & Tyre Partner



Lead Freezone Partner



Innovation Zone Partner



Car Service Center Partner



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Country Pavilion Partners



Official Booking Transport Partner



Complimentary Promotional Services

The Automechanika Dubai Team values your presence at the show, which is why we work hard to ensure your successful participation.

PR

Start spreading the news and tell people why they should visit your stand! Our in-house Public Relations Manager runs a continuous PR campaign throughout the year with increasing activity closer to the show. If you have anything newsworthy to state, we would like to hear from you. It may be that we can include your news in our next press release.

E-newsletter

Spread your company news in a professional and convenient manner. Every month, an e-newsletter is sent out to our database, which targets the relevant segments of the market. Just as in PR, we can include your stories in the e-newsletter, again giving your company extra exposure to the people that matter to your business.

Interested in launching a new product? Our New Product Showcase will be just the right platform

Find out how we can support your brand for a new product launch or to gain additional exposure for new innovations. Your products and innovations could be physically displayed at a prominent location within the show while also being promoted via the show's email marketing campaign to potential visitors. Get in touch with us at

automechanika@uae.messefrankfurt.com

Promotion Digital Portal (PD Portal)

As part of our efforts to ensure that you have a successful exhibition experience, we have a 'PD Portal' for Automechanika Dubai which contains a number of FREE tools that you could use to promote your presence at the exhibition.

- **E-card / Personalised e-card** – provided in both English and Arabic. Also has the option to be personalised by adding your logo and stand number.
- **Personalised email signature** – personalise this by adding your stand number and attaching it to all your emails.
- **Online banner** – which you can add to your website or even to your emails.
- **Automechanika Dubai logo generator** – in case you would like to add our logo when communicating your participation at the show to your clients.
- **Invitation letter / Fax invitation** – which you can use to invite existing and potential clients to visit your stand.
- **Printed invitations** – receive free eye-catching invitations to invite customers to your stand.

Business Matchmaking

Automechanika Dubai facilitates Business Matchmaking, which comes absolutely free of cost, for its exhibitors and visitors. The goal is to allow exhibitors and pre-registered visitors to pre-schedule specific, targeted appointments to take place during the show, the benefit being that the time spent at the exhibition will be optimised for both parties. Exhibitors and pre-registered visitors will be notified three months before the show with further details.

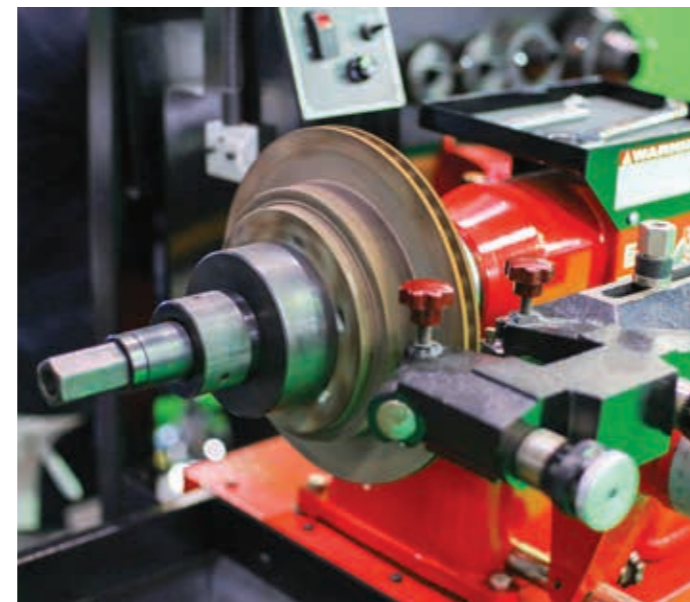
- 1. ENTER YOUR SHOW CATALOGUE ENTRY**
 Once you receive your E-net Login details, ensure you enter your show catalogue entry. This will be used as your company profile for visitors to view on our system.
- 2. LOOK FOR YOUR USERNAME AND PASSWORD**
 Our team will send you the log-in details to access the Business Matchmaking. Review and complete the rest of your profile using additional filters such as company name, country, etc.
- 3. VIEW PERSONALISED VISITOR MATCHING REPORT**
 Once the profile is submitted, receive a list of visitors matching your business interests / preferences.
- 4. ACCESS AND SCHEDULE MEETINGS VIA THE ONLINE DIARY**
 Connect and schedule multiple meetings with visitors who have similar business interests. Any changes to your meeting schedule will be updated in real-time on your Online Diary.
- 5. PLAN YOUR VISIT TO THE EXHIBITION!**
 Prepare your itinerary for three days of endless possibilities at Automechanika Dubai 2019.

2018 Statistics

Automechanika Dubai 2018 was the fifth consecutive year that featured the Business Matchmaking as an integral part of the show.



Confirmed exhibitors will be automatically enrolled into the system. They will receive a list of potential visitors that meet the exhibitor's profile and can directly schedule meetings with preferred ones via email without having to log in to the system. Business Matchmaking Team is on hand to assist and guide you on how to make the most of the system.



Innovation Zone

Dubai has always been a city of vision and ambition. This is the place where new and bold ideas are materialised. The government of Dubai wants to create a smart city with smart mobility being a key component of making this a reality.

In 2018, Automechanika Dubai launched the Innovation Zone as a platform to showcase brand new products & technology, discuss ideas and educate our audience about the changes that are happening in the automotive industry.

With the presence of top tier manufacturers of EV / hybrid cars, autonomous vehicles and automotive components, along with experts from the industry, the Innovation Zone reflects the future of mobility in the region.

Innovation Zone program includes:

- Showcases of innovative products & technology
- Conducting & presenting survey results
- Seminars
- Panel discussions

To know more, please contact our team via:

Phone: +971 4 389 45 00

Email: automechanika@uae.messefrankfurt.com



We were the first and only automotive manufacturer to exhibit at Automechanika Dubai 2018. The show provided a very good platform to reach potential new fleet customers as well as overall exposure in the B2B market. As the 'Innovation Zone Partner', we were able to showcase our 100% electric Twizy and Zoe models in a dedicated Renault-branded area, which in particular, proved very successful in generating both brand and product awareness.



Marwan Haidamous
Managing Director
Renault Middle East



Fringe Programmes

Academy

The Automechanika Academy brings together leading experts from across the global automotive sector to share critical insights and foster discussion on trends and opportunities in the industry. This year, the Academy will host the following events during the exhibition:"

- Smart Commercial Vehicle Conference
- Continuing Professional Development (CPD) Certification Sessions Powered by Institute of the Motor Industry (IMI).
- AfriConnections – a special networking session between African buyers and international exhibitors

Check our web page for the latest updates

www.automechanikaDubai.com/Academy

Career Lounge powered by AUTOLiNK

The Career Lounge situated within the show comprises of meeting areas where exhibitors can discuss their company's recruitment needs with the AUTOLiNK team to optimise the recruitment process.

Network

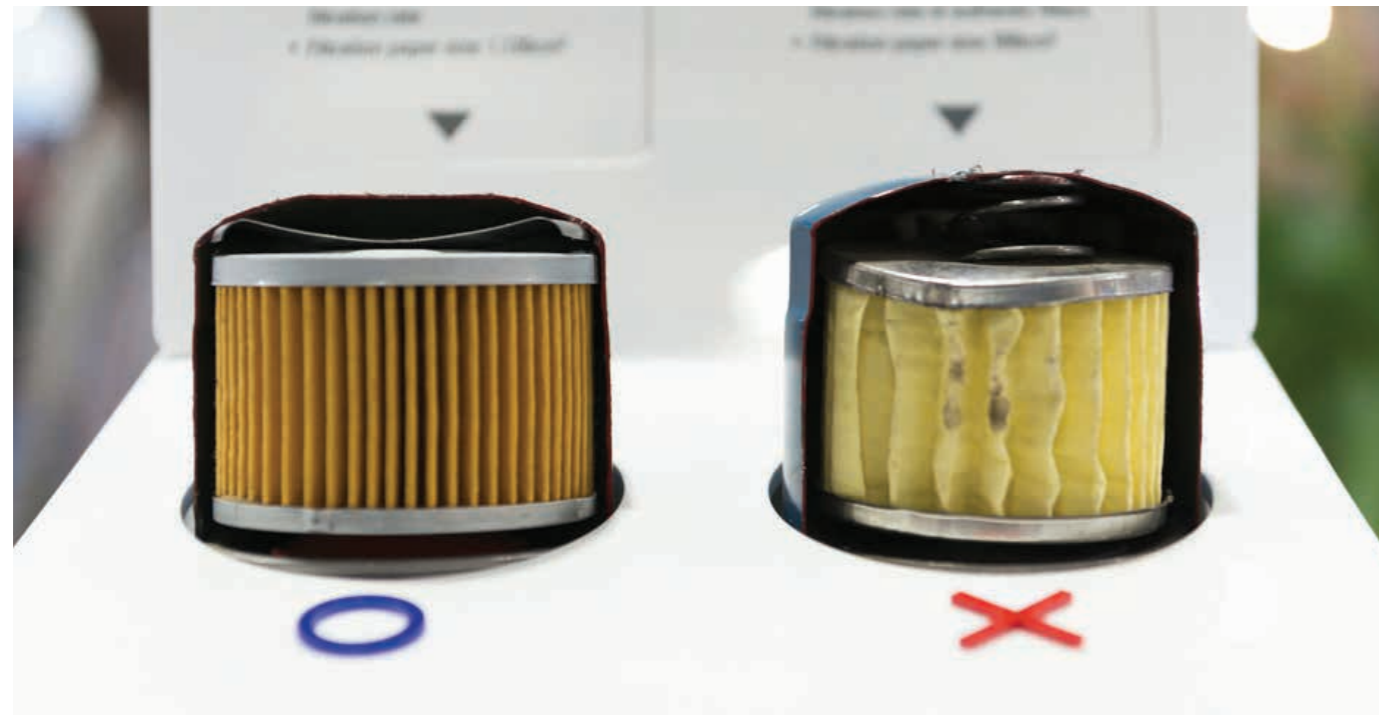
The Automechanika Network is a gathering that is hosted by the show team twice per year, in March and September. The event aims to bring together industry players for a semi-formal gathering that discusses various topics related to the automotive aftermarket. It is a great opportunity to meet new industry colleagues and to strengthen existing relationships.

Visit our website below for more information

www.automechanikaDubai.com/Network



Messe Frankfurt Against Copying



Besides causing considerable economic losses for the companies affected, counterfeit products also represent a danger to road-traffic safety. Many motorists are unaware of the fact that the use of inferior-quality automobile parts can endanger both themselves and others. Thus, with our campaign against product piracy, Messe Frankfurt is making a contribution to safer roads.

Messe Frankfurt advises and supports exhibitors in the fight against product piracy. For exhibitors, it is extremely important that they take steps before the show to prevent unpleasant surprises during the event. They should first register their trademarks with the Ministry of Economy and then make an appropriate application to the customs authorities who can then stop suspicious consignments, investigate, take samples and destroy copies.

Messe Frankfurt Middle East GmbH is a member of the Brand Owners' Protection Group (BPG) in Dubai. The Brand Owners' Protection Group seeks the enforcement of intellectual property laws, copyright, patent and trademark protection, and licensing laws in order to protect consumers from counterfeits and all other forms of illicit trade.

To offer exhibitors support for their legal matters, Messe Frankfurt sets up an on-site legal service during the exhibition. Lawyers from the law firm Meyer-Reumann & Partners will provide you with immediate assistance if required. Their online portal for registered exhibitors of Automechanika Dubai provides a databank where you can upload necessary documents and have access to a question and answer facility. For more information, please email jp@uae.messefrankfurt.com



Exhibitor Checklist

Important Dates	Information	Contact Person	Documents Sent?
August to November 2018	Submit application before September 30 th , 2018, to avail Early Bird discount (30% of payment must be made; remaining 70% must be settled no later than 4 months prior to show date)	Mariam Sharashenidze Show Manager, <i>Accessories & Customizing</i> mariam.sharashenidze@uae.messefrankfurt.com Rudolph Anand Sales Manager, <i>Tyres & Batteries</i> rudolph.anand@uae.messefrankfurt.com Sheree Ann Fernando Sales Manager <i>Parts & Components, Electronics & Systems</i> sheree-ann.fernando@uae.messefrankfurt.com Tommy Le Sales Coordinator <i>Parts & Components, Electronics & Systems</i> tommy.le@uae.messefrankfurt.com Gil Duran Sales Coordinator <i>Repair & Maintenance, Car Wash, Care & Reconditioning</i> gil.duran@uae.messefrankfurt.com	<input type="checkbox"/>
	Submit PR information: - Press Release - Product Launches - News	Gareth Wright Head of Public Relations gareth.wright@uae.messefrankfurt.com Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
	Submit stand construction orders	Wenonah Parkes Head of Additional Exhibition Services wenonah.parkes@uae.messefrankfurt.com	<input type="checkbox"/>
December 2018	Order Visitor Invitations 6 months prior to show date (orders are free of charge and placed through PD Portal software)	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
January 2019	Distribute Visitor Invitations to client database	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
February 2019	Online Exhibitor Manual access will be provided to you	Jason Canlas Operations Coordinator jason.canlas@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete Show Catalogue entry details online	Jason Canlas Operations Coordinator jason.canlas@uae.messefrankfurt.com	<input type="checkbox"/>
	Begin utilising our Business Matchmaking tool for meeting setup during the show	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete online details for: - Exhibitor Badges - Exhibitor Party	Jason Canlas Operations Coordinator jason.canlas@uae.messefrankfurt.com	<input type="checkbox"/>
June 7, 8 & 9, 2019	Complete online forms for additional requirements: - Hostesses - Furniture - Catering - Electricity/Water	Jason Canlas Operations Coordinator jason.canlas@uae.messefrankfurt.com	<input type="checkbox"/>
	Stand Assembly Access Space Only Exhibitors	Jason Canlas Operations Coordinator jason.canlas@uae.messefrankfurt.com Wenonah Parkes Head of Additional Exhibition Services wenonah.parkes@uae.messefrankfurt.com	<input type="checkbox"/>
June 8 – 9, 2019	Stand Assembly Access Maxima/Maxima Plus Exhibitors	Wenonah Parkes Head of Additional Exhibition Services wenonah.parkes@uae.messefrankfurt.com	<input type="checkbox"/>
June 10 th – June 12 th , 2019	Automechanika Dubai 2019 Show Showtime: 10am – 7pm		N/A
June 11 th – June 12 th , 2019	Exhibitor Survey distribution (please fill and return)		<input type="checkbox"/>
	Booking Form (re-book to guarantee your location for 2020)		<input type="checkbox"/>
June 12 th – June 13 th , 2019	Show Breakdown & Stand Disassembly (all valuables and products must be removed on June 12 th ASAP after the show closes)	On-site Organiser's Office	N/A

Dubai: Business, tourism and beyond

Just five hours from Europe and Asia, Dubai makes for the perfect urban retreat thanks to its superb beaches, exceptionally competitive shopping and exciting nightlife. With its exceptionally modern infrastructure and tourist amenities as well as relatively liberal policies, Dubai has managed to shine brighter than any other city in the world.

Having expanded along both banks of the creek, Dubai is divided into two parts – Bur Dubai on one and Deira on the other side. Each part has its share of fine mosques and busy souks, beach parks, public buildings, hotels, office towers, banks, apartments and villas.

Visitors to Dubai can enjoy world class facilities including golf courses, spas, shopping malls and indoor skiing, dip their toes in the waters of the Gulf or just take in the beat of the city. Dubai blends the old-world charm of Arabia with an ultramodern way of life. Here dusty villages and ancient houses sit beside luxurious residential districts and skyscraper business towers as well as shopping malls and fine restaurants.

Automechanika Dubai
P.O. Box 26761, Dubai, UAE
Tel. +971 4 389 45 00
Fax +971 4 358 55 22
automechanika@uae.messefrankfurt.com
www.automechanikaDubai.com

automechanika



Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both on-site and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (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

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, SPS Automation Middle East, The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, the Business in Beauty Summit, Think Light, and the International Conference on Future Mobility. For more information, please visit our website at www.messefrankfurtme.com

Messe Frankfurt Middle East GmbH
P.O. Box 26761, Dubai, UAE
Tel. +971 4 389 45 00
Fax +971 4 358 55 11
info@uae.messefrankfurt.com
www.messefrankfurtme.com

