

**Automechanika Academy**  
**10-11 December 2024 - Pitstop 1**

**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, 10<sup>th</sup> December 2024

<b>Theme: Collaboration and Innovation in the Automotive Industry</b>	
<b>12:00</b>	<b>Registration</b>
<b>12:25</b>	<b>Welcome and opening remarks</b>
<b>12:30</b>	<b>Session 1: Embracing Partnership for Industry Growth</b>
<b>13:00</b>	<b>Session 2: Government Initiatives and Policies Driving Automotive Sector Growth</b>
<b>13:30</b>	<b>Session 3: Strategies for OEMs in the Current Market Landscape</b>
<b>14:00</b>	<b>Session 4: Certification Standards for Quality Assurance</b>
<b>14:30</b>	<b>Session 5: Innovation in Automotive Technology: Trends and Future Outlook</b>
<b>15:00</b>	<b>Session 6: Sustainable Circular Economy in Automotive Production &amp; Aftermarket</b> <b>Oweis Zahran</b> , Chief Executive Office OWS Automotive
<b>15:30</b>	<b>Session 7: Digitalization: Transforming Automotive Business Models</b> <b>Shoaib Jawaid</b> , Chief Strategy Officer Petromin Corporation
<b>16:00</b>	<b>Session 8: Promoting Diversity and Inclusion in the Automotive Sector</b>

16:30	<b>Session 9: Government-Industry Collaboration for Technological Advancement</b>
17:00	<b>Session 10: Open Session</b>
17:30	<b>Closing Remarks &amp; End of Day 1</b>

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

Day 2, 11<sup>th</sup> December, 2024

Theme: Aftermarket: Adapting to Change and Enhancing Service	
12:00	<b>Registration</b>
12:25	<b>Welcome and opening remarks</b>
12:30	<b>Session 1: Regulatory Compliance and Industry Standards</b>
13:00	<b>Session 2: Digital Transformation: Enhancing Customer Experience</b> Seggayi Ashiraf, Chief Executive Officer PHAMON Automotives
13:30	<b>Session 3: Strategies for Successful Transition: E-commerce and Online Marketplaces</b>
14:00	<b>Session 4: Adapting Service Offerings for the Electric &amp; Hybrid Vehicles Era</b>
14:30	<b>Session 5: Leveraging Data-Driven Strategies in the Automotive Aftermarket</b>
15:00	<b>Session 6: Aftermarket Challenges: How Innovating Sustainability Beyond Boundaries Can Drive You Forward</b> Keong Chun Chieh, CEO & Founder IGL Coatings
15:30	<b>Session 7: Disruptive Technologies: Opportunities and Challenges</b>
16:00	<b>Session 8: Case Study - Enhancing Aftermarket Customer Services Through Technology</b>
16:30	<b>Session 9: OEM-Distributor Partnerships: Driving Market Penetration and Customer Satisfaction</b>
17:00	<b>Session 10: Open Session</b>
17:30	<b>Session 11: Open Session</b>
18:00	<b>Closing Remarks &amp; End of Conference</b>

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