

Media Release

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

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BIG INTERNATIONAL INTEREST IN AUTOMECHANIKA SOUTH AFRICA

There was a great deal of interest by international exhibitors in the Automechanika South Africa promotional booth at the recent Automechanika Middle East automotive after market trade fair in Dubai. The next local event will take place at Expo Centre from March 9-12, 2011.

The director of the SA event, Philip Otto, manned the display personally and says he had strong interest in his event both from countries and companies that participated in the inaugural Automechanika SA in Johannesburg, last year and those that were not there.

“The feedback from those who exhibited in Johannesburg last year was very positive and it was great that a major automotive country such as France, which did not participate last year will have a national pavilion in 2011, while Malaysia that had only two companies display their wares in 2009 will have a national pavilion next year,” explained a buoyed up Philip Otto on his return to South Africa.

He added that the nine South African companies that exhibited in the SA pavilion in Dubai were positive about their participation and did substantial business deals.

Despite the continuing tough trading conditions the Dubai trade fair increased its number of exhibitors to more than a thousand, while the number of international visitors to the show was up 33% on last year. The majority of the exhibitors and trade visitors reported a large number of deals, business enquiries and leads generated over the three days of the show.

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Automechanika South Africa, 9 - 12 March 2011

The ongoing success of the Automechanika trade fairs for the automotive aftermarket will result in a further eight to 10 new cities hosting these events in the next decade. This is according to the upbeat Brand Manager from Frankfurt Messe, in Germany, Stephan Kurzawski. He was speaking on an international media internet conference recently.

“We recently announced our 14th trade fair, to be held in Madrid., Spain from March 29 to April 2, 2011, which will only be a couple of weeks after the second staging of Automechanika South Africa, which takes place from March 9-12. The latter event made Johannesburg the 13th city in the world to host an Automechanika trade fair when it staged its inaugural event in 2009.

“The new Madrid fair, Motortec Automechanika Ibérica, aims to establish itself as the leader in the Iberian automotive parts and aftermarket sector. It will be the first event to be organised by Messe Frankfurt in Spain. Messe Frankfurt’s cooperation with IFEMA marks the first time that a major German trade fair company has brought one of its strongest event brands to Spain. Motortec is the pioneering trade fair for the Spanish and Portuguese markets and receives extensive support from all automotive industry associations,” explained Kurzawski.

“Our Automechanika brand is far and away the world leader in terms of trade fairs for the automotive aftermarket and we are continually evaluating requests from organisers in countries around the world to become a venue for this well-known brand. It is very gratifying to see how well our brand has been accepted worldwide in view of the fact that we only held our first trade fairs outside Germany in 1997, when we staged Automechanika St. Petersburg and Automechanika Asia.”

Answering another question during the media conference the director of Automechanika Frankfurt, Thomas Aukamm, said that despite the tough global trading conditions for the motor industry there has been an excellent response from exhibitors for this year’s event, the premier Automechanika trade fair in the world, which takes place between 14-19 September.

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“We have already sold 96% of the exhibition space used at Automechanika Frankfurt 2008, which is most heartening,” said Aukamm. “Admittedly we now have even more space available than ever before following the construction of additional display facilities, but we are confident of having at least as many exhibitors as in 2008, when almost 4 500 companies from 80 countries and organisations displayed their wares.

“We are already fully booked in one hall for paint and body repair and are extending this into another venue. We are delighted that three motor manufacturers will have significant display in Frankfurt this year: we will again have long-standing supporters the Volkswagen and Group and Mercedes-Benz and will welcome back BMW,” added Aukamm.

Brand manager Kurzawski said he was also expecting at least as many visitors as in 2008, when more than 160 000 people from 146 countries came to the trade fair, underlining its pre-eminent position in the world in terms of events for the automotive aftermarket.

“These positive vibes for Frankfurt 2010 are very stimulating for us as we begin preparations for Automechanika South Africa 2011, to be staged at the revamped Expo Centre,” concluded show director Philip Otto.

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Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 424 million euros in sales in 2009 and more than 1,660 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events “made by Messe Frankfurt” take place at more than 30 locations around the globe. In 2009, Messe Frankfurt organised more than 90 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

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