

## Automechanika Dubai Network

### Strengthening Collaborations: Southeast Asia and UAE

The automotive aftermarket industry in the UAE is projected to grow and poised to reach a market value of \$527.25 billion by 2027 and as per the industry sources Southeast Asian automotive companies are pivotal players, contributing to 5% of the market share.

Our networking event provides a platform to delve into crucial insights regarding market trends, regulatory frameworks, and investment opportunities. Attendees will hear from prominent Southeast Asian automotive companies operating in the UAE, alongside industry experts and embassy/trade council representatives. Gain practical advice on navigating challenges, optimizing supply chain operations, and leveraging technological innovations for growth.

Seize the opportunity to network with key stakeholders, exploring partnership prospects and positioning your company for success in the dynamic automotive aftermarket landscape of the UAE.

<b>09:00</b>	Refreshments & Networking
<b>10:00</b>	<b>Welcome and opening remarks</b>
10:20	Keynote Speech by <b>Mohammad Al Kassim</b> , Investment Attraction Director, Dubai Chambers "Strengthening the Economic Corridor: Bridging the UAE and Southeast Asia for Sustainable Growth and Innovation"
<b>10:35</b>	<b>Session 1:</b> Innovating the Southeast Asia (SEA) Automotive Aftermarket: Leveraging Regional Expertise and future Sustainability <b>Bakri Bin Alias</b> , Senior General Manager, Malaysian Automotive, Robotics & IoT Institute
<b>11:05</b>	<b>Session 2:</b> Panel Session – Reserved by Nexus Automotive International
<b>11:35</b>	<b>Session 3:</b> Panel Discussion: Diplomatic Perspectives: Strengthening Bilateral Trade Relations <b>Moderator:</b> <b>Smriti Priya</b> , Senior Project Manager, Roland Berger <b>Confirmed Panelists:</b> <ul style="list-style-type: none"> <li>• <b>Denny Lesmana</b>, Counsel General, Indonesian Consulate General in Dubai</li> <li>• <b>Mohamed Yazeed</b>, Regional Director, Enterprise Singapore</li> <li>• <b>Ha Thai Vu</b>, Former First Secretary for Economic Affairs, Embassy of S.R Vietnam in the United Arab Emirates, Ministry of Foreign Affairs, Vietnam</li> </ul>
<b>12:05</b>	<b>Session 4:</b> Case Study Presentation: Digital Transformation - Building a Successful Partnership <b>Andrew Rowson</b> , Chief Executive Officer, Emotiv Corp <b>Siladda Tubpinthong</b> , Director Digitalization, SAAM AP, Schaeffler
<b>12:35</b>	<b>Session 5:</b> Integrated Innovations in the Automotive Aftermarket: A Case Study of AutoX3 and AI Futtaim

	<b>Derek Ruiwei Li</b> , Co-Founder & CEO, AutoX3 <b>Chryso Tziarridou</b> , Projects Operations Manager, Al-Futtaim Autocenters LLC
<b>13:05</b>	<b>Business Lunch &amp; Networking</b>

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