

# automechanika

## ISTANBUL

Turkey's leading international trade fair for the automotive service industry targeting trade visitors from Turkey, Eastern Europe, Asia and North Africa

TÜYAP Fair Convention and Congress Center  
Istanbul / Turkey

2. – 5. 4. 2020



messe frankfurt



Deutsche Messe

# Welcome to Automechanika Istanbul

The meeting point for the automotive  
service industry





Automechanika Istanbul continues to be a meeting platform for National and International automotive industry key players. Automechanika Istanbul offers a great platform manufacturers, investors and buyers to meet face to face.

We are proud to organize such a professional and international exhibition with high satisfaction of participants, proves that the investments made in the concept and promotion of the exhibition were the right ones. We are looking forward for your participation in Automechanika Istanbul 2020.

# Time to be the part of Turkish market

## Now is the time to take part

### Turkey: The Business Gateway

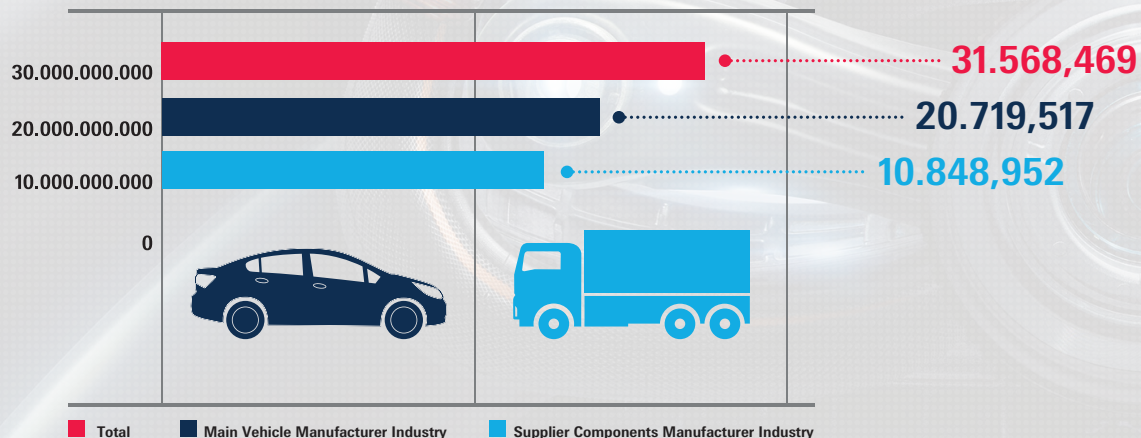
Turkey is located at a strategically important point between the EU, Central Asia, North Africa and the Middle East which is allowing easy access to all of these fast-moving markets. The increasing export volume from Turkey to Europe and to its neighbour countries, confirms Turkey's position as a gateway and a **hub** to these exciting markets. Take your chance to be a part of this exciting growth!

### Development of Vehicle Production and Exportation in Turkey (Thousand Unit)



Source: Automotive Manufacturers Association (OSD)

### Turkey's Automotive Export (1000 \$) (2018)



Source: Automotive Industry Exporters' Association (OİB)

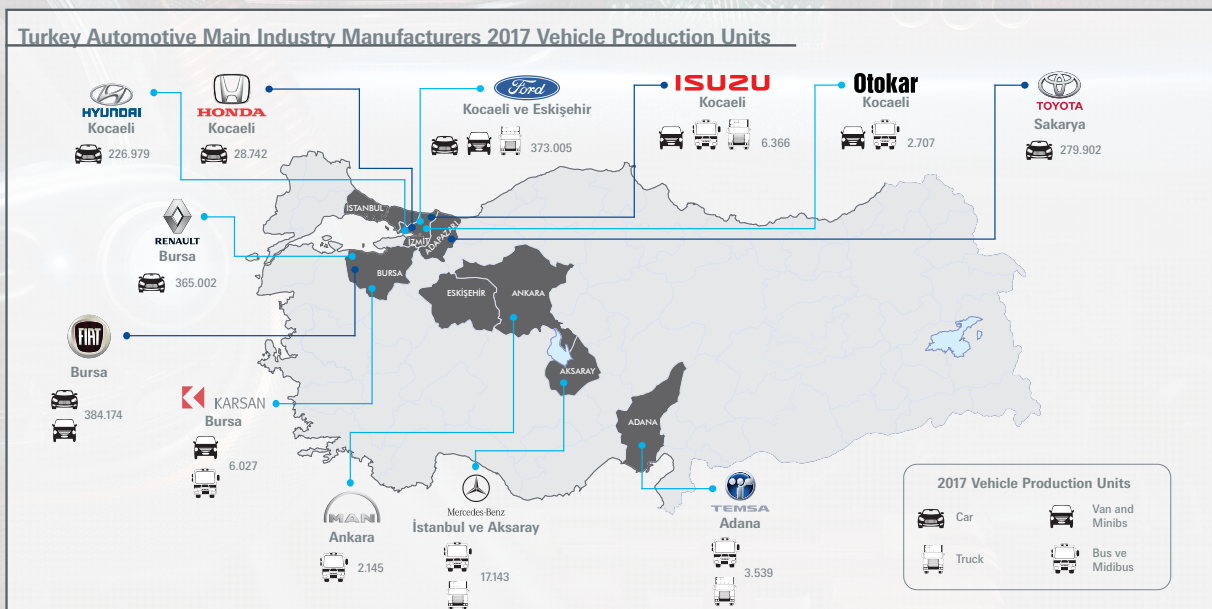
# Top reasons to enter Turkish automotive market

## Facts and Market Conditions:

- Bridge location between Europe, the Middle East, North Africa and CIS region.
- More than 1.000,000 vehicles were exported from Turkey to foreign markets in 2018.
- 18th largest economy in the world with a GDP growth of 7.4% in 2017.

## The Automotive Industry in Turkey

- Turkey is the Europe's largest commercial vehicle manufacturer.
- Production, export and engineering hub of global brands for international markets.
- Vehicles of Turkish origin hold the leading position among the vehicles coming from outside of European Union.
- While Germany, France, Italy, Iran, Russia, the UK, and Spain are currently the major export customers of the Turkish automotive industry, there is a trend of diversification in export destinations with companies looking to break into nearby emerging countries where there is considerably more demand potential for new auto sales.
- Significant growth posted by Turkey's automotive sector led to Turkey becoming 14th largest automotive manufacturer in the world and 5th largest in Europe by the end of 2017.
- High demand for parts and components, spare and replacement parts because of growing vehicle park.

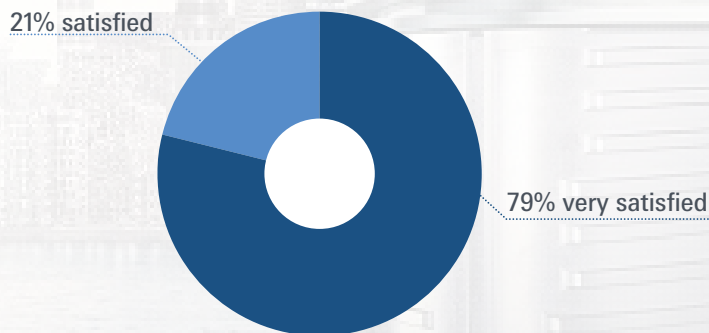


# Reasons why you should exhibit at Automechanika Istanbul 2020

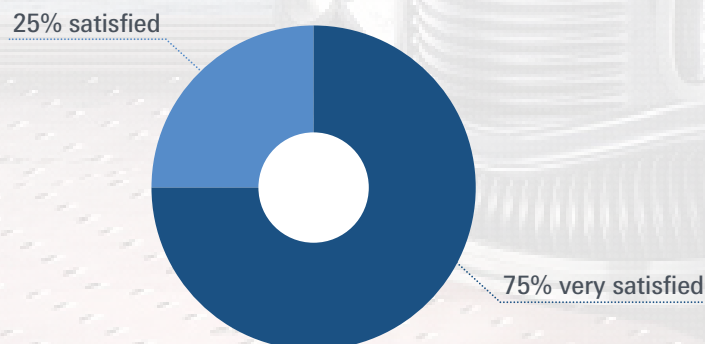
1. Automotive is the top industry of Turkish economy.
2. Getting together with the visitors from three continents.
3. Turkey launched a joint venture to manufacture its first domestic car. All suppliers will be at Automechanika Istanbul 2020.
4. A large amount of vehicles that the large international car manufacturers produce in Turkey is aimed for export purposes all over the world.
5. Meet over 40,000 buyers to build relationships with existing customers / to consolidate market position.
6. Meet the hosted delegations in scope of Anatolian Programme and develop new business relations.
7. Generate new sales leads.
8. Exhibitor satisfaction level is over %80.
9. Participate in important conferences to focus on the future of the automotive industry with Automechanika Academy.

## Satisfaction with the attainment of trade fair visit & exhibit objectives (2019)

The all trade visitors are ...



The all exhibitors are ...



# Automechanika Istanbul

## Facts, Figures and Development

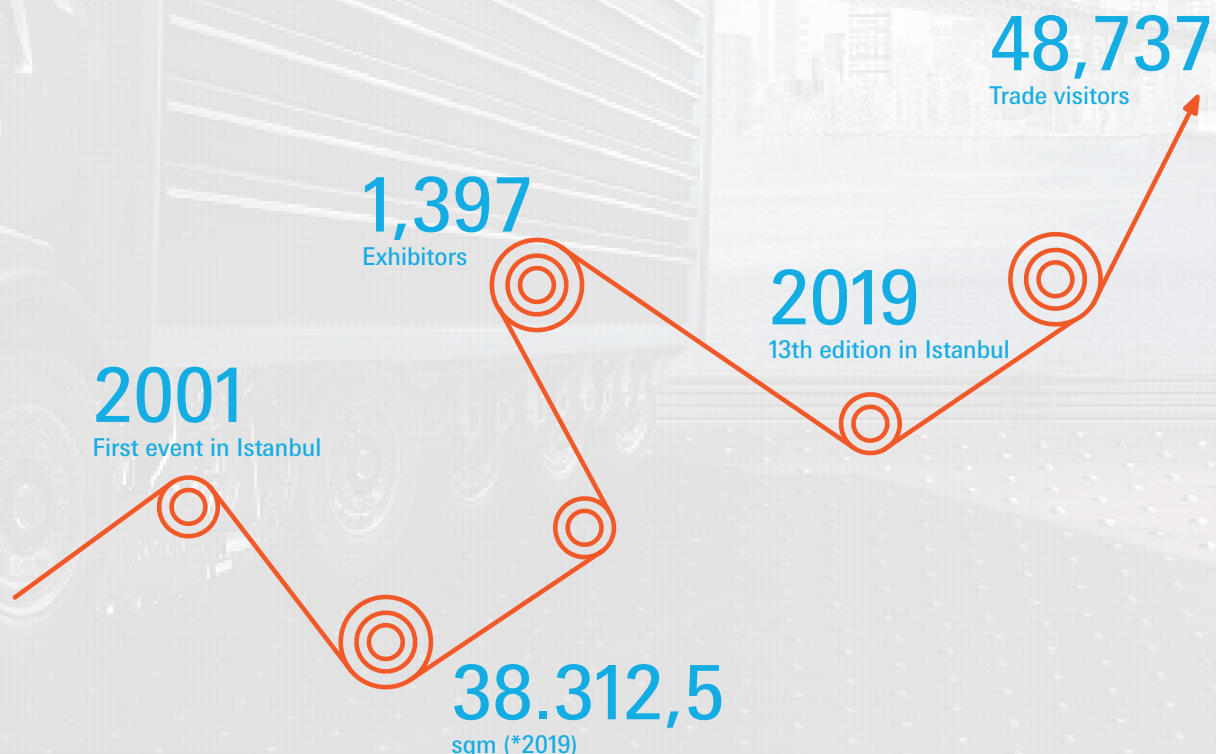
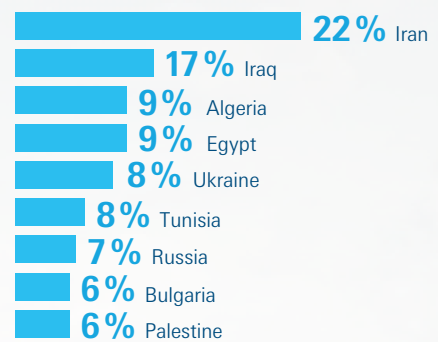
Part of the Automechanika Brand family since 2001, it is organized by two of the world's largest trade fair organizers: Messe Frankfurt and Deutsche Messe.

Focuses on Europe, the Middle East, North Africa and the Central Asia region for the automotive service industry of the OEM and Aftermarket.

Turkey's leading international trade fair for the automotive service industry



Top 10 International Visitors



# Clear and Comprehensive

## The Product Groups

### Parts & Components:

Components for conventional drive systems | Chassis | Body | Standard mechanical parts | Interior | Exterior | Charging accessories 12 volt | Regenerated, restored and renewed parts for cars and utility vehicles | External vehicle air quality and exhaust gas treatment | New materials | Industry institutions, trade publishers and training centers.

### Electronics & Connectivity:

Engine electronics | Vehicle lighting | Electrical systems | Comfort electronics | Human machine interface (HMI) | Connectivity | Internet of things | Industry institutions, trade publishers and training centers.

### Accessories & Customizing:

General accessories for motor vehicles | Technical customizing | Visual customizing | Infotainment and Car-IT | Special vehicles, equipment, assemblies and modifications | Trailers for cars and small commercial vehicles, spare and accessory parts for trailers | Merchandizing | Industry institutions, trade publishers and training centers.

### Diagnostics & Repair:

Workshop equipment for repair and maintenance | Tools | Digital maintenance | Vehicle diagnostics | Maintenance and repair of vehicle superstructures | Towing equipment | Workshop equipment for repair and maintenance for alternative drive concepts | Fastening and bonding solutions | Waste disposal and recycling | Workshop safety and ergonomic workshop | Workshop and dealership equipment | Oils and lubricants | Technical fluids | Workshop concepts | Industry institutions, trade publishers and training centers.



### **Dealer & Workshop Management:**

Workshop / dealership / filling station planning and construction | Dealer, sales and service management | Digital marketing | Customer data management | Online presence | E-commerce and mobile payment | Basic and advanced training and professional development | Workshop and dealership marketing | Online service providers and vehicle/parts/service marts | Economic regeneration, research, consulting, cluster initiatives | Industry institutions, trade publishers and training centers

### **Car Wash & Care:**

Washing | Vehicle care | Vehicle preparation and detailing | Water reclamation, water treatment | Filling station equipment | Industry institutions, trade publishers and training centers

### **Alternative Drive Systems & Fuels:**

Energy storage | Alternative fuels | Complementary products | Vehicle concepts | Resources Charging and tank technologies and systems | New workshop technologies | Industry institutions, trade publishers and training centers

### **Tires & Wheels:**

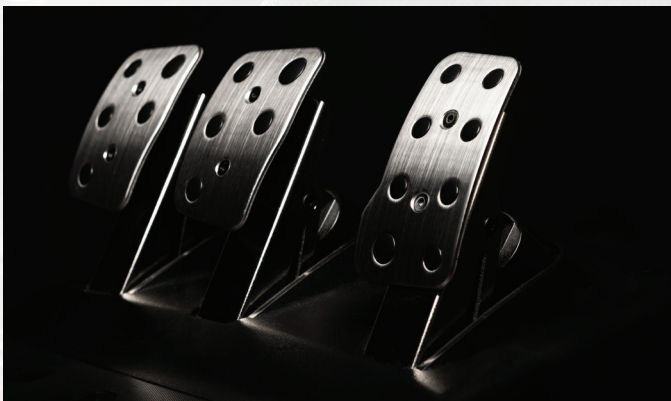
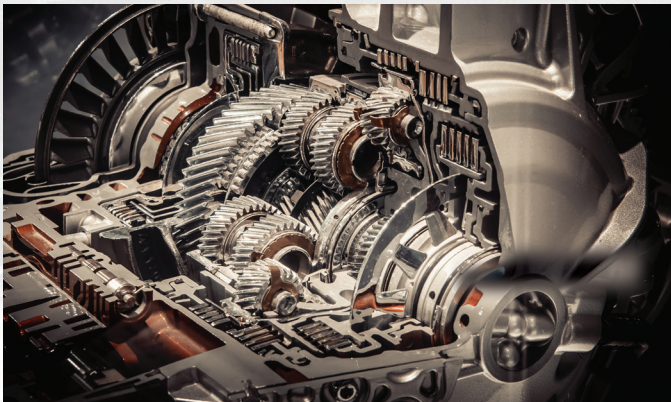
Tires | Wheels and rims | Tire/wheel repair and disposal | Used tires and wheels | Tire/wheel management and systems | Sales equipment and storage of tires | Accessories for tires, wheels and installation | Industry institutions, trade publishers and training centers

### **Body & Paint:**

Bodywork repairs | Paintwork and corrosion protection | Smart repair for paintwork, metal parts, plastic parts, windows, headlights, rims | New materials | Industry institutions, trade publishers and training centers

### **Mobility as a Service & Autonomous Driving:**

Mobility services | Automated driving | Fleet management/leasing/corporate mobility | Industry institutions, trade publishers and training centers



# Highlights with added value

## automechanika ACADEMY

With a wide range of seminars, presentations, workshops and panel discussions, Automechanika Istanbul offers an ideal platform to exchange information with colleagues and experts.

There will be 4 days of seminars, workshops and trainings with the main topics as Mobility in the Near Future, New Technology and Materials for The Industry at a Glance. Experts from the sector, associations and universities will be talking about the latest trends and innovations in their particular fields at automotive industry.





# e-mobility

"E-mobility and Future Technologies" Special Forum and Display Area are organized during Automechanika Fair. Sector professionals and new entrepreneurs present sector-oriented subjects such as alternative driving systems, autonomous driving, future fleet management, intelligent charging stations, data management and alternative fuel technologies in this area.



# Cooperation brings success

Strong partnerships with top international media organizations and industry associations\*



REPUBLIC OF TURKEY  
MINISTRY OF TRADE



ISTANBUL  
CHAMBER OF  
COMMERCE 1882

## PARTNERS



TURKISH AUTOMOTIVE  
AFTERMARKET ASSOCIATION



TAYSA  
AUTOMOTIVE SUPPLIERS ASSOCIATION OF TURKEY

## SUPPORTERS



KOMPOZİT SANAYİCİLERİ DERNEĞİ  
TURKISH COMPOSITES MANUFACTURERS ASSOCIATION



## GLOBAL SUPPORTERS



## \* MEDIA PARTNERS



# The Venue

## TÜYAP Fair Convention and Congress Center

Automechanika Istanbul is organized at the TÜYAP Fair, Convention and Congress Center in Beylikdüzü / Büyükçekmece in Istanbul, Turkey.

The venue offers a range of facilities for the international visitors such as cafes, restaurants offering international and Turkish food, news stands, prayer facilities and ATM machines.

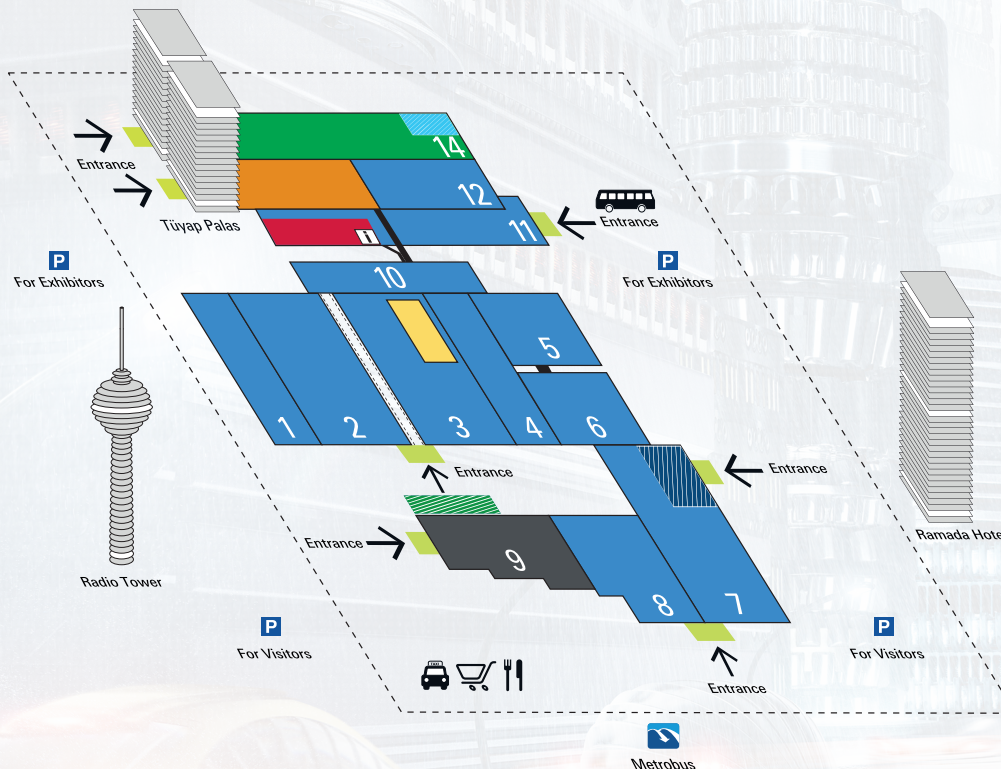
The TÜYAP Fair Ground is located on the European side of Istanbul, about 45 minutes away from Taksim Square, Istanbul's city center.

Free shuttle buses are provided from several points in the city. Taxi and public transportation is also possible. The exhibition's website provides up-to-date information on how to get there.

**automechanika**  
ISTANBUL

### Product Groups and Special Areas

- Parts & Components
- Electronics & Connectivity
- Diagnostics & Repair
- Accessories & Customizing
- Lubricants
- Batteries
- OSS / FIGIEFA (Association)
- E-mobility
- Charge Stations Special Area
- Car Wash & Care
- Tourism info



# Easy and Efficient

Exhibiting at Automechanika Istanbul



Automechanika Istanbul is Turkey's leading international meeting place for the automotive service industry, gathering a large number of visitors with decision-making authority.

**Registration Fee:**

€ 250, -/booth + (18% VAT)

Obligatory for all participants and all options

**Raw Space:**

Raw Space (min. size 12 sqm)

€ 215, -/sqm + (18% VAT)

**Booth Package:**

Space + Modular stand (min. size 12 sqm will be added to Raw Space)

€ 70, -/sqm + (18% VAT)

Automechanika Istanbul offers exhibitors assistance for the stand construction, technical services, special design, catering, PR and advertisement campaigns before and during the fair.

Automechanika Istanbul Team will consult and assist the Exhibitors throughout the whole fair planning process.

**Contact:**

Mr. Can Berki

Show Director

can.berki@turkey.messefrankfurt.com

Phone: +90 (216) 384 50 50

Fax : +90 (216) 384 50 20

Ms. Eylem Çelik

Project Executive

eylem.celik@turkey.messefrankfurt.com

Phone: +90 (216) 384 50 50

Fax : +90 (216) 384 50 20

**messe frankfurt  
against copying**

In 2006, Messe Frankfurt became the first trade fair organiser in the world to launch an initiative against product and brand piracy. "Messe Frankfurt against Copying" is committed to protecting brands, samples and models during all Automechanika events.

This initiative aims to ensure that exhibitors and visitors are fully informed about the registration and assertion of intellectual property rights. Messe Frankfurt works in close liaison with official bodies and private organisations in the field of protection of intellectual property. In urgent cases, it arranges for legal support on site, and an emergency legal service offers exhibitors free initial advice during the events.

Thankfully, these days, most products and brands are now more effectively protected, for instance through the official registration of property rights. The number of products confiscated by customs has fallen significantly since the start of the initiative.

## Organizers



**messe frankfurt**

Messe Frankfurt Istanbul  
Uluslararası Fuarçılık Ltd. Şti.  
Bostancı Mah. Yazmacı Tahir Sok.  
No:50 Kadıköy  
34710 İstanbul / TURKEY  
Tel : +90 (216) 384 50 50  
Fax : +90 (216) 384 50 20  
info@turkey.messefrankfurt.com



**Deutsche Messe**

Hannover Fairs Turkey Fuarçılık A.Ş.  
Büyükdere Cad.  
Şarlı İş Merkezi No: 103 B Blok  
Kat: 5-6 34394 Mecidiyeköy  
Şişli - İstanbul / TURKEY  
Tel : +90 (212) 334 69 00  
Fax : +90 (212) 334 69 34  
info@hf-turkey.com

[www.automechanika.com.tr](http://www.automechanika.com.tr)



Automechanika Istanbul



/automechanika



/automechanikaistanbul



/automechanika

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174