

# automechanika

## ISTANBUL

### Automotive aftermarket industry gears up for Automechanika Istanbul

**Istanbul, 29.03.2024. The automotive industry, which covered a 13% share of the country's exports with 35 billion dollars last year, will focus on new collaborations while introducing its innovative products and solutions at Automechanika Istanbul, the meeting point of the continents.**

While the automotive industry continues to develop through electric vehicles and solutions, Turkish manufacturers, which develop themselves with the focus on technology and innovative solutions, are also focusing on the future with Automechanika Istanbul. Underlining that Automechanika Istanbul is the most important fair of the sector, Ali Ozcete, Chairman of the Board of Directors of the Automotive Aftermarket Products and Services Association (OSS), stated, "As an association, we have been one of the main supporters of the fair for years. Automechanika Istanbul is a very valuable fair for both us and our members. Automechanika Istanbul creates a great opportunity for companies to improve their relationships with their customers, establish new connections and therefore strengthen their position in the market. "Last year, we attended the fair with approximately 130 members and received positive feedback from all our members."

Ozcete added, "Automechanika Istanbul allows our members to exhibit and promote innovations in the sector, while also allowing them to establish business connections and network. In addition, it also offers the opportunity to examine market conditions in the automotive aftermarket sector and determine future trends. Thus, participants can access data to support their business decisions by analyzing the strategies of their competitors and other players in the industry. We also organize various events with our members within the scope of the fair. During the fair, which is very productive for the sector, we organize both international conferences and various events and panels. In this way, exhibitors and visitors can learn about the latest developments in the sector and have the opportunity to interact with experts." He commented on the importance of Automechanika Istanbul for the industry with his words.

#### **"Innovation is at the forefront in mobility"**

"Our export companies operating in the automotive industry managed to deliver their products to 112 countries in 2023." Underlined by these words that Automechanika Istanbul, which will be held for the 17th time this year between 23-26 May 2024, will bring together the entire automotive after-sales value chain. Ozcete said, "Our members are participating in the fair in many countries where Automechanika takes place. We attach great importance to the organization held in Istanbul. The fair makes significant contributions to our industry with the innovations it provides every year. The issues affecting the automotive after-sales sector specifically for 2024 and in the coming years include many important topics such as the

production of spare parts required for electric and autonomous vehicles, digitalization, automation and the widespread use of robotics. In addition to the products and services exhibited this year, Automechanika Istanbul 2024 will offer an environment where all these technological developments will be shared for automotive industry professionals. In this sense, we can say that the innovations and events at the fair will be very beneficial for us." He shared his comments with his words.

### **We invite students to the fair within the scope of the "Balance at Work" project**

Continuing his words with the work within the scope of the "Balance at Work" project that they have implemented as an association, Ozcete stated, "We started the Balance at Work project in order to see more educated students in our sector and to communicate with them easier and faster. With this project, we have increased the employment of female employees in our sector." In this regard, we also ensure that the students we work with participate in the fair every year, bring them together with companies and invite them to our panels, so that they get to know the sector. In this way, they get to know the fair and communicate with our members. This year, within the scope of the project, we also ensure that students get to know the Automechanika brand. "We plan to shed light on their future by hosting them in Istanbul," he said.

### **Automechanika Istanbul: The starting point of transformation and innovations in the automotive industry**

Automechanika Istanbul, which brings together the entire automotive after-sales value chain, as well as providing an international platform for the manufacturing industry, repair shops and automotive trade, will be held at Istanbul TÜYAP Fair and Congress Center on 23-26 May 2024. Underlining that the fair will pave the way for new collaborations this year, as Automechanika Istanbul team said, "Automechanika is an important meeting point all over the world. Our organization plays an important role in increasing Türkiye's automotive exports to over 35 billion dollars annually. Last year, Automechanika Istanbul included 1437 exhibitors from 41 countries and 10 country pavilions, while a total of 58,024 industry professionals from all over the world visited our fair. This year, we will reflect the transformation and innovations in the sector in all areas of our fair. "In addition, the theme of sustainability, which is closely related to the sector, will be our focus,"

### **Online visitor registrations are still open for automotive industry professionals**

The online registrations for Automechanika Istanbul 2024 which will bring together thousands of automotive industry professionals from different countries of the world, continues. The level of international visitors in online records shows that Automechanika Istanbul has already broken its own record with a rate of 33%. Visitors who want to follow the latest developments in the automotive industry can quickly complete their visitor registration on the Automechanika Istanbul official website.

Automechanika Istanbul – Advance. Connect. Reform.  
23 – 26 May 2024, Istanbul TUYAP Fair and Congress Center

**For more information:**

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

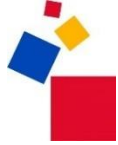
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