

Media Release

Automechanika Leading International Trade Fair for
the Automotive Sector
Johannesburg Expo Centre, 9 - 12 March 2011

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AUTOMECHANIKA BRAND MANAGER UPBEAT

The Automechanika Brand Manager from Frankfurt Messe, in Germany, Stephan Kurzawski, is upbeat about prospects for his brand's flagship automotive aftermarket trade fair to be held in Frankfurt from September 14-19 next year.

The enthusiastic Kurzawski, who was on a business visit to South Africa recently, said that his sales team was delighted at the response from potential exhibitors despite the continuing economic pressures on the motor industry. "The sale of exhibition space is running at a similar rate to that at the corresponding time before the successful 2008 show," he added.

Earlier this year the Automechanika brand signed an agreement with the European Garage Equipment Association (EGEA), which has resulted in this trade organisation actively promoting Automechanika events worldwide.

EGEA was founded in 1980 and consists of 11 national professional associations representing the interests of approximately 650 manufacturers and importers of garage equipment. The constituent associations are based in Belgium, the Netherlands, Norway, France, Germany, Switzerland, Italy, the United Kingdom, Ireland and Spain.

Messe Frankfurt, which hosts the bi-annual Automechanika trade fair, as well as the Frankfurt IAA Motor show in alternate years, is also bullish about future prospects and has continued with its expansion programme for the site despite the slowdown in sales – particularly in Europe. Two major construction projects, which lasted two years, were completed on schedule in time for the 2009 Frankfurt Motor Show.

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These were the new Hall 11 and the Portalhaus, which have given an entirely new look to the western section of the vast Frankfurt exhibition grounds. Together the two new structures, which cost €170-million, provide an additional 78 000m² of gross floor area on the site, with the dramatic appearance of the Portalhaus seen as another architectural gem on the Frankfurt skyline. Coincidentally, the latest buildings were erected 100 years after the oldest building on the site, the Festhalle.

The first occupant of the new Hall 11 was the BMW group, which took over the complete facility when it displayed its three product lines – BMW, MINI and Rolls-Royce – under the same roof for the first time at the Frankfurt Motor Show.

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