

Media Release

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

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SPECIAL AWARD FOR INAUGURAL AUTOMECHANIKA SA

The achievement of local exhibition organisers, Dogan Trading, in successfully staging the inaugural, international Automechanika South Africa trade fair for the automotive aftermarket has been recognised by the Exhibitions and Events Association of SA (EXSA).

The event was recognised with a Certificate of Excellence for 2009 trade shows of more than 12 000m² floor space at EXSA's recent annual awards function, held at the Gallagher Convention Centre, in Midrand.

Automechanika SA show director, Philip Otto, said he was delighted to have the event honoured by EXSA as it had been his long-held dream to bring the international Automechanika trade fair brand to South Africa.

"Johannesburg is now the 13th city in 12 global countries to stage one of these events and we are proud that the success is another boost for the city that will be in the world spotlight as it plays host to the opening and closing games of the 2010 FIFA World Cup," added Philip Otto.

"We knew from the outset that we would face critical audiences both locally and internationally and the fact that we have just been appointed by Messe Frankfurt, the owner of the Automechanika brand, to stage Automechanika SA in 2011 attests to the fact that we passed the test with flying colours.

"The chairman of EXSA, Rina Fortman, said at the awards function that the exhibition industry makes a significant contribution to the South African economy as well as positioning the country to a global audience, which was very much the case with Automechanika SA 2009," concluded Philip Otto.

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