

The largest international trade exhibition for the automotive aftermarket industry in the wider Middle East

[www.automechanikaDubai.com](http://www.automechanikaDubai.com)

**automechanika**  
DUBAI

22 – 24 November 2022  
Dubai World Trade Centre



## DAY 1 – 22 November 2022

### Automechanika Academy – Programme

- 11:45 Opening by the Academy Advisor and Automechanika Dubai Representative**
- 11:50 Mapping Out the Customer Journey in Saudi Arabia**  
Speaker:  
**Kyle Weber**, Customer Journey & Innovation Manager, CEER Motors
- Automotive Aftermarket Trends and Market Analysis**
- 12:10 Dubai Automotive Trade Statistics During 2021-2022 First Nine Months**  
Speaker:  
**Fuad Bassam**, Senior Officer Data Validation and Monitor - Statistics Section, Dubai Customs
- 12:30 Top 8 Disruptive Trends in Vehicle Aftermarket**  
Speaker:  
**Subharshee Ramarathnam**, Principal Consultant - Mobility Practice, Frost & Sullivan
- 13:00 Opportunities in Commercial Vehicles (Trucks) Market in UAE**  
Speaker:  
**Vishal Pandey**, Managing Partner, Glasgow Research & Consulting Group
- 13:30 The Role of Digital in the New World of Mobility**  
Speaker:  
**Aasif Khan**, Industry Advisor - Discrete Industries, SAP
- 13:50 Automotive Component Remanufacturing – A Growing Trend in the Auto Aftermarket**  
Speaker:  
**Sameer Parab**, Strategy Consulting - Mobility & Transportation, Aranca
- 14:10 Evolving Leaderships Amidst Market Disruption and Newer Challenges in the Automotive Sector**  
Session Chair:  
**Vishal Pandey**, Managing Partner, Glasgow Research & Consulting Group
- Panelists:  
**Gurhan Cevikel**, Head of Market Intelligence Automotive, GFK  
**Sameer Parab**, Strategy Consulting - Mobility & Transportation, Aranca  
**Tony Abouzolof**, Co-Founder & Managing Director, Synchron  
**Jonathan Taylor**, General Manager – Spare Parts, AW Rostamani Nissan, Infiniti, and Renault  
**Yousef AbuAlaish**, General Manager - Services, AW Rostamani Nissan, Infiniti, and Renault  
**Craig Stevens**, CEO, DubiCars.com
- 14:50 Middle East Automotive Aftermarket by 2025 Market Outlook Results**  
Speaker:  
**Alberto Giacoppo**, Senior Researcher, GRS

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## The Future of Fleet Management

### 15:10 Fleet Management - Safety and Efficiency

Panelists:

**Rolfe Hartley**, Head of Innovation, KEMIPEX

**Martin Unterhauser**, Head of Mobility, TÜV SÜD Mobility

**Shailen Shukla**, Chief Logistics Officer, PICTRUC

**Mark Mathias**, Sales and Marketing Director, Barox GmbH

### 15:50 It's a War for Talent Across the GCC, with KSA Attracting the Cream Due to Growth and Expansion

Speaker:

**Jonathon Burgess**, CEO, Aspiriti Recruitment Group

## Women in Automotive in the Middle East

### 16:15 Women in Automotive: An Interview with Women in Automotive, Enabling Women as Industry Leaders and Serving Female Consumers

Moderator:

**Sepideh Malekzadeh**, Strategy Manager, Caterpillar

Panelists:

**Abeer Fakhoury**, Head of International Aftersales, Al Futtaim

**Lyudmila Koltomova**, Business Development and Project Management, TUV SUD Middle East

**Fatima Jasim Kashwani**, Researcher, Khalifa University

**Zaheera Omar**, Head of Digital Sales and F&I, Nissan, Renault, Infiniti– Al Masood Automobiles

**Hala Kabbara**, Group Head of Talent Development, AWRostamani

### 17:00 Closing Remarks - End of Day 1

## DAY 2 – 23 November 2022

### Automechanika Academy – Programme

#### 11:45 Opening by Conference Advisor

#### Future Mobility

#### 11:50 Multipurpose Electric Engines (Cars, Drones, Generators, and Compressors)

Speaker:

**Alon Bareli**, Founder, CHM Motors

#### 12:10 EV Market: Trends and Potential in the Region

Speaker:

**Gurhan Cevikel**, Head of Market Intelligence Automotive, GFK

#### 12:30 Disruption in the Automotive Aftermarket

Speaker:

**Chirenj Chandran**, CEO, MySyara

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## Innovation, Sustainability & Efficiency

- 12:50 Staying Relevant in the Automotive Industry - Desire to Innovate**  
Speaker:  
**Zuhri Yusof**, Head of Automotive - Enterprise Solutions, PWC ME
- 13:10 Case Study - Enabling Innovation and Future Mobility in UAE - Khalifa University Autonomous Vehicle Lab**  
Speaker:  
**Dr. Majid Khonji**, Assistant Professor, Electrical Engineering and Computer Science, Khalifa University
- 13:30 Staying Relevant: Business Opportunities in the Age of Electrification**  
Speaker:  
**Salman Hussein**, Chief Operating Officer, FUSO
- 13:50 Digital Transformation in the Automotive Industry and the New Roadmap to Innovation, Sustainability, and Efficiency**  
Session Chair:  
**Shadi Dawi**, Technology Journalist and Entrepreneur
- Panelists:  
**Salman Hussein**, Chief Operating Officer, FUSO  
**Bechara Haddad**, CEO, JINO  
**Mahdi Ben Mrad**, Vice President, AlixPartners  
**Adam Ridgway**, CEO, ONE MOTTO  
**Philippe Duppini**, General Manager, ExxonMobil Middle East Marketing

## Standards, Regulations & Safety

- 14:30 The Role of the World Forum for Harmonization of Vehicle Regulations (WP.29) of the United Nations Economic Commission for Europe for the Safe Deployment of Electric Vehicles Worldwide**  
Speaker:  
**Edoardo Gianotti**, Economic Affairs Officer, Vehicle Regulations, Road Traffic Safety and Transport Innovations Section, Sustainable Transport Division, United Nations Economic Commission for Europe (UNECE)
- 15:00 Preventive Car Servicing, Vehicle Connectivity, and Road-safety**  
Speaker:  
**Bechara Haddad**, CEO, JINO

## Digitalization

- 15:20 EV Consumer Survey and Global Automotive Outlook for 2022**  
Speaker:  
**Mahdi Ben Mrad**, Vice President, AlixPartners
- 15:40 Fireside Chat: Disrupting the Autotparts Industry with a B2B Marketplace**  
Speakers:  
**Rami Rabia**, E-commerce Expert  
**Vincent Belhandouz**, Non-Executive Director, Aniel Marketplace
- 16:00 Digitalization – Inventory Planning and Optimisation of the Aftermarket Parts Inventories**  
Speakers:

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**Tony Abouzolof**, Co-Founder & Managing Director, Synchron  
**Jonathan Taylor**, General Manager – Spare parts, AW Rostamani Nissan, Infiniti, and Renault

**16:20 Electrifying the Last Mile - Building an Ecosystem**

Speaker:

**Adam Ridgway**, CEO, ONE MOTTO

**16:40 The Future of Automotive Retail is Digital**

Speaker:

**Vishal Pandey**, Managing Partner, Glasgow Research & Consulting Group

**5:00 Closing Remarks - End of Day 2**

## DAY 3 – 24 November 2022

### AfriConnections – Programme

**13:30 Opening by the Conference Advisor**

**13:30 Future Opportunities in a Changing African Automotive Aftermarket**

Speaker:

**Erik Deitersen**, Director, AfriCon

**14:00 Panel Discussion**

Session Chair:

**Erik Deitersen**, Director, AfriCon

Speakers:

**Ali Korri**, General Manager, A&K Autoteile GmbH – Korri Group

**Thomas Kobudzinski**, Chief Services Officer, Temot International

**14:40 E-commerce in Nigeria and the Rest of Africa**

Speaker:

**Massimiliano Spalazzi**, CEO, Jumia Nigeria

**15:00 Closing Remarks - End of Day 3**