

Automechanika Academy
10-11 December 2024
Pitstop 1 – Trade Centre Arena

Event Overview:

The Middle East's automotive aftermarket is set for significant growth, with a projected 7% CAGR from 2023 to 2028. Driven by factors such as a wealthy population, increasing migration, and infrastructure expansion, sales of OTR and commercial vehicles are on the rise, along with demand for auto components like filters, lubricants, tires, brakes, and batteries. In the UAE, EV adoption is increasing, with plans to grow from 7,331 in 2023 to 12,852 by 2025. Dubai aims for 30% of public sector vehicles and 10% of sales to be electric/hybrid by 2030, while Abu Dhabi leads with 2,441 EVs, 4,138 hybrids, and plans for extensive charging infrastructure. The autonomous vehicle market is also booming, expected to reach \$614.88 billion by 2030, with a 24.9% CAGR from 2023 to 2030.

An integral part of Automechanika Dubai, Automechanika Academy is a knowledge-sharing platform for the automotive aftermarket and service industry. The Academy serves to provide in-depth industry insights, strategic market updates, and learning opportunities from industry experts and thought leaders, addressing the latest trends, developments, and changing dynamics of the auto aftermarket industry sector and it includes thematic days focusing on specific aspects of the automotive industry.
Day 1, 10th December 2024

Theme: Collaboration and Innovation in the Automotive Industry	
12:25	Welcome and opening remarks
12:30	Keynote Address by Eng. Ahmed Abdalla Alhammadi , Director of Financial Sustainability and Investment Department Ministry of Energy & Infrastructure, UAE
13:00	Session 2: Regulatory Compliance and Industry Standards Ashwin Radhakrishnan , Assistant Manager – MolAT Programs SGS Gulf Limited
13:30	Session 3: Analysis of Automotive aftermarket and components in KSA Vishal Pandey , Managing Partner Glasgow Research & Consulting
14:00	Session 4: Innovation in Automotive Technology: Trends and Future Outlook Micky Mathew , Network & Field Support Manager MENA ZF Services Middle East LLC
14:30	Session 5: Sustainable Circular Economy in Automotive Production & Aftermarket Oweis Zahran , Chief Executive Officer OWS Automotive Solutions
15:00	Session 6: Breakthrough in Aftersales: How to Grow Revenue and Customer Satisfaction with a Digitalized Workflow Derek Ruiwei Li , Co-Founder & CEO AutoX3

15:30	Session 7: Digitalization: Transforming Automotive Business Models Shoaib Jawaid , Chief Strategy Officer Petromin Corporation
16:00	Session 8: Promoting Diversity and Inclusion in the Automotive Sector Moderator: Dr. Maya Ben Dror , Mobility Expert Panelists: Shubhra Srivastava , CEO & Founder, GaragePlug Inc. Sara Rachid , Head of Automotive and Technology verticals – UAE, Oman & Qatar, Maersk Bhavika Sachdeva , Director, Trinity Lubes and Grease FZC Gaitri Jeswani , Chief Operating Officer, Eurodiesel Services LLC
16:30	Session 9: OEM-Distributor Partnerships: Driving Market Penetration and Customer Satisfaction Moderator: Sanel Hodzic , Founder & CEO, Cyber Automotive Solutions Panelists: MK Rajkumar , Director– Aftersales & Training, Al Habtoor Motors Co LLC Stavros Stavropoulos , Head of Network Development & Training, Daimler Truck MEA FZE Mohamed Kassem , Franchise Director – BYD, Al Futtaim Electric Mobility Company Shahzad Tauqir , Director Aftersales, Stellantis Middle East
17:00	Closing Remarks & End of Day 1

*The above programme is a working draft. Topics, speakers and timings are subject to change.

Day 2, 11th December, 2024

Theme: Aftermarket: Adapting to Change and Enhancing Service	
11:55	Welcome and opening remarks
12:00	Session 1: Current Trends and Future Outlook in the Automotive Aftermarket: Key Statistics and Insights Sammy Krishnamurthy , Director - Mobility Practice Frost & Sullivan
12:30	Session 2: Digital Transformation: Enhancing Customer Experience Seggayi Ashiraf , Chief Executive Officer PHAMON Automotives
13:00	Session 3: Reach New Global Markets through E-Commerce and eBay Mohit Agarwal , Category Lead – Automotive UAE, SEA and India eBay
13:30	Session 4: Adapting Service Offerings for the Electric Vehicles Era Praveen Menon , Director – Aftersales Middle East & Africa Region Zeekr
14:00	Session 5: Harnessing Data-Driven Approaches for Success in the Automotive Aftermarket Sebastian Fuchs , Managing Director World Automotive Group
14:30	Session 6: Certification Standards for Quality Assurance Kürşad Yüce , Operations Delivery Manager – MEA BSI Middle East and Africa

15:00	<p>Session 7: Aftermarket Challenges: How Innovating Sustainability Beyond Boundaries Can Drive You Forward Keong Chun Chieh, CEO & Founder IGL Coatings</p>
15:30	<p>Panel Session 8: Optimizing Global Supply Chains for the Automotive Aftermarket: Innovations, Sustainability, and Resilience Moderator: Rebecca Carr, Director Digital Trust & Cyber Crisis & Resilience, PwC Panelists: Antonio Fondevilla Martínez, Global Head, Automotive & Energy, Maersk Dr. Raman Kumar, Managing Director, Al-Futtaim Logistics Anurag Chaturvedi, Chief Executive Officer, Andersen UAE Gaurav Chugani, Associate Director, Andersen UAE</p>
16:00	<p>Session 9: Enhancing Aftermarket Customer Services Through Technology Amjed Kallan, General Manager Bilstein Group</p>
16:30	<p>Panel Session 10: Aftermarket OEM-Distributor Partnerships: Driving Market Penetration and Customer Satisfaction Moderator: Vishal Pandey, Managing Partner, Glasgow Research & Consulting Panelists: Amjed Kallan, General Manager, Bilstein Group Srikrishnan Viswanathan, Deputy General Manager, KAPICO Middle East V. Nantha Kumar, Director for European Truck and Car Parts business for NEW EAST & CEO of Oman for New East Saman Rashidi, Regional Director – Middle East, Nexus Automotive International</p>
17:00	<p>Closing Remarks & End of Conference</p>

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