

AWARDS 2023

**Celebrating excellence
and innovation in
automotive aftermarket**

automechanika
DUBAI

2 - 4 October 2023
Dubai World Trade Centre



About Automechanika Dubai Awards

As MENA's first-ever platform to honor and recognize top talent and high-performing organizations creating significant impact within the automotive aftermarket and service industry, Automechanika Dubai Awards has returned for its 3rd edition .

Presenting a unique opportunity for the industry to celebrate success and excellence, the Awards is your opportunity to highlight your achievements and contributions by sending in your nominations across 12 categories.

The Awards guide will help you to understand the categories, nomination criteria and judging process to assist you in preparing your entries.

[SUBMIT YOUR ENTRY](#)



2023 Judges



Graham Threlfall

Global Key Account Manager
AkzoNobel



Abdulla Rashed Almheiri

Strategies & Organizational
Excellence Office Manager
Dubai Government Workshop



Nasir AlSeeri

Head of VIP Vehicles
Maintenance Section
Dubai Government Workshop



Dr. Nima Mehrdadi

Managing Director
HELLA Middle East



Alan Whaley

Founder & Chairman
AMENA Professional FZ-LLC



Michel Malik

CEO
**BodyShop News
International**



Vishal Pandey

Partner-Automotive & Mobility
**Glasgow Research &
Consulting**



Zuhri Yusof

Automotive Industry
Expert

2023 Award Categories

Service Excellence

Body Shop of the Year (Passenger Cars)

Workshop of the Year (Passenger Cars)

Service Provider of the Year (Commercial Vehicles)

Service Provider of the Year (Government & Semi-Government)

Automotive Quick Services Provider of the Year (Remote Services and Quick Service Stations)

Customization Specialist of the Year

People

Women in Automotive

Special Recognition Awards

Products

Product of the Year

Digital Product of the Year

Transformation

Digitalization Project of the Year

Start Up of the Year

Special Recognition Award

Recognizing long-term excellence in any role within the aftermarket industry, the Special Recognition Award is the ceremony's flagship award, for individuals whose careers have spanned at least 20 years with documented accomplishments and accolades. Celebrating longevity and achievements during distinguished careers, the award acknowledges the recipient's sustained achievements within the automotive aftermarket industry.

The winner will have demonstrated outstanding excellence contributing to the significant growth and development of the industry within a leadership role, inspired others in the industry, and forged enduring relationships across multiple areas of automotive aftermarket.

Note: The Special Recognition Award is not open for nomination and will be based on a review and selection by the awards committee

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AWARDS
2023

Women in Automotive

This award is presented to a woman who has made significant contributions to the automotive industry in the MENA region demonstrating unwavering commitment, inspirational leadership, and remarkable achievements leading to positive outcomes and advancements within their field.

Entries will be judged on the following criteria:

- **Leadership:** Has demonstrated excellent leadership skills within their company, community and/or industry leading by example.
- **Inspiration & Impact:** Has had a visible and/or tangible positive impact on peers and colleagues
- **Advocacy & Empowerment:** Has been dedicated to mentoring within or outside of her company and has provided support for rising professionals encouraging their professional growth
- **Professional Accomplishment:** Has a proven track record of professional accomplishments in the automotive aftermarket industry and have achieved remarkable milestones, such as notable sales performance, successful product launches, improved operational efficiencies, or influential contributions to their organization or industry.
- **Diversity, Inclusion, Equity:** Actively fosters a diverse and inclusive environment in all that they do.



Service Excellence

The Service Excellence Awards recognizes the best among the best in the Middle East and North Africa region performing beyond market averages, demonstrating best industry practice, a sustainable business model, efficiency, working to the highest quality standards, technical excellence and delivering high standards of customer care. These include knowledge and experience with the kind of repairs needed, the use of high-quality parts and materials, a warranty or guarantee on their work, good customer service and communication, positive feedback from the community, and the right certifications. Please note that submission should be based for a single outlet.

The categories under Service Excellence are:

- Body Shop of the Year (Passenger Cars)
- Workshop of the Year (Passenger Cars)
- Service Provider of the Year (Commercial Vehicles)
- Service Provider of the Year (Government & Semi-Government)
- Automotive Quick Services Provider of the Year (Remote Services and Quick Service Stations)
- Customization Specialist of the Year

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AWARDS
2023

Service Excellence

Entries will be judged on the following criteria:

- **Experience and Expertise:** While selecting an entity for car repair and fixes, experience and skills of the technicians plays a key role. How frequently are those technicians trained, skill brushed and assessed is an imperative aspect of the service quality.
- **Customer Service:** Are you ensuring that your customers are having a quality experience. Are you providing unique and personalized service? Are you tracking, recording and taking necessary action on customer complaints, feedbacks and suggestions?
- **Guarantees and Warranties:** Any reputable company will guarantee their work. In order to ensure a high-quality job, the company should offer some form of warranty.
- **Complete Service:** The service provider should offer a complete service to you. For example, they should be able to process your insurance claim. They should also be able to provide you with accurate estimates for the repairs and jobs.
- **Diagnostics and Tools:** The center has to be equipped with a wide variety of tools and resources which will help them to perform various diagnostic, maintenance and repair jobs.
- **Certifications and Standards:** Is the center certified by relevant authorities for their procedures, policies and equipment? Are the technicians certified and hold relevant qualifications to carry out the jobs? Do they regularly conduct audits to identify gaps?
- **General Administration:** Does the center have processes in place for inventory management, job processing, work flow management and customer relations management and other general administration. How well is the data captured, stored and managed?
- **HR and Employee Wellbeing:** Does the center have employee development and happiness as a part of their procedures? Do they believe in Work/Life Balance?
- **Quality of Work:** Quality of craftsmanship, body and paint, overall engineering. Specific to the “Customization” category the three F’s (fit, form and functionality) stance and overall creativity in design and concept is what the judges will look for including exterior upliftment of the vehicle and mechanical fits.

Product of the Year

The product of the year award is open to manufacturers or suppliers who have the most innovative and cutting-edge automotive aftermarket products and solutions. We are looking for the very best products that are game changers and will stand out in the future of the automotive aftermarket industry. Winners will be selected based on a variety of factors that include superiority of innovation, technical achievement, quality and workmanship, consumer appeal and marketability and more. The product / solution should be currently sold and marketed in the Middle East and North Africa region.



Entries will be judged on the following criteria:

- **Innovation:** Product, equipment or solution which are distinct and can have a measurable impact on the economic viability, efficiency, performance and practicality
- **Sustainability:** Impact on the environment in reducing Net Zero emissions attributed to the automotive industry. Overall, the product should have a positive social and environmental impact.
- **Safety:** The product enhances safety configurations in terms of performance and usability

Digital Product of the Year

The Digital Product of the Year award will recognize digital innovation that most successfully will maximize the value for its users – be it individuals or organizations. The key areas that this product will improve are efficiency, productivity and performance. The product / solution should be currently sold and marketed in the Middle East and North Africa region.

Entries will be judged on the following criteria:

- **Innovation:** Proposes new solutions for enhancing the performance or experience or solves a unique problem for its users
- **Impact:** Has demonstrated evidence of positive impact on the users
- **Scalability:** The product can be easily adapted to existing business systems or the product's business model is scalable
- **Sustainability:** it should be able to maintain its operations and outcomes



Start-up of the Year

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2023

This award recognizes a start-up in the MENA region that has demonstrated exceptional innovation, growth, and impact within the automotive and aftermarket industry. Driven by a deep commitment to revolutionize and drive the industry forward the organization should have developed a groundbreaking product or solution that has disrupted traditional approaches. The start-up should not be more than 3 years old into operations.

Entries will be judged on the following criteria:

- **Innovation and Uniqueness:** The start-up should demonstrate innovative thinking, unique ideas, or disruptive approaches.
- **Growth Potential:** The start-up should show strong potential for growth and scalability. This can include factors such as market demand, customer adoption, revenue growth, expansion plans, or successful fundraising efforts.
- **Market Impact and Traction:** The start-up should have made a notable impact on its target market. This can be measured by factors such as customer acquisition, market share, partnerships, strategic alliances, or industry recognition.
- **Leadership and Team:** The start-up's leadership team should exhibit strong entrepreneurial skills, vision, and execution capabilities. The team's experience, expertise, and track record should demonstrate their ability to drive the start-up's success.
- **Financial Performance:** While not always a primary criterion, the start-up's financial performance, profitability, revenue growth, or investment/funding achievements may be considered to assess its overall viability and potential for long-term success.
- **Social Impact and Sustainability:** Factors such as corporate social responsibility initiatives, sustainability practices, or contributions to the community or society needs to be demonstrated.

Digitalization Project of the Year

Digitalization is defined as an application of technology that changes or enhances processes, customer experience and value. The Digitalization Project of the Year Award will recognize the importance of digitalization within the automotive aftermarket industry and honour the achievements of organizations that have successfully digitalized one or multiple areas of their business through the application of disruptive technologies in the Middle East and North Africa region. The entry can be submitted by the end user company or the project solution provider.

Entries will be judged on the following criteria:

- **Business Transformation:** The entry will outline how the business has transformed through the adoption of digital processes or technology.
- **Innovation:** Originality of the project and its approach
- **Application of Technology:** There should be a showcase of demonstrable and measureable benefits through this project.
- **User Friendliness:** How easy is it to adapt and use this technology

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2023

Nomination and Judging Process

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Step 1: Please visit <https://automechanikadubai.evalato.com/> to review the categories and submit your entries

Step 2: Select ALL the categories that you wish to submit your nominations for. It is better to select all your interested categories from the very beginning for an easier nomination process.

Step 3: Click on “Enter Now” button and provide your contact details. You will then receive an email with a link to submit your nomination. You can then start filling your submission. You can save your drafts, fill as you go and review before final submission.

Please note that the nomination deadline is 04 August 2023.

Step 4: Once submitted you will receive a notification once the team has accepted your entry for further judging process. There will be 1st round of judging after which the shortlisted nominees will be announced before the 2nd and final round to select the winners.

Step 5: Winners will be announced at the Awards Ceremony on **03 October 2023.**

Get in touch

For more information on the awards, nomination process and criteria:

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For any further information, please visit:

www.automechanikaDubai.com/Awards

