

Media Release

Automechanika Leading International Trade Fair for the Automotive Sector
Johannesburg Expo Centre, 18 - 21 March 2009

Media Enquiries Contact:

Roger Houghton : Media Manager
Tel: 011 476 7400
Fax: 086 505 8957
e-mail: houghtonr@mwebbiz.co.za
Web: www.automechanikasa.co.za

AUTOMECHANIKA SA TRADE FAIR PROVING A CATALYST TO ATTRACT OTHER EVENTS

The arrival of the famous, international Automechanika brand in South Africa is proving the catalyst to attract a number of other important exhibitions and events to share the Expo Centre facility, at Nasrec, from March 18-21 next year.

Besides the previously announced Joburg Transport Expo co-locating at the venue the Automotive Industry Development Council (AIDC) is now going to stage a National Skills Indaba and Exhibition as an additional activity at Expo Centre over this period.

This project, which is being driven by the AIDC's business development manager, Fayaz Sacoor, follows overwhelming support for such an event when it was proposed during the AIDC's National Automotive Conference, which was held in June this year.

The AIDC sees that "twinning" the event with Automechanika SA will be very beneficial to both parties, as Automechanika has a very wide reach as it involves automotive replacement part and accessory manufacturers as well as the wide spectrum of service providers to the industry.

Importantly, it will ensure that many of the senior members of the local industry, as well as international visitors, will be in attendance at this multi-focus event, as Automechanika SA already runs alongside the Joburg Transport Expo.

The AIDC will be hosting a number of exhibitors and visitors during the show period and this will ensure a number of these experts in the field of skills development will be able to participate in the Indaba.

The Retail Motor Industry organisation (RMI) is a major supporter of Automechanika SA, involving many of its associations in meetings and workshops as well as co-ordinating the inaugural Automechanika SA Innovation Awards contest and arranging a skills development and employment opportunity display.

Catalyst 2

The latter initiative will aim to encourage school leavers to take up occupations such as automotive technicians, diesel fitters, motorcycle technicians as well as spray painters and panel beaters, all of which are in big demand as the SA motor industry grows and the number of vehicles on SA roads increases.

Another major “happening:” on the local automotive calendar that will take place at Expo Centre at a breakfast function during show period will be the release of the 2008 Global Automotive Executive Survey conducted annually by KPMG Global.

This will be the eighth consecutive year that this insightful information will be released to motor industry executives by the local branch of KPMG. The company has expanded the global reach of the study this year so as to include interviews with industry executives from 12 additional countries. This list of countries now includes South Africa, with three companies being interviewed - one OEM and two suppliers.

The number of exhibitors for both Automechanika SA and the Joburg Transport Expo are increasing daily. Already companies from 13 countries outside Africa have signed up to attend the inaugural event in South Africa, being Germany, China, Turkey, Thailand, Taiwan, Spain, Italy, Peru, Poland, Greece, India, Portugal and France.

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For more information contact:
Roger Houghton on 011 476 7400 or at houghtonr@mwebbiz.co.za
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