

automechanika

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Last 1 week for the big meeting: Automechanika Istanbul 2024 will be the center of attention of the automotive industry with a billion-dollar business potential.

Istanbul, 15.05.2024. Automechanika Istanbul, Türkiye's largest international trade fair, brings together the automotive aftermarket industry for the 17th time on May 23-26. Welcoming the strongest global players on both the supply and purchasing sides, the fair aims to reach the largest business volume of all time.

Co-organized by Messe Frankfurt Istanbul and Hannover Fairs Turkey at Istanbul TÜYAP Fair and Congress Center, Automechanika Istanbul features the strongest players of the industry among 1400 exhibitors from 40 different countries who will showcase their products and services. While the most prominent names of the global automotive aftermarket industry such as Brembo, Group Auto, Kale, Lucas Elektrik, Mansons, Saint-Gobain, Sampa, Stellantis, Yanmar and ZF Aftermarket will take part in Automechanika Istanbul 2024, in addition to the representatives of giant companies that are members of the International Federation of Automotive Aftermarket Distributors (FIGIEFA), which shapes Europe's automotive aftermarket regulations.

All eyes of the global industry are on Automechanika Istanbul

Under the umbrella of Automechanika, No. 1 trade fair brand for the automotive aftermarket industry, 14 trade fairs are organized in 14 different countries around the world. With its location between Europe, Asia, the Middle East and North Africa, as well as Türkiye's production and export potential, Automechanika Istanbul is now positioned as a giant platform that is closely followed by the world in the sector, where innovations take center stage, trends are determined and contributes to the global automotive aftermarket sector in every sense, including qualified employment. While driving Türkiye to grow into an international trade center for after-sales services as well as automobile production, Automechanika Istanbul aims to host over 50,000 automotive professionals from all over the world.

A comprehensive program of events kicks off with the opening night before the fair

With a comprehensive event program focusing on corporate and personal development, sustainable production policies, equal opportunities, employment, innovation, digitalization and transformation in addition to tens of thousands of products and services on display, Automechanika Istanbul brings together the most important names of the industry with this year's opening program. At the special gala event on May 22nd, the evening before the start of the fair, the presidents and board members of all partner associations and unions, including the General Assembly members of the International Federation of Automotive Aftermarket Distributors (FIGIEFA), senior executives of leading companies in their fields

and the most important names of the industry will come together on a pleasant Istanbul evening and celebrate the 17th opening of Automechanika Istanbul together.

Among the events that will continue throughout the fair, Automechanika Academy fringe program will again attract great interest from both exhibitors and visitors. Sessions prepared by Automechanika Istanbul Power Sponsor Yanmar, Innovation 4 Mobility Sponsor BAKIRCI Group and partner association OSS, Equality 4 Business interview focusing on equal opportunities and women's employment in the automotive industry are some of the presentations and interviews are in the Automechanika Academy program which will host the audience with more than 40 interesting topics in Hall 12 this year.

In the Innovation 4 Mobility special area located in Hall 12, visitors will have the opportunity to experience how electric vehicle maintenance and repairs are performed with the latest technology automobiles and service equipment in the concept area consisting of 8 sections to be created by BAKIRCI Group. The group will show all visitors new generation technologies in practice in the area that will consist of 8 sections including ADAS & Diagnostics, Charging Stations, Maintenance Repair & Safety Equipment, Axle Measurement & Tire, Chassis Repair, Bodywork & Paint, Expertise & Inspection, Battery Test & Repair.

In the "Women Professionals Challenge" event program prepared with the contributions of Automechanika Istanbul partner TOBFED, car care professionals will showcase their skills and compete fiercely with each other. The winners of the competition, which will be organized in different categories, will receive their awards at a ceremony to be held during the fair. Just like TOBFED, the Istanbul Chamber of Commerce (ITO), Automotive Industry Exporters' Association (OIB), Automotive Suppliers Association of Turkey (TAYSAD) and Turkish Automotive Aftermarket Association (OSS), which play an important role in the worldwide success of Automechanika Istanbul, will meet with visitors in a special section in the main foyer.

Automechanika Istanbul offers a more comprehensive content this year with new concepts

Among the hundreds of exhibitors at the fair, those who are looking for qualified workforce and new teammates will be able to reach visitors looking for a new job or internship opportunity by taking part in the "Career Wall" in Hall 12A, which will be realized for the first time this year. Organized with the contributions of the Chamber of Mechanical Engineers, the "Automechanika Premium Event Arena" will feature vehicle teams from 8 different universities as well as an exhibition of classic cars. This year, the "Accessories Section" will host the important players of the sector in Hall 12A, while the battery section will expand its product range and welcome visitors in Hall 7 under the name of "Electricity, Electronics and Lighting".

At Automechanika Istanbul, which brings together tens of thousands of automotive industry professionals from all over the world, visitors who want to establish new business contacts and witness the developments in the industry on the spot can register as visitors for free via www.automechanika.com.tr.

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

For more information:

www.automechanika.com.tr

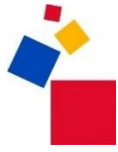
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Our Partners and Contributors:

AASA – Automotive Aftersales Supplies Association, **APRA** – Automotive Parts Remanufacturers Association, **AKUDER** – Automotive Battery and Recycles Association, **ASA** – Automotive Service Equipment Manufacturers and Importers Association (Germany), **AUS Türkiye** – Intelligent Transport Systems Association, **BEM** – German E-Mobility Association, **EGEA** – European Garage Equipment Association (Belgium), **FIGIEFA** – Federation of Automotive Aftermarket Distributors, **HDMA** – Heavy Duty Manufacturers Association, **Turkish Composites Manufacturers Association**, **MEMA** – Motor Equipment Manufacturers Association, **OAC** – Overseas Automotive Council, **OIB** - Automotive Industry Exporters' Association, **OSS** - Turkish Automotive Aftermarket Association, **TAYSAD** - Automotive Suppliers Association of Türkiye, **Italian Chamber of Commerce in Türkiye**, **ITO** – Istanbul Chamber of Commerce, **TOBFED** – Turkish Aftermarket Services Federation, **TOSFED** – Turkish Automobile Sports Federation, **ZDK** – German Federation for Motor Trades and Repairs, **KOSGEB** – Small and Medium Enterprises Development Organization of Türkiye, **IBIS** - International Bodyshop Industry Symposium