



Country Focus: Kingdom of Saudi Arabia

Wednesday, 4th October 2023

10:00 Registration

11:00 Welcome by Automechanika Team

11:15 Gear Shift of Consumer in Saudi

[Prachi Satoskar](#), Commercial Leader, GfK, Public Investment Fund

14:30 The African Automotive Aftermarket - Managing Complexity

[Martin Hendriksen](#), CEO IAMaga

11:45 Localization Opportunities for Automotive Components Manufacturing in Saudi Arabia

[Andrea Cavalleri](#), Senior Consultant Roland Berger

12:15 KSA Conformity (SALEEM/SABER)

[Mohamad Elmoussaoui](#), Deputy VoC Technical Manager, Bureau Veritas
[Ramgopal Shetty](#), VoC Sales Manager, Bureau Veritas

12:45 How has E-Commerce and Technology Innovation Shaped the Automotive Aftermarket Industry

- Investment Vs RoI: Key considerations to evaluate for profitability
- Supply chain management
- Best practices for automotive aftermarket sector

13:30 End of Session

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

Find us at Hall 1

Powered by

automechanika
RIYADH

licensed to
1st Arabia Tradeshows & Conferences