

# Press

April 2011

Automechanika Istanbul  
International Trade Fair for Automotive Manufacturing,  
Distribution and Repair  
7-10 April 2011, Istanbul / Turkey

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**Automechanika Istanbul 2011 fair closes with record figures and confirms its leading position in the Turkish automotive industry**

**More than 36.000 professional visitors from over 100 countries gather in Istanbul surrounded by strongly positive Turkish economic conditions**

**High international profile of Automechanika Istanbul once again highlighted during four busy fair days**

The powerful Turkish automotive industry hosted its most successful fair ever: Automechanika Istanbul 2011 took place from April 7<sup>th</sup> to 10<sup>th</sup>, 2011, at the TÜYAP Fair and Congress Center. With 1.099 exhibitors, 484 of which were international exhibitors from 38 countries, the fair was the largest event ever held for the Turkish automotive industry. This exhibitor increase of 33.5% comes at a time when the Turkish economy experiences a 9% growth rate and confirms the positive development of the market.

Automechanika Istanbul 2011 also closed with a new visitor record: 36.126 professional visitors came to Istanbul to visit the 6<sup>th</sup> edition of this fair. A "record in the record" is the number of international visitors : 7.622 international buyers came to Automechanika Istanbul 2011, an increase of 11% compared to the last edition.

The organizers of the fair, Messe Frankfurt Istanbul and Hannover- Messe International Istanbul, express their satisfaction about the results: "Automechanika Istanbul 2011 highlighted Turkey once again as a global automotive business platform. We are proud to have organized such a professional and international fair and the satisfaction of all participants confirms to us that the investments made in the concept and promotion of the fair were the right ones", state the General Managers of the organizing companies, Aleksandar Medjedovic and Alexander Kühnel. "Automechanika Istanbul 2011 offered new opportunities to develop business and to enter new markets by meeting a large number of international participants. This is a very unique meeting platform for national and foreign automotive professionals alike. Exhibitors and visitors of Automechanika Istanbul will always be one step ahead."

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A unique feature of Automechanika Istanbul is its international profile and the positioning of the fair in Istanbul, at the crossroads of Europe and Asia. "Turkey itself is home to a large and multinational production base for both passenger and commercial vehicles. The fair has therefore a natural attraction for international suppliers. Combined with the highly experienced Turkish producers of parts and components, Automechanika Istanbul takes the position of the leading event for Southeastern Europe, the Near East and Central Asia. All exhibitors reported a large number from visitors from those three regions. This regional coverage is a unique advantage of our fair," explains Aleksandar Medjedovic.

This year, Automechanika Istanbul hosted a partner country for the first time: Serbia was presenting its growing and attractive automotive industry, which is opening its doors for production expansion and investments by international partners. A national stand organized by the Serbian Chamber of Commerce and a Serbian Automotive Forum on the first day of the fair attracted attention from all participants and from the media, putting a spotlight on a new automotive industry star in the region.

The Automechanika Istanbul fair concept is divided into five categories:

**Repair & Maintenance:** Equipment for vehicle service and repair, bodywork repair and painting, workshop equipment, dealership, waste disposal and recycling

**Parts & Systems:** Vehicle parts and components of the drive, chassis, body, electrics and electronics groups, system and modules of the interior, exterior, drive, drive dynamics and electronic control groups

**IT & Management:** IT products, vehicle exchange parts, insurance, finance, leasing, claims management, vehicle inspection services, dealer management systems, dealership planning and construction, dealership marketing

**Accessories & Tuning:** Vehicle accessories, special equipment, tuning, performance systems, design refinement

**Service Station & Car Wash:** Service station equipment, car care and car wash

The credibility of this event is demonstrated by the support of a number of recognized industry associations including **AASA** - Automotive Aftermarket Suppliers Association; **APRA** - Automotive Parts Remanufacturers Association; **ASA** - Federal Association of the Manufacturers and Importers of Automobile Service Equipment (Germany); **EGEA** - European Garage Equipment Association (Belgium); **HDMA** - Heavy Duty Manufacturers Alliance; **MEMA** - Motor Equipment Manufacturers Association; **OAC** - Overseas Automotive Council; **TAYSAD** - Association of Automotive Parts and Components Manufacturers in Turkey; **ZDK** - German Federation for Motor Trades and Repairs.

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Automechanika Istanbul was again held concurrently with **Petroleum Istanbul**, the international exhibition for upstream and downstream equipment, technology and services.

“Having both events at the same time created once again synergies for both sides. The petroleum sector is closely linked to the automotive industries in Turkey and in the region, and the parallel organization allowed all participants an insight that is otherwise hard to find,” states **Mr. Tayfun Yardim, Project Manager** of Automechanika Istanbul.

The fair once again featured a high-profiled conference program called **Automechanika Academy**. This year’s main topic was E-cars and E-mobility. Attendees from Turkey and abroad confirmed the quality of speakers and the trendsetting orientation of the conference.

The next edition of Automechanika Istanbul will be held in April 2013.

For more information and pictures about Automechanika Istanbul, please see [www.automechanika.com](http://www.automechanika.com) or contact the management at: +90 212 296 26 26, or via e-mail to: [andrea.kretzschmann@turkey.messefrankfurt.com](mailto:andrea.kretzschmann@turkey.messefrankfurt.com); also, visit the Messe Frankfurt office on the Internet: [www.messefrankfurt.com.tr](http://www.messefrankfurt.com.tr)

#### **Background information on Messe Frankfurt**

Messe Frankfurt is Germany’s leading trade fair organiser, with 450\* million euros in sales in 2010 and more than 1,770 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 2010, Messe Frankfurt organised 88 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 Center. 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](http://www.messefrankfurt.com)

\* preliminary numbers (2010)