

# automechanika

JEDDAH

Saudi Arabia's Leading Regional Trade Fair for the  
Automotive Industry targeting Visitors from Saudi Arabia

**January 26 – 28, 2016**

[www.automechanikaJeddah.com](http://www.automechanikaJeddah.com)



messe frankfurt

# Automechanika Jeddah

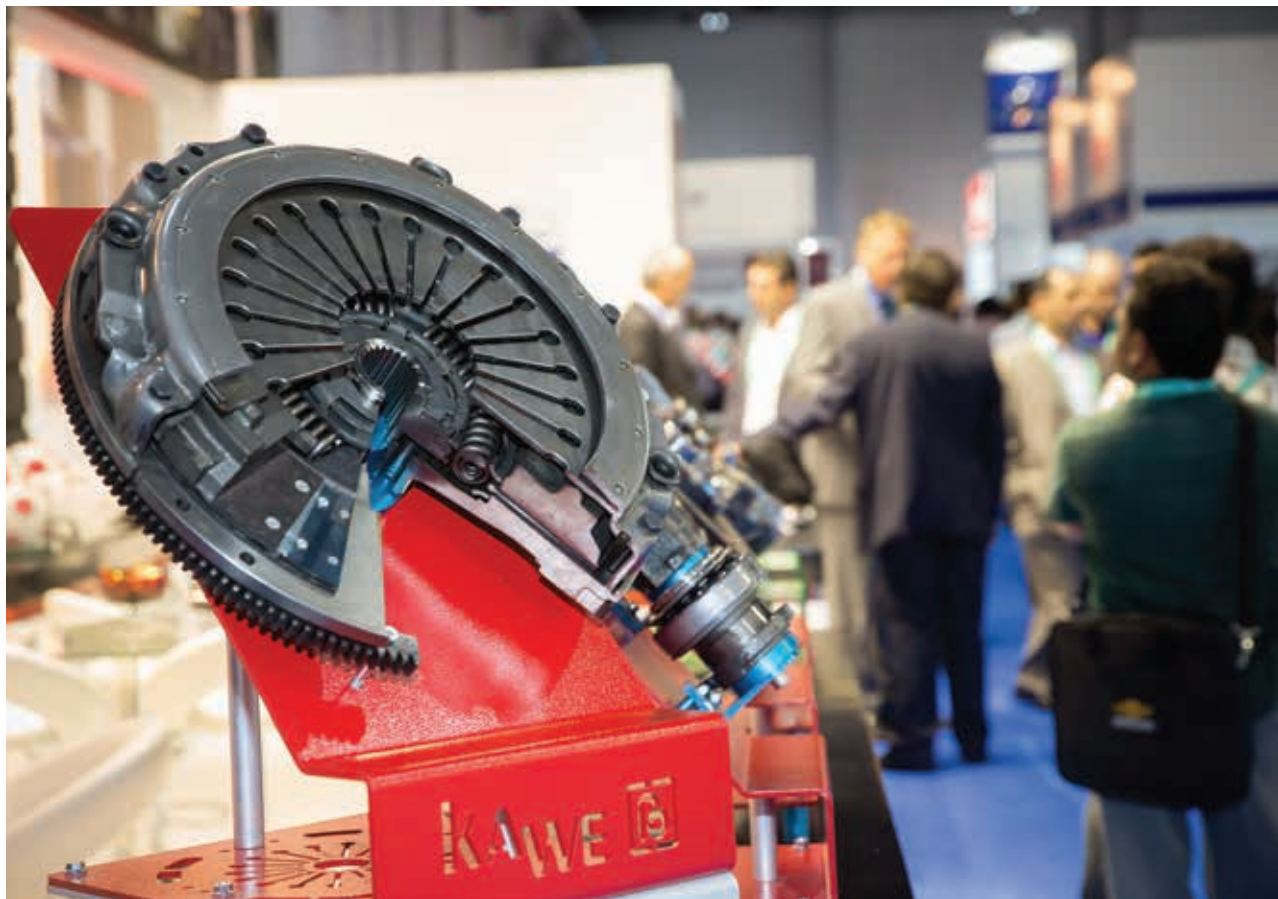
Serving the largest and fastest-growing automotive aftermarket industry in the wider Middle East

Messe Frankfurt Middle East GmbH is entering the ever-growing Saudi Arabian automotive aftermarket industry by launching Automechanika Jeddah from January 26<sup>th</sup> to 28<sup>th</sup>, 2016. This is part of the Middle East portfolio expansion of the subsidiary in the automotive industry.

Worldwide, the Automechanika brand has reached a remarkable level of 14 shows covering all parts of the globe from South America to the Far East. With Automechanika Dubai catering to the wider Middle East & Africa, the show has seen Saudi Arabian trade visitor numbers increase more than 50% from 2012 to 2014.

Year on year, the objectives of automotive aftermarket companies to penetrate or to increase their market share in the Kingdom of Saudi Arabia have shown exponential growth. Due to the growing demand, Automechanika is honoured to host its first KSA edition in Jeddah.

Messe Frankfurt Middle East GmbH has partnered with Jeddah based Al-Harithy Company for Exhibitions (ACE), Saudi Arabia's leading event organiser and the first to own dedicated exhibition venues and organize international trade shows in the Kingdom. ACE has staged, over more than 30 years, in excess of 500 successful exhibitions in Jeddah across a wide range of industry sectors.



# Reasons why you should exhibit at Automechanika Jeddah 2016



## Why KSA?

- Largest and fastest-growing automotive aftermarket industry in the wider Middle East
- Import-dependent and largest importer of vehicles and auto parts
- Vehicle assembly is already in operation and full manufacturing line to commence in 2017
- High-value automotive aftermarket with high demand and less congestion of competition, which makes it ideal
- Vehicle parc: Japanese 50%, American 25%, Korean 15%, European & Others 10%
- Vehicle sales: Japanese 54%, Korean 25%, American 16%, European 3%, Others 2%

- Passenger Vehicle Sales in 2013: 800,000 – by 2020: 1.1 mn
- Automotive parts import: USD 1.9 bn
- UAE to KSA automotive parts export: USD 583 mn

## Why Jeddah?

- Largest commercial city in KSA
- Population of almost 5 million
- Economic and tourism capital
- Trade hub for thousands of years
- Major port for non-oil related goods

## Why Automechanika Jeddah?

- 125+ exhibitors from over 20 countries
- Exhibitor profile: manufacturers, distributors, wholesalers
- 5,000 domestic and international trade visitors
- Visitor profile: manufacturers, distributors, dealers, agents, wholesalers, retailers, government personnel, key buyers and media
- The one and only platform to reach the whole Saudi Arabian automotive aftermarket industry



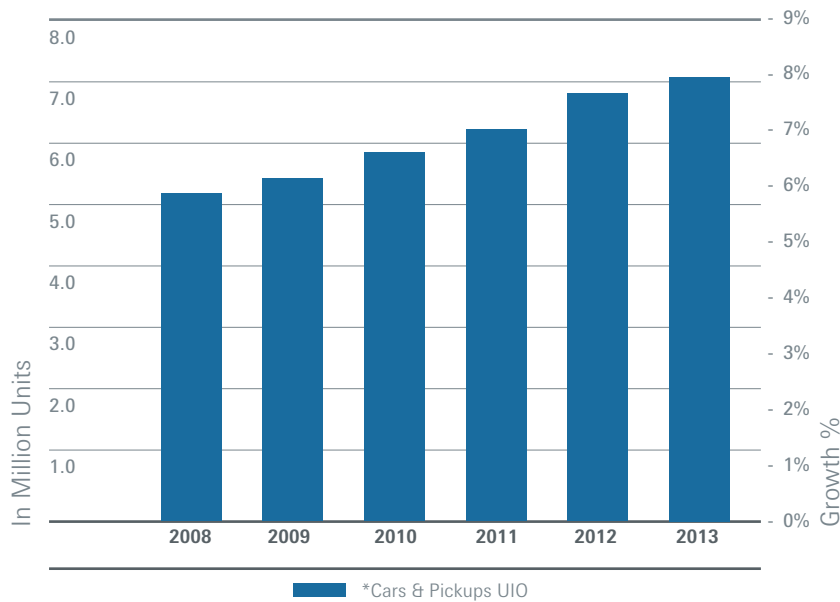
# Market

## KSA Vehicle Parc (Units in Operations, UIO)

Past Trends and Current UIO Growth of 6.4% (CAGR 2008-2013)

Overall 7.1 million passenger vehicles running on KSA roads (2013), where JRD region accounts for more than 60% population (of vehicles)

### Passenger Vehicle UIO, Past Trends and Current UIO, KSA, 2008-2013

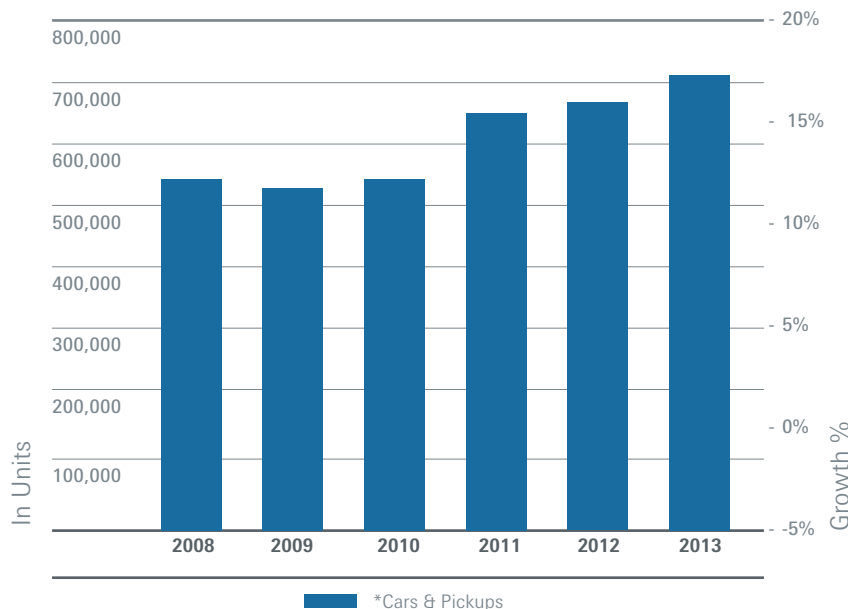


- Vehicles classified in two categories to arrive at parc numbers: Cars and Pickups
- Life of the vehicle = 12 to 15 years (depending on geography)
- Yearly salvage percentage considered for calculating the parc - on an average, nearly 4% cars are salvaged every year out of total cars registered (in that year) against ~7% pickups
- Yearly exports percentage considered for calculating the parc - on an average, nearly 9% cars are exported every year out of total cars registered (in that year) against ~10% pickups

## KSA Vehicle Sales—Trends

Past Trends and Current Market Overall growth of 5.3% CAGR (2008-2013) Current Sales = 714,183 Units (2013)

### Passenger Vehicle Sales, Past Trends and Current Sale, KSA, 2008-2013



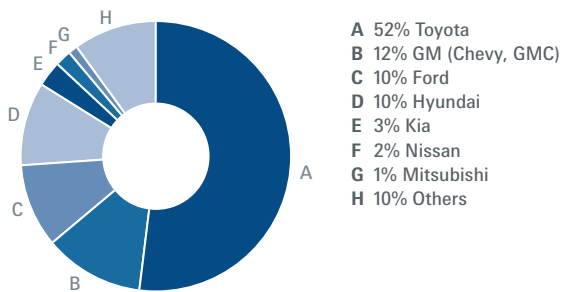
- KSA is the largest car market in the region
- Used vehicles imports has reduced by half over last 5 years, currently accounts for nearly 4% of the total vehicle market
- Market expected to grow at CAGR 6.3% to reach about a million (968,000) by 2018

\*Source: Frost & Sullivan

## KSA Vehicle Parc—OEM Market Share

Toyota, GM and Ford are the leading players of parc, 2013: 7.1 Million Vehicles OEM Wise Share

### Parc, 2013: 7.1 Million Vehicles OEM Wise Share



- Toyota is the leading player across the GCC and dominates the KSA market with more than 51% share
- Nissan is rebuilding its brand through a newly appointed distributor, targeted to sell 60,000 vehicles in 2014 and 150,000 by 2016
- Ford is looking forward to de-risk its KSA portfolio; there might be some major changes in near future which will strengthen their local presence in the KSA
- It is expected that Toyota, Ford, Nissan and Hyundai to dominate the parc in future



# Product Groups

Automechanika Jeddah is split into 6 distinct product sections



## PARTS & COMPONENTS

- **Powertrain:** Engine, gearbox, exhaust
- **Chassis:** Axles, steering, brakes, wheels, shock absorbers
- **Bodywork:** Sheet, metal parts, roof systems, mounted parts, car glass, bumpers
- **Standard Parts:** Fixing elements, thread and fuse elements, sealing rings, roller bearings
- **Interior:** Cockpits, instruments, airbags, seats, heating systems, air conditioning systems, electric adjusters, interior filters
- **Alternative drive systems original equipment / retrofits / all-in-one solutions:** Electric drive, CNG, LNG, LPG, hydrogen
- **Charging accessories:** Plugs, cables, connectors
- **Regenerated, reconditioned and restored parts for passenger vehicles and utility vehicles**

## ELECTRONICS & SYSTEMS

- **Engine electronics:** Control units, bus systems, sensors, actuators
- **Vehicle illumination:** Headlights, LED / OLED, laser, exterior and interior lighting
- **On-board power supply system:** Power supply, cable harnesses, plug connections, sensors, on-board diagnostics
- **Intelligent Traffic Systems (ITS) / Vehicle safety:** Connected car, telematics systems, driver assistance systems, autonomous driving, camera systems
- **Comfort electronics:** automatic air-conditioning systems, seat heaters and seat ventilation, electric seat adjustment, keyless-go systems, steering systems

## REPAIR & MAINTENANCE

- **Workshop equipment and tools:** Lifting gear, testing and measuring equipment, tyre installation, work clothing
- **Body repairs:** Equipment and material
- **Paintwork and corrosion protection:** Facilities, equipment, paints, corrosion protection, spot repair, auxiliary material
- **Maintenance and repair of vehicle superstructure:** Caravan and motorhome superstructures, custom and special superstructures for light-duty and heavy-duty utility vehicles

- **Towing service, accident assistance, mobile services:** Equipment, materials / consumables
- **Disposal and recycling:** Systems, equipment
- **Workshop and car dealer equipment:** Shop-fitting / shop systems, sales facilities, office and storage furnishings
- **Oils and lubricants:** Facilities, equipment, auxiliary materials and consumables, recycling

## TYRES & BATTERIES

- **Tyres:** Passenger, bus and trailer / truck
- **Tyres:** OTR, agricultural, industrial / TBR
- **Rims and Tubes**
- **Tyre Repair Material:** Patches, retreading material and equipment
- **Batteries**

## CAR WASH, CARE & RECONDITIONING

- **Washing:** Wash halls and wash tunnels, wash sites, wash facilities, accessories
- **Vehicle care:** Exterior and interior cleaning, equipment for vehicle care, cleaning and care products
- **Vehicle reconditioning:** Exterior and interior reconditioning, nano paint sealing, smart repair, upholstery and repair, ozone treatment
- **Charging infrastructure and refueling:** Filling stations, filling systems for alternative fuels, charging stations, power generators and grids, services

## ACCESSORIES & CUSTOMISING

- **Accessories for motor vehicles in general:** Carrier systems, tow couplings, roof boxes, protective covers, car jacks, technical textiles, car safety products, 3D prints
- **Technical customising:** Sports exhaust systems, sports air filter, sports chassis, chip and engine tuning, sound design, seats, club sports
- **Visual customising:** Interior, bodywork elements, car wrapping, spray films, air brush systems
- **Infotainment:** Sound systems, navigation, multi-media, car media, interfaces
- **Special vehicles, equipment and retrofits:** Off-road vehicle and pick-up accessories, taxis, police and ambulance service and municipal vehicles
- **Wheel rims and wheels**
- **Car trailers and small utility vehicle trailers, spare parts and accessory parts for trailers**



# Sponsorship Opportunities

## Be seen at the right place. At the right time.

Automechanika Jeddah allows your company to be involved with the event and have a high level of association and recognition within the industry. Sponsorship will enable you to raise your profile to attendees prior & during the exhibition and increase your level of exposure at the show.

Sponsoring specific areas of the hall or availing of our strong marketing campaign through a vast variety of dynamic and innovative channels, provides an excellent means of generating high awareness levels.

Automechanika Jeddah offers selective branding and advertising opportunities only to exhibiting companies. To stand out amongst your competitors and co-exhibitors, choose from the following selected sponsorship packages.

## Visitor / Exhibitor Lanyards

Over 7,500 lanyards will be printed. It is a must for each visitor to wear their badge during the exhibition. This will allow you maximum visibility to expose your brand to visitors and potential clients.

## Visitor Exhibition Bags

More than 7,500 bags will be produced. Each visitor will be given a carrier bag free of charge upon their arrival at venue.

## Registration Desk Branding

Registration desks are an excellent space for branding as it is mandatory for all the visitors to register and pass through the registration counter to collect their badges and enter the exhibition halls.

## Branded Flags

Flags will be in the most eye-catching locations at the venue. This will ensure high brand exposure and leave unforgettable impressions among the right audiences.

## Onsite Branding Signage

The Jeddah Center for Forums and Events is home to different branding and advertising signage's that will for sure put you brand ahead of the competition. A wide selection of branding sites will be available upon request.

## Platinum, Gold, Silver & Pavilion Sponsorship

Sponsorship packages offer a wide variety of displays throughout the show. We have four packages on offer. Please contact us for details.

## Platinum Sponsorship

## Gold Sponsorship

## Silver Sponsorship

## Country Pavilion Sponsorship

If your preferred branding opportunity is not listed, don't worry – just call us. We have tailor-made packages to suit your requirements and budgets. Sponsorship opportunities at Automechanika Jeddah are very limited. Contact us now to avoid disappointment.

Email: [arthur.tolentino@uae.messefrankfurt.com](mailto:arthur.tolentino@uae.messefrankfurt.com)

with subject line: **Automechanika Jeddah**



## Truck Competence

## Truck Competence gets more focus with Automechanika Jeddah

The increased emphasis on Truck Competence, which is being implemented across the Automechanika exhibitions globally, will also be introduced at Automechanika Jeddah.

Expanding the extensive Automechanika brand profile, Truck Competence covers the entire value chain in the truck sector from truck parts and accessories, via workshop equipment to body repairs and care.

# Public Relations / Marketing Support

The Automechanika Jeddah Team values your presence at the show, which is why we will work hard to ensure your successful participation.

## PR

Start spreading the news and tell people why they should visit your stand! Our in-house Public Relations Manager runs a continuous PR campaign throughout the year, with increasing activity closer to the show. If you have anything newsworthy to state, we would like to hear from you. We may be able to include your news in our next press release.

## E-newsletter

Spread your company news in a professional and convenient manner. Every month, an E-newsletter is sent out to our database, which targets the relevant segments of the market. Just as in PR, we can include your stories in the E-newsletter, again giving your company extra exposure to the people that matter to your business.

## Promotion Digital Portal (PD Portal)

As part of our efforts to ensure that you have a successful exhibition experience, we have designed a new 'PD Portal' for Automechanika Jeddah 2016 which contains a number of FREE tools that you could use to promote your presence at the exhibition.

- **E-card / Personalised e-card** – Provided in both English and Arabic. Also has the option to be personalised by adding your logo and stand number
- **Personalised email signature** – Personalise this by adding your stand number and attaching it to all your emails
- **Online banner** – Which you can add to your website or even to your emails
- **Automechanika Jeddah logo generator** – In case you would like to add our logo when communicating your participation at the show to your clients
- **Invitation letter / Fax invitation** – Which you can use to invite existing and potential clients to visit your stand
- **Printed invitations** – Receive free, eye-catching invitations to welcome your customers to your stand

## Here's what you should do to start using this FREE service

- 1) Log on to [www.pd.messefrankfurt.com](http://www.pd.messefrankfurt.com)
- 2) Select Automechanika Jeddah from the list of shows displayed
- 3) Select your preferred user language
- 4) Type your preferred username and password
- 5) Once you complete registration, you will receive a confirmation email. Click on the Activation Link in the confirmation email and you are ready to start using our PD Portal

## Pricing Structure

Row Stand (one side open)	<b>USD 465</b> per sqm
Corner Stand (two sides open)	<b>USD 475</b> per sqm
Peninsula (head) Stand (three sides open)	<b>USD 485</b> per sqm
Island Stand (four sides open)	<b>USD 495</b> per sqm
Second floor in double storey stands	<b>USD 150</b> per sqm
Space only (minimum)	<b>21 sqm</b>

## Early Bird discount

5% off space-only price for bookings received by April 30<sup>th</sup>, 2015.

The discount is applicable only if the booking is accompanied by payment of 30% of the space rental fee or a post-dated cheque amounting to the complete rental fee (due no later than May 14<sup>th</sup>, 2015).

## One Price Policy

Book for Automechanika Dubai + Jeddah at the same time to avail the One Price Policy.

## Business Matchmaking

Automechanika Jeddah facilitates Business Matchmaking for its exhibitors & visitors free of charge. The goal is to allow exhibitors and pre-registered visitors to pre-schedule specific, targeted appointments to take place during the show, the benefit being that the time spent at the exhibition will be optimised for both parties. Exhibitors & pre-registered visitors will be notified 3 months before the show with further details.



# Exhibitor Checklist

Important Dates	Information	Contact Person	Documents Sent?
February - July 2015	Submit application before April 30 <sup>th</sup> , 2015 to avail Early Bird discount (30% of payment must be made; remaining 70% must be settled no later than 4 months prior to show date)	<b>Wadih N. Rassi</b>   Vice President - Marketing <a href="mailto:wadih@acexpos.com">wadih@acexpos.com</a> For Domestic Exhibitors in KSA  <b>Sami Al Hashemi</b>   Sales Manager <a href="mailto:sami.alhashemi@uae.messefrankfurt.com">sami.alhashemi@uae.messefrankfurt.com</a> For International Exhibitors	<input type="checkbox"/>
	Submit PR information: - Press Release - Product Launches - News	<b>Gareth Wright</b>   PR Manager <a href="mailto:gareth.wright@uae.messefrankfurt.com">gareth.wright@uae.messefrankfurt.com</a>  <b>Abdelrahman Kurdieh</b>   Brand Development Manager <a href="mailto:abdelrahman.kurdieh@uae.messefrankfurt.com">abdelrahman.kurdieh@uae.messefrankfurt.com</a>	<input type="checkbox"/>
	Submit stand construction orders	<b>Nassim ElRassi</b>   Business Development Director <a href="mailto:nassim@acecreative.com.sa">nassim@acecreative.com.sa</a>	<input type="checkbox"/>
August 2015	Order Visitor Invitations 6 months prior to show date (orders are free of charge & placed through PD Portal software)	<b>Rakshit Ramankutty</b>   Head of Exhibition Marketing <a href="mailto:rakshit.ramankutty@uae.messefrankfurt.com">rakshit.ramankutty@uae.messefrankfurt.com</a>	<input type="checkbox"/>
September 2015	Distribute Visitor Invitations to client database	<b>Rakshit Ramankutty</b>   Head of Exhibition Marketing <a href="mailto:rakshit.ramankutty@uae.messefrankfurt.com">rakshit.ramankutty@uae.messefrankfurt.com</a>	<input type="checkbox"/>
October 2015	Online Exhibitor Manual access will be provided to you	<b>Gavin Morlini</b>   Interim Operations Director <a href="mailto:gavin.morlini@uae.messefrankfurt.com">gavin.morlini@uae.messefrankfurt.com</a>	<input type="checkbox"/>
	Complete Show Catalogue entry details online	<b>Gavin Morlini</b>   Interim Operations Director <a href="mailto:gavin.morlini@uae.messefrankfurt.com">gavin.morlini@uae.messefrankfurt.com</a>	<input type="checkbox"/>
	Begin utilising Business Matchmaking tool to set up meetings during the show	<b>Rakshit Ramankutty</b>   Head of Exhibition Marketing <a href="mailto:rakshit.ramankutty@uae.messefrankfurt.com">rakshit.ramankutty@uae.messefrankfurt.com</a>	<input type="checkbox"/>
	Complete online details for: - Exhibitor Badges - Exhibitor Party	<b>Gavin Morlini</b>   Interim Operations Director <a href="mailto:gavin.morlini@uae.messefrankfurt.com">gavin.morlini@uae.messefrankfurt.com</a>	<input type="checkbox"/>
	Complete online forms for additional requirements: - Hostesses - Furniture - Catering - Electricity/Water	<b>Nassim ElRassi</b>   Business Development Director <a href="mailto:nassim@acecreative.com.sa">nassim@acecreative.com.sa</a>	<input type="checkbox"/>
January 23 <sup>rd</sup> - January 25 <sup>th</sup> , 2016	Stand Assembly Access   Space Only Exhibitors	<b>Gavin Morlini</b>   Interim Operations Director <a href="mailto:gavin.morlini@uae.messefrankfurt.com">gavin.morlini@uae.messefrankfurt.com</a>  <b>Nassim ElRassi</b>   Business Development Director <a href="mailto:nassim@acecreative.com.sa">nassim@acecreative.com.sa</a>	<input type="checkbox"/>
January 24 <sup>th</sup> - January 25 <sup>th</sup> , 2016	Stand Assembly Access   Shell Scheme Plus Exhibitors	<b>Nassim ElRassi</b>   Business Development Director <a href="mailto:nassim@acecreative.com.sa">nassim@acecreative.com.sa</a>	<input type="checkbox"/>
January 26 <sup>th</sup> - January 28 <sup>th</sup> , 2016	Automechanika Jeddah 2016 Show Showtime: 5pm - 10pm		
January 27 <sup>th</sup> - January 28 <sup>th</sup> , 2016	Exhibitor Survey distribution (please fill and return)		<input type="checkbox"/>
January 27 <sup>th</sup> - January 28 <sup>th</sup> , 2016	Booking Form (re-book to guarantee your location for 2017)	<b>Sami Al Hashemi</b>   Sales Manager <a href="mailto:sami.alhashemi@uae.messefrankfurt.com">sami.alhashemi@uae.messefrankfurt.com</a>	<input type="checkbox"/>
January 28 <sup>th</sup> - January 29 <sup>th</sup> , 2016	Show Breakdown & Stand Disassembly (all valuables & products must be removed on January 28 <sup>th</sup> ASAP after the show closes)		

# Jeddah: Bride of Pride

Jeddah has grown during the last two decades of the 20<sup>th</sup> Century, making the city a centre for trade and business in the Kingdom of Saudi Arabia and a major port for exporting non-oil related goods as well as importing domestic needs.

Jeddah is one of the most beautiful cities in Saudi Arabia. While the prevalent desert may suggest the country lacks natural greenery, there are several parks throughout the city, showing that the port is not only rich in oil reserves but also has a fair share of lush greenery. The corniche houses the world's highest fountain at 312 meters of the

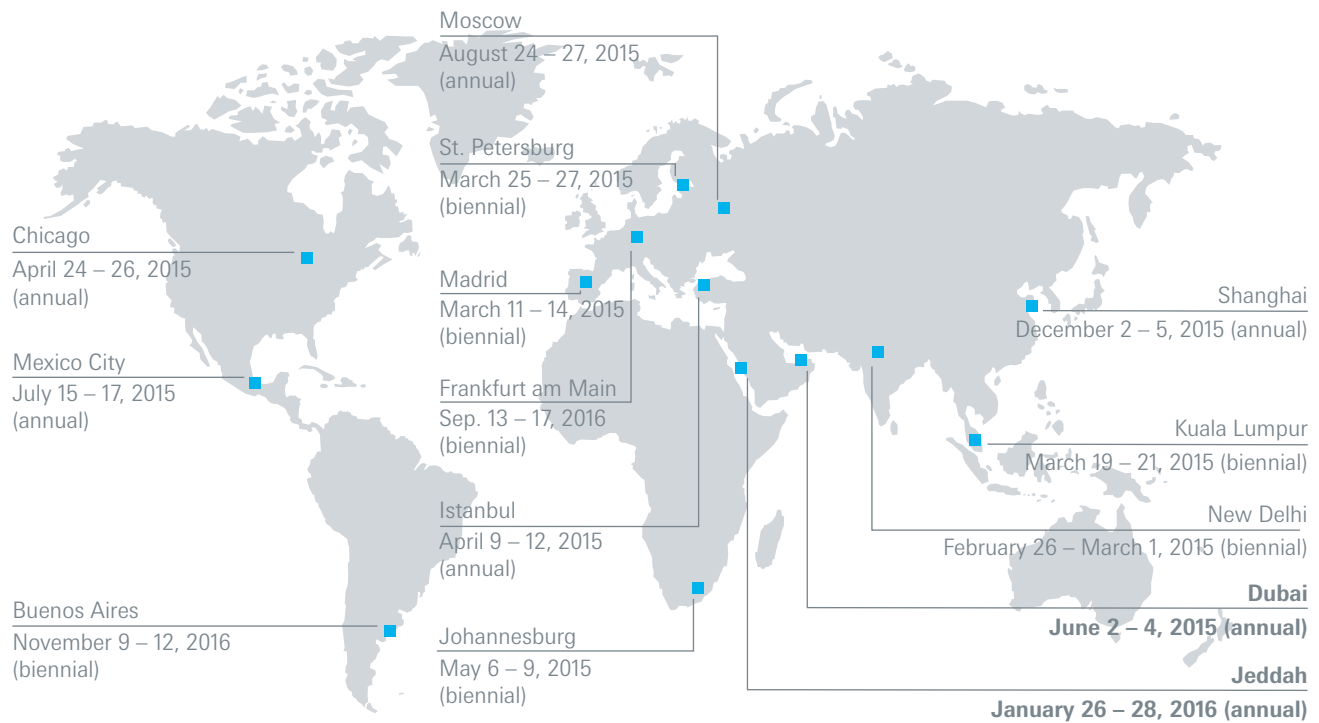
King Fahd, the old town souk, warm beaches, spas and wellness. You will also find numerous educational and historical sites, and it is known for having many grand museums such as the Municipality Museum. The Jeddah Museum is the regional landmark that demonstrates historical archaeology and ethnography.

Jeddah aspires to be a world-class global commercial and tourist destination that enjoys distinctive environmental and human character within the context of a sustainable urban development.



# automechanika

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## Automechanika Jeddah

P.O. Box 26761, Dubai, UAE

Tel. +971 4 389 45 00

Fax +971 4 358 55 22

[automechanika@uae.messefrankfurt.com](mailto:automechanika@uae.messefrankfurt.com)

[www.automechanikaJeddah.com](http://www.automechanikaJeddah.com)

# About the Organiser

Messe Frankfurt is one of the world's leading trade show organisers with around 550\* million euros in sales and more than 2,200\* employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and around 50 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2014, Messe Frankfurt organised a total of 120\* trade fairs, of which more than half took place outside Germany.

\*Preliminary figures (2014)

The portfolio of events for Messe Frankfurt Middle East includes Automechanika Jeddah, Automechanika Dubai, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Paperworld Middle East and Playworld Middle East.

The subsidiary also organises a series of conferences and seminars including the Global Network of Emergency Medicine and the Paediatric Orthopaedic Surgery Conference, the Worker Health Protection Conference, and the GCC Car Modifications Conference.

Messe Frankfurt Middle East GmbH  
P.O. Box 26761, Dubai, UAE  
Tel. +971 4 389 45 00  
Fax +971 4 358 55 11  
[info@uae.messefrankfurt.com](mailto:info@uae.messefrankfurt.com)  
[www.messefrankfurtme.com](http://www.messefrankfurtme.com)

