

automechanika

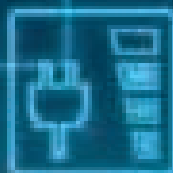
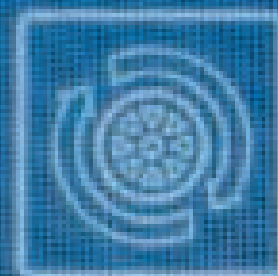
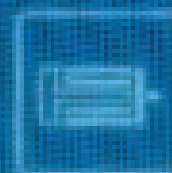
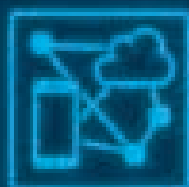
DUBAI

The Middle East's leading international trade fair for the automotive service industry targeting trade visitors from Western Asia, Eastern Europe, the CIS and Africa



1 – 3 May 2018

www.automechanikaDubai.com



messe frankfurt

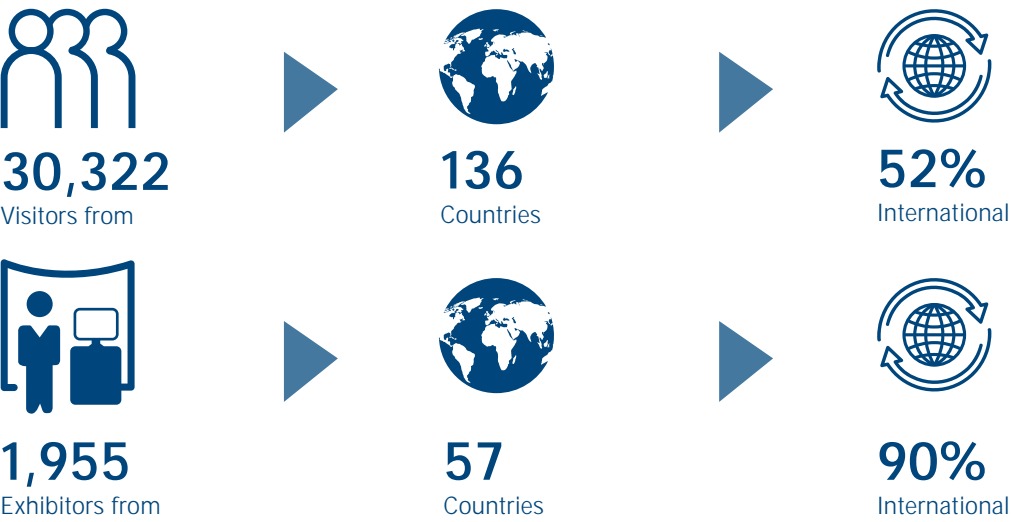
Automechanika Dubai



Automechanika Dubai 2017 set another record with 1,955 exhibitors (90% international) participating from 57 countries and 30,322 visitors (52% international) from 136 countries.

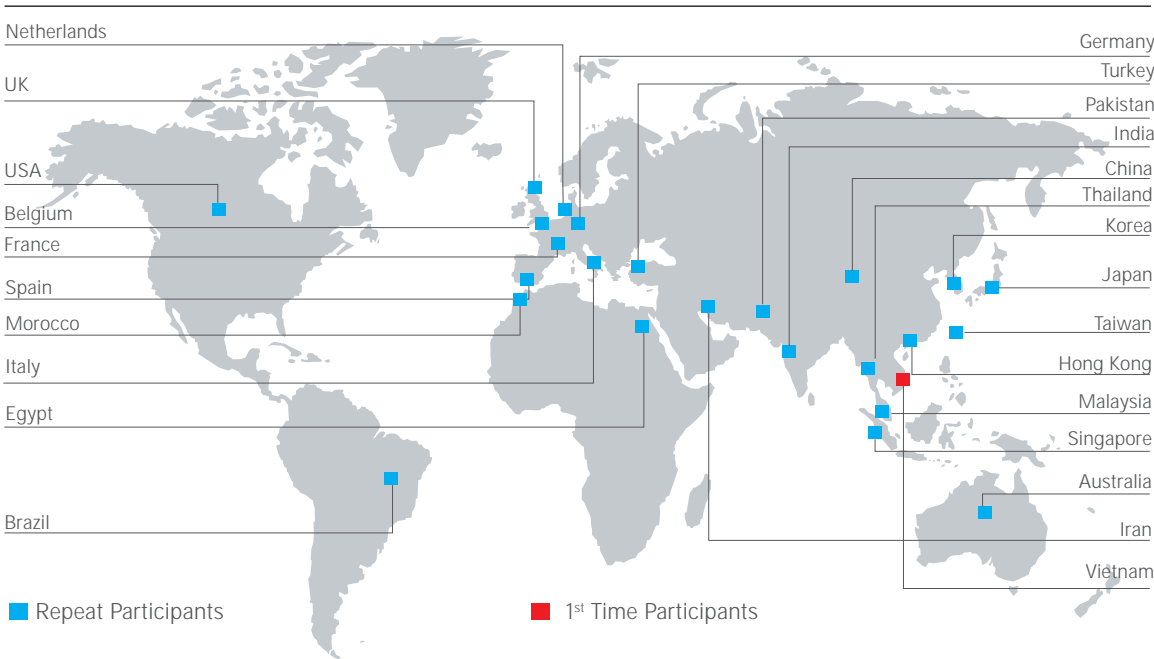
As the premier B2B automotive aftermarket show in the wider Middle East, Automechanika Dubai continues to take centre stage as the region's leading trade exhibition.

Automechanika Dubai aims to raise the bar in the products, equipment and services available for the automotive aftermarket in the wider Middle East region by bringing international manufacturers and suppliers together with regional distributors and buyers.



Support and Associations

25 Country Pavilions



International Support

The exhibition is proud of the ongoing support of 36 international trade associations and 25 official country pavilions.



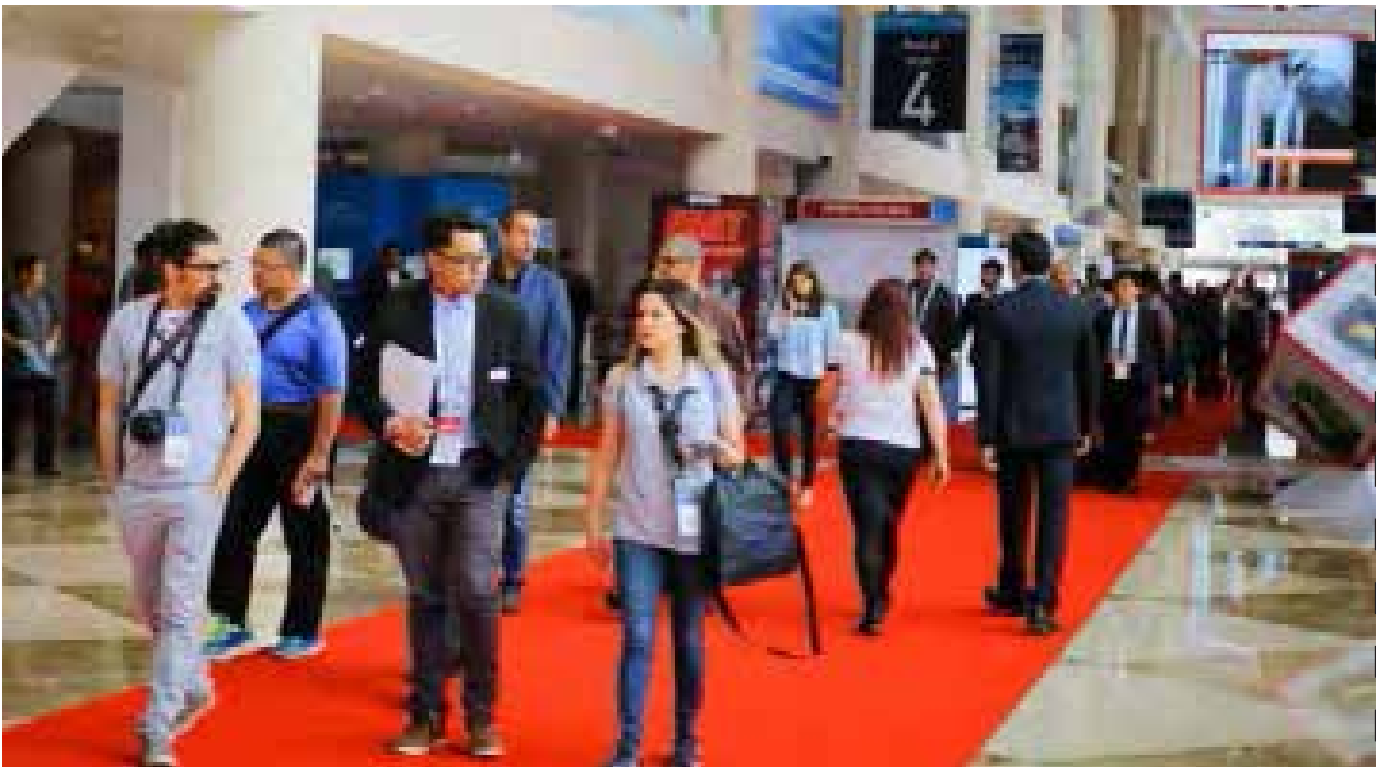
"This is our first time participating at Automechanika Dubai and it has been a pleasure being part of such a huge platform for the industry. The show is well organised, the sections make it easy for us to have well-focused visitors. We really look forward to the next edition of the show. The show has taken us by surprise and we have been able to collect a huge database of potential customers. We have also successfully signed up for new business at the show. We extend our gratitude to Automechanika Dubai."

Anita Carpano
Downstream & Industrial Operations Commercial Department
ENI SPA

Trade Associations:



Reasons to Exhibit



10 Reasons to Exhibit at Automechanika Dubai 2018



Dubai is the main hub for the wider Middle Eastern and African markets, providing access to hard-to-reach countries in the region.



Follow in the footsteps of thousands of international exhibitors in order to benchmark, compete and increase your market share.



Meet over 30,000 buyers to strengthen and build relationships in a neutral business environment.



Find opportunities to explore new channels and generate sales leads.



Source new agents, distributors and partners.



Present your product range and services to your customers and prospects up-front.



Generate media and PR exposure for your company and build brand awareness.



Take advantage of marketing initiatives such as PD Portal (free online promotional tools), sponsorship and printed collateral.



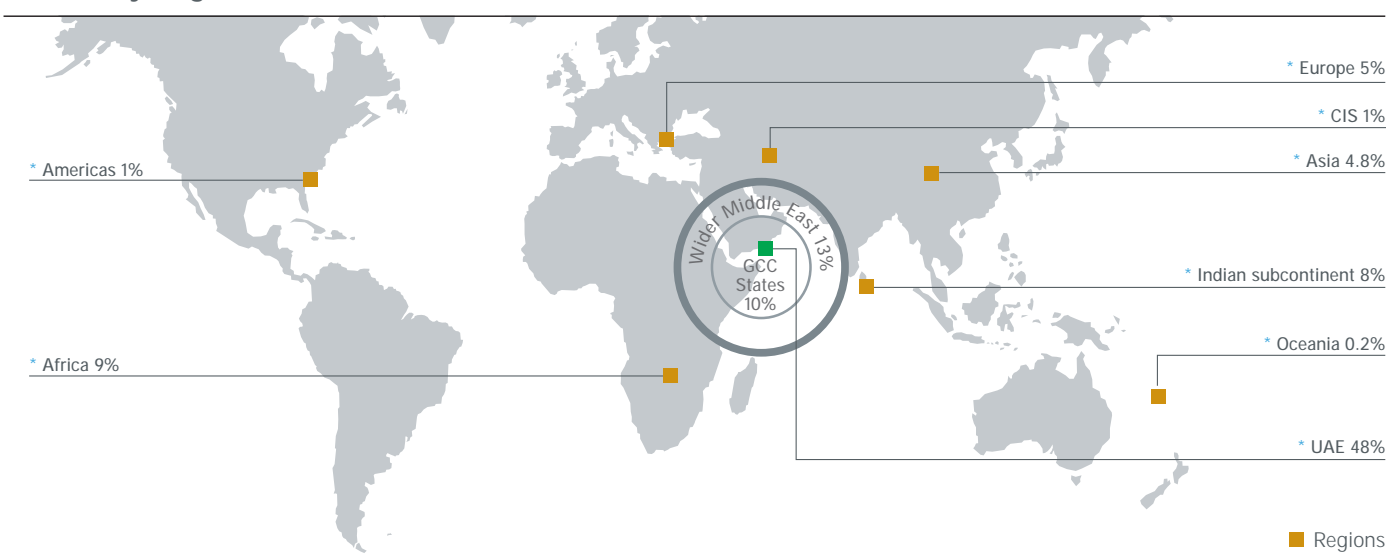
Participate in the Business Matchmaking Program to meet with specific target clients.



Attend the Automechanika Academy & Networks and keep up-to-date with the latest trends and innovations.

Visitor Analysis

Visitors by Region 2017



Visitors – Main Area of Interest – Product Sections

Parts & Components	(35%)*
Bodywork	10%
Alternative drive systems original equipment / retrofits / all-in-one solutions	9%
Chassis	7%
Powertrain	5%
Standard parts	5%
Charging accessories	4%
Interior	4%
Regenerated, reconditioned and restored parts for passenger vehicles and utility vehicles	2%
Electronics & Systems	(13%)*
Engine electronics	4%
Comfort electronics	3%
Vehicle illumination	2%
Intelligent traffic systems (ITS) / Vehicle safety	2%
On-board power supply system	2%
Accessories & Customizing	(22%)*
Accessories for motor vehicles in general	9%

Car trailers and small utility vehicle trailers, spare parts and accessory parts for trailers	4%
Special vehicles, equipment and retrofittings	3%
Wheel rims, wheels, tyres, tyre pressure management systems	3%
Infotainment	2%
Visual customizing	2%
Technical customizing	2%
Repair & Maintenance	16%
Bodywork repair	3%
Maintenance and repair of vehicle	2%
Oils and lubricants	4%
Painting and corrosion protection	2%
Workshop and car dealer equipment	2%
Towing service, accident assistance, mobile services	1%
Workshop equipment and tools	3%
Disposal and recycling	1%
Tyres & Batteries	(18%)*
Tyres	9%
Batteries	8%

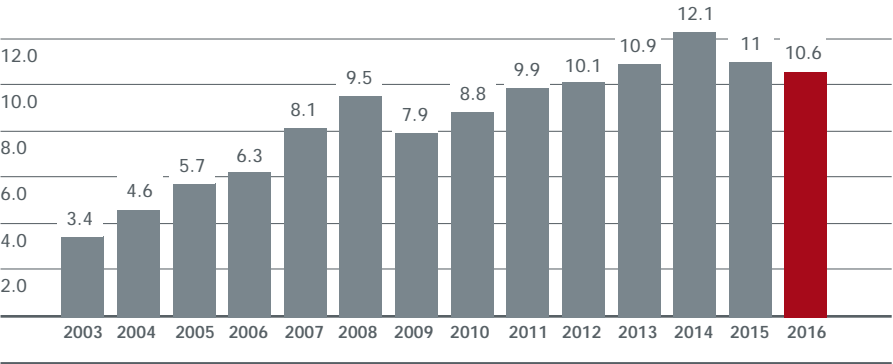
Car Wash, Care & Reconditioning	(10%)*
Vehicle care	48%
Vehicle reconditioning	2%
Washing	2%
Charging infrastructure and refueling	2%
Management & Digital Solutions	(7%)*
Workshop management	1%
Workshop and car dealer marketing	1%
Workshop / car dealer / filling station design and construction	1%
Vocational training and advanced training	1%
Promotion of trade and industry, cluster initiatives	1%
Mobility concepts	1%
Internet service providers and vehicle marketplaces	1%
Financing, franchise concepts	1%
Dealer management systems	1%
Claims management and claims control	1%

*Overall visitor interest percentage based on product section

Market Analysis

Auto Parts Total Trade in Dubai from 2003 - 2016*

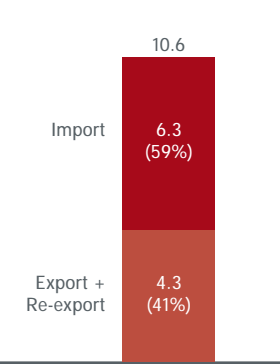
Values in Billions USD



TOTAL TRADE = Direct + Free Zone + Customs Warehouse

2016 Breakdown*

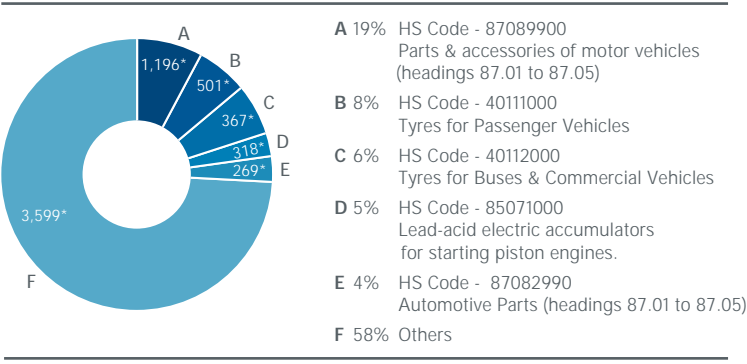
Values in Billions USD



Total Trade by Import & Export

IMPORT

Total Trade by Top HS Codes for Auto Parts During 2016



* Values in Millions USD

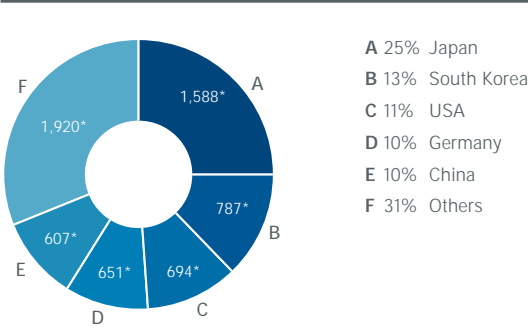


"We have been part of the exhibition for many of its editions and have seen the show grow over the years. It has been busy for us and we have had visitors from the GCC countries, South Africa, Australia and other parts of the world. It has been a great show for us and most probably we will be part of the show in its upcoming edition."

Lachlan McCann
Business Development Manager
ARB

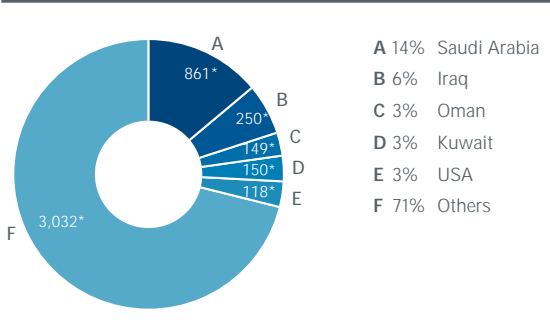
2016 Dubai Total Trade Data – Selected

Automotive Imports by Country of Origin



* Values in Millions USD

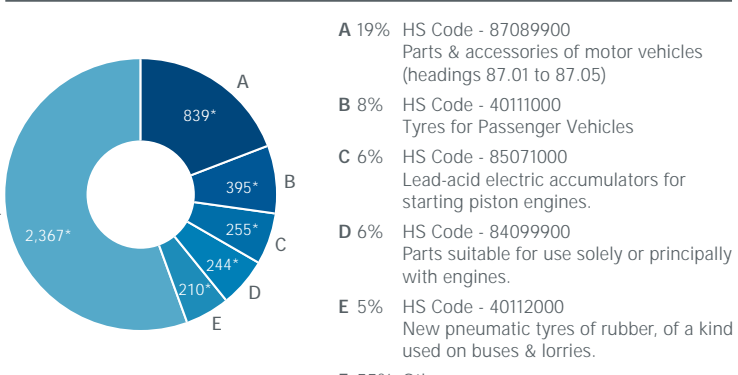
Automotive Exports & Re-exports by Destination



* Values in Millions USD

EXPORT & RE-EXPORT

Total Trade by Top HS Codes for Auto Parts During 2016



* Values in Millions USD

(*) Source: Statistics Section, Dubai Customs
(1) Figures include: Dubai Direct Trade + Free Zone Trade + Customs Warehouse Trade



We have been part of Automechanika Dubai throughout its best years and it has indeed been a great pleasure for us. The show has been immensely busy during the three day time-frame and we have also collected a good database of potential customers and future business leads. We are already looking forward to the next edition of the show as this is a great platform for any company in this industry to interact with the other players in the market, to gain more insight into the market and to also build relations with existing customers"

Shams ur Rehman
General Manager
Al Dahiya



Product Groups

PARTS & COMPONENTS

Representing the biggest part of the show, this section presents the spare parts manufacturers, suppliers and distributors.

Product Areas

- **Bodywork** (sheet metal parts, roof systems, mounting parts, car glass, bumpers)
- **Charging accessories** (plugs, cables, connectors)
- **Chassis** (axles, steering, brakes, wheels, mufflers)
- **Interior** (cockpits, instruments, airbags, seats, heating systems, air conditioning systems, electric adjusters, interior filters)
- **Powertrain** (engine, transmission, exhaust)
- **Regenerated**, reconditioned and restored parts for passenger vehicles and utility vehicles
- **Standard parts** (fixing elements, thread and fuse elements, sealing rings, rolling bearings)

ACCESSORIES & CUSTOMIZING

The car modification scene in the Middle East is still in its early days. As the economy develops, the legal framework will eventually allow more space for professional modifiers to get their work approved.

Automechanika Dubai serves two different purposes: It gives international manufacturers of accessories and performance products the maximum insight into business in the Middle East. It also enables local companies to start or increase their export business where the purchasing power of the buyers from the region cannot be underestimated or ignored.

Product Areas

- **Infotainment** (sound systems, navigation, multi-media, car media, interfaces)
- **Special vehicles, equipment and retrofittings** (off-road vehicle and pick-up accessories, taxis, police and ambulance service and municipal vehicles)
- **Car trailers and small utility vehicle trailers, spare parts and accessory parts for trailers**
- **Visual customizing** (interior, bodywork elements, car wrapping, spray films, airbrush systems)
- **Wheel rims, wheels, tyres, tyre pressure management systems**
- **Technical customizing** (sports exhaust systems, sports air filter, sports chassis, chip and engine tuning, sound design, seats, club sport)

ELECTRONICS & SYSTEMS

This section is dedicated to buyers searching for car technology, vehicle systems, and electronics.

Product Areas

- **Intelligent traffic systems** (ITS) / Vehicle safety (connected car, telematics systems, driver assistance systems, autonomous driving, camera systems)
- **On-board power supply system** (power supply, battery, battery management systems, cable harnesses, plug connections, sensors, on-board diagnostics)
- **Engine electronics** (control units, bus systems, sensors, actuators)
- **Vehicle illumination** (headlights, LED / OLED, laser, exterior and interior lighting)

REPAIR & MAINTENANCE

With targeted visitor marketing, the show attracts workshop chains, dealers in workshop equipment, paint and bodyshop centres, fleet operators, main dealers, independent and licensed workshops from the entire UAE, GCC, wider Middle East and Africa.

Product Areas

- **Bodywork repair** (equipment and material)
- **Maintenance and repair of vehicle superstructures** (caravan and motorhome superstructures, custom and special superstructures for light-duty and heavy-duty utility vehicles)
- **Oils and lubricants** (facilities, equipment, lubricants, auxiliary materials and consumables, recycling)
- **Painting and corrosion protection** (facilities, equipment, paints, corrosion protection, spot repair, auxiliary material)
- **Workshop and car dealer equipment** (shop-fittings / shop systems, sales facilities, office and storage furnishings)
- **Towing service, accident assistance, mobile services** (equipment, materials / consumables)
- **Workshop equipment and tools** (lifting gear, test and measurement equipment, tyre fitting, work clothes)
- **Disposal and recycling** (systems, equipment)

Product Groups

TYRES & BATTERIES

One of the fastest growing sections of the show, Tyres & Batteries brings major brands of tyre and battery manufacturers, suppliers and distributors to meet new buyers and existing customers from the region.



Now powered by REIFEN

Automechanika has partnered with REIFEN, the world-renowned trade fair for the tyre industry. This collaboration will raise the profile of this segment among trade buyers, leading to greater opportunities for businesses to connect with their target audience.

Product Areas

- **Tyres** (tyres for passenger cars, tyres for trucks, tyres for buses, tyres for trailers, OTR tyres, agricultural tyres, industrial tyres, tyre repair material, tyre patches, retreading material and equipment, tyre pressure control systems, tyre inner tubes, tyre valves, tyre valve caps, tubes, rims & casings, tyres (motorsport), tyre protection chains, tyre pressure drop indicators, storage system for tyres)
- **Batteries** (wet / flooded battery, Calcium - Calcium battery, valve regulated lead acid (VRLA) - AGM / Vlies, valve regulated lead acid (VRLA) - GEL, deep cycle, lithium ion, nickel metal hydride, molten salt)

CAR WASH, CARE & RECONDITIONING

The climate conditions in the Middle East make more frequent car care necessary than elsewhere. In the past, manual car wash was popular, however, the rising cost of manual labour and tightening of the labour laws continually increase the demand for automated car washing systems. Filling stations in the UAE are now reaching the highest international standards, with a focus on environmentally friendly technology and waste water management.

Product Areas

- **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 leather repair, ozone treatment)
- **Washing** (wash halls and wash tunnels, wash sites, wash facilities, accessories)

MANAGEMENT & DIGITAL SOLUTIONS

Showcasing the latest management information software solutions and hardware mechanisms for efficient operating needs of dealers and workshops.

Product Areas

- **Dealer management systems** (company organisation, EDP, data administration, customer retention schemes)
- **Vocational training and advanced training** (mechanics, mechatronics, car body construction, painting, sales, training)
- **Industry institutions and specialist publishers**
- **Promotion of trade and industry, cluster initiatives**
- **Financing, franchise concepts**
- **Workshop / car dealer / filling station design and construction** (business consultancy, certifications, environmental protection consulting)
- **Internet service providers and vehicle marketplaces**
- **Mobility concepts** (mobility management (software / hardware), intermodal services, fleet management)
- **Workshop management** (technical monitoring and certification)



Did you know?

The Truck Competence initiative is growing stronger each year. At Automechanika Dubai 2017, 78% of the exhibitors showcased parts, equipment and services related to the commercial vehicles sector.

Securing space at the show

Book in 5 easy steps

- 1. Email or fax your completed form**
Complete the booking form and email or fax* it to the Automechanika Dubai Team. The form can be downloaded from www.automechanikaDubai.com
- 2. Choose from 2 stand location options**
Upon receiving your form, we will send you 2 stand locations to choose from
- 3. Confirm booking – pay initial 30%**
Once you have chosen your stand, we will require an initial payment of 30% to confirm your booking
- 4. Pay remaining 70% fees 4 months prior to the show**
Pay the remaining 70% within 4 months prior to the show (or risk having space re-allocated)
- 5. Promote your participation**
Start promoting your participation at the show (see how we can help on page 12)

* Email: automechanika@uae.messefrankfurt.com
Fax: +971 4 358 55 22

fairconstruction

Fairconstruction represents the stand construction services provided by Messe Frankfurt. We are pleased to introduce this high quality service exclusively to our exhibitors, starting from USD 85 per sqm. Fairconstruction offers 23 varieties of ready-made system designs along with the flexibility of fulfilling your complete design requirements.

In addition to stand space as above, Fairconstruction is mandatory for stand sizes below 21 sqm.

Fairconstruction is at your service from the beginning of your preparations to the end of the exhibition. We can react flexibly to all the challenges – giving you and your company a definite home advantage. For more details, visit our stand configurator at fairconstruction.com and we can calculate your cost online.

For further information, please contact fairconstruction@uae.messefrankfurt.com

Pricing Structure

Row Stand (one side open)	USD 465 per sqm
Corner Stand (two sides open)	USD 475 per sqm
Peninsula (head) Stand (three sides open)	USD 485 per sqm
Island Stand (four sides open)	USD 495 per sqm
Second floor in double storey stands	USD 100 per sqm
Space only	minimum of 21 sqm

Early-bird discount

5% off space-only price for bookings received by September 30th, 2017.

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 October 14th, 2017).

One Price Policy

Book for Automechanika Dubai + Riyadh in 2018 to avail the One Price Policy.



"This year we are happier with the show. It's really busy and we didn't have enough time to interact with all our visitors at the stand. It's a great show and we have collected a huge database and we look forward to doing business with them. We are satisfied with the show and are sure to be part of the next edition."

Marwan Salloum
Business Development Manager
TJM Middle East

Branding & Sponsorship Opportunities

Gain maximum visibility to move your brand ahead of the competition

Automechanika Dubai helps you achieve high level of synergy and recognition within the industry - all you have to do is participate in the event.

Participation in the event is possible through sponsorship. Sponsorship enables your brand achieve increased exposure by uplifting your profile to prospective clients prior to and during the event.

We enable you in generating high level of awareness through our vast variety of dynamic and innovative channels by building strong marketing campaigns and reserving specific areas of halls for sponsorship.

Participating companies can benefit from Automechanika Dubai's selective branding and advertising opportunities.

Contact the sponsorship team to stand out amongst your competitors and co-exhibitors.

Arthur Tolentino
Head of Sponsorship
Tel : +971 4 389 45 67
Mobile : + 971 50 654 89 92
arthur.tolentino@uae.messefrankfurt.com

Visitor / Exhibitor Lanyards
Over 50,000 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 35,000 bags will be produced. Each visitor will be given a carrier bag free of charge upon their arrival at the 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 on the right audiences.

On-site Branding Signage
The Dubai World Trade Centre is home to different branding and advertising signage that will surely put your brand ahead of the competition. A wide selection of branding sites will be available upon request.

To know more about the sponsorship opportunities and tailor-made sponsorship packages, please contact:

2017 Sponsors:

Diamond Sponsor & Official Tyre Partner  GROWING TOGETHER	Gold Sponsor & Official Lubricant Partner  CALTEX	Gold Sponsor & Official Bearing Partner  mineral circles bearings	Gold Sponsors  New East 	
Silver Sponsor  nasiol gulf LOVE & PROTECT THE ORIGINAL	Bronze Sponsors  HARDEX  OSCAR  HARDEX PREMIUM BRAKES  müller			Lead Freezone Partner  DUBAI FREE ZONE
Country Pavilion Partners  ISTANBUL CHAMBER OF COMMERCE  Turkey Discover the potential  TAIWAN  Indian engineering				

Complimentary Promotional Services

The Automechanika Dubai 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. It may be that we can 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.

Interested in launching a new product? Our New Product Showcase will be just the right platform

Find out how we can support your brand for a new product launch or to gain additional exposure for new innovations. Your products and innovations could be physically displayed at a prominent location within the show while also being promoted via the show's email marketing campaign to potential visitors. Get in touch with us at automechanika@uae.messefrankfurt.com

Promotion Digital Portal (PD Portal)

As part of our efforts to ensure that you have a successful exhibition experience, we have a 'PD Portal' for Automechanika Dubai 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 Dubai 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 invite your customers to your stand

Business Matchmaking Program

Automechanika Dubai facilitates Business Matchmaking, which comes absolutely free of cost, for its exhibitors and visitors. 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 and pre-registered visitors will be notified three months before the show with further details.


- 1. ENTER YOUR SHOW CATALOGUE ENTRY**
Once you receive your E-net Login details, ensure you enter your show catalogue entry. This will be used as your company profile for visitors to view on our system.
- 2. LOOK FOR YOUR USERNAME AND PASSWORD**
Our team will send you the log-in details to access the Business Matchmaking System. Review and complete the rest of your profile using additional filters such as company name, country, etc.
- 3. VIEW PERSONALISED VISITOR MATCHING REPORT**
Once the profile is submitted, receive a list of visitors matching your business interests / preferences.
- 4. ACCESS AND SCHEDULE MEETINGS VIA THE ONLINE DIARY**
Connect and schedule multiple meetings with visitors who have similar business interests. Any changes to your meeting schedule will be updated in real-time on your Online Diary.
- 5. PLAN YOUR VISIT TO THE EXHIBITION!**
Prepare your itinerary for three days of endless possibilities at Automechanika Dubai 2018.


2017 Business Matchmaking Information

Automechanika Dubai 2017 is the third consecutive year that features the Business Matchmaking platform as an integral part of the show..

 **16,544**
Profiles

 **92%**
Visitors

 **8%**
Exhibitors

 **5,428**
Meetings
took place

Confirmed exhibitors will be enrolled into the Business Matchmaking Program and will receive a list of their top 10 matches. This helps exhibitors to receive a list of potential visitors that meet the exhibitor's profile and can directly schedule meetings with the visitors from their emails without having to log in to the system.



Roadshow



For the past 3 years, Automechanika Dubai has been engaging in a new concept – Roadshows. These events target important markets within the region, not only for the show development, but also to offer our clients the opportunity to enter in, develop and/or increase their presence in these markets. **Previous Roadshows have covered; Egypt, Ethiopia, Iran, Kazakhstan, Kenya, Morocco, Oman, Saudi Arabia, Tunisia, Uzbekistan. Upcoming roadshows for the 2017/2018 season include Iran, Kuwait and West Africa.**

Roadshow partners are offered the opportunity to be part of these exciting shows for an affordable cost. This is a great way to increase the company profile in these target markets by enhancing the brand image, developing new relationships, meeting the industry and compiling important market information. Speakers at the events share information on the industry in the form of statistics, data and case studies. Roadshow partners walk away with new contacts and more importantly local market knowledge.

Costs – Per Destination (Per city if applicable)

Roadshow Partner USD 2,000

- Table top stand to display products/brochures
- 2 roll up banners placed by the table top
- Logo on website as Roadshow Partner
- Logo on all related marketing collateral as Roadshow Partner
- Logo in all related Roadshow mailings

*flight/visa/accommodation are booked separately by the participating company for their delegate(s)

Abdelrahman Kurdieh

Exhibition Brand Development Manager

Tel : +971 4 3894 589

Mobile : +971 56 1746276

abdelrahman.kurdieh@uae.messefrankfurt.com

Fringe Programmes



Academy

Spare Parts and Maintenance Conference

The Automechanika Academy is considered to be an integral platform for the industry with the participation of over 100 high-profile delegates alongside international experts, relevant government authorities and key industry players to discuss the most pressing issues and analyse the changing trends in the market. Join us at the Academy at Automechanika Dubai 2018 and stay updated on what's new and the way forward for the automotive aftermarket industry in the region.

Check our web page for the latest updates
www.automechanikaDubai.com/Academy

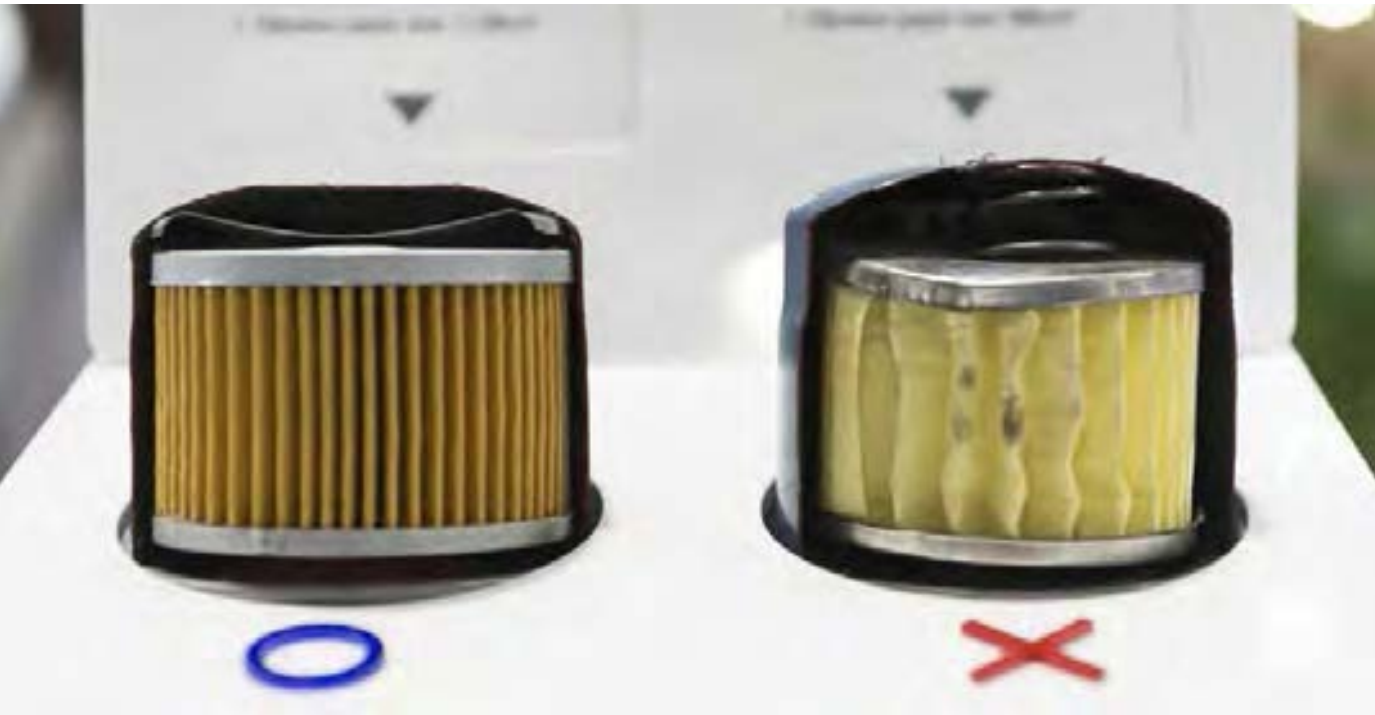
Network

Automechanika Dubai 2016 featured the launch of the Automechanika Network brand during the show. Previously, the Network had been organised twice per year to cover important topics in the industry. At the show, Saudi Arabia and Iran were the two focus markets with expert speakers sharing information, data and personal reflections on how to do business there. Also, the Africa Buyer Seller Meet was co-organised with Gateway Marketing to bring together an important visitor base to the show. All three events had a secondary purpose which was to connect the businessmen from those regions with companies who are looking to expand into those markets.

Visit our website below for more information
www.automechanikaDubai.com/Network



Messe Frankfurt Against Copying



Besides causing considerable economic losses for the companies affected, counterfeit products also represent a danger to road-traffic safety. Many motorists are unaware of the fact that the use of inferior-quality automobile parts can endanger both themselves and others. Thus, with our campaign against product piracy, Messe Frankfurt is making a contribution to safer roads.

Messe Frankfurt advises and supports exhibitors in the fight against product piracy. For exhibitors, it is extremely important that they take steps before the show to prevent unpleasant surprises during the event. They should first register their trademarks with the Ministry of Economy and then make an appropriate application to the customs authorities who can then stop suspicious consignments, investigate, take samples and destroy copies.

Messe Frankfurt Middle East GmbH is a member of the Brand Owners' Protection Group (BPG) in Dubai. The Brand Owners' Protection Group seeks the enforcement of intellectual property laws, copyright, patent and trademark protection, and licensing laws in order to protect consumers from counterfeits and all other forms of illicit trade.

To offer exhibitors support for their legal matters, Messe Frankfurt sets up an on-site legal service during the exhibition. Lawyers from the law firm Meyer-Reumann & Partners will provide you with immediate assistance if required. Their online portal for registered exhibitors of Automechanika Dubai provides a databank where you can upload necessary documents and have access to a question and answer facility. For more information, please email ip@uae.messefrankfurt.com



Exhibitor Checklist

Important Dates	Information	Contact Person	Documents Sent?
August to November 2017	Submit application before September 30 th , 2017 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)	Mariam Sharashenidze Show Manager, Accessories & Customizing mariam.sharashenidze@uae.messefrankfurt.com Rudolph Anand Sales Manager, Tyres & Batteries rudolph.anand@uae.messefrankfurt.com Sheree Ann Fernando Sales Manager Parts & Components, Electronics & Systems sheree-ann.fernando@uae.messefrankfurt.com Tommy Le Sales Coordinator Parts & Components, Electronics & Systems tommy.le@uae.messefrankfurt.com Gil Duran Sales Coordinator Repair & Maintenance, Car Wash, Care & Reconditioning gil.duran@uae.messefrankfurt.com	<input type="checkbox"/>
	Submit PR information: - Press Release - Product Launches - News	Gareth Wright Head of Public Relations gareth.wright@uae.messefrankfurt.com Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
	Submit stand construction orders	Wenonah Parkes Head of Additional Exhibition Services wenonah.parkes@uae.messefrankfurt.com	<input type="checkbox"/>
December 2017	Order Visitor Invitations 6 months prior to show date (orders are free of charge and placed through PD Portal software)	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
January 2018	Distribute Visitor Invitations to client database	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
February 2018	Online Exhibitor Manual access will be provided to you	Angel Agnes Moniz Operations Coordinator angel.moniz@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete Show Catalogue entry details online	Angel Agnes Moniz Operations Coordinator angel.moniz@uae.messefrankfurt.com	<input type="checkbox"/>
	Begin utilising our Business Matchmaking tool for meeting setup during the show	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete online details for: - Exhibitor Badges - Exhibitor Party	Angel Agnes Moniz Operations Coordinator angel.moniz@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete online forms for additional requirements: - Hostesses - Furniture - Catering - Electricity/Water	Angel Agnes Moniz Operations Coordinator angel.moniz@uae.messefrankfurt.com	<input type="checkbox"/>
April 28 - 30, 2018	Stand Assembly Access Space Only Exhibitors	Angel Agnes Moniz Operations Coordinator angel.moniz@uae.messefrankfurt.com Wenonah Parkes Head of Additional Exhibition Services wenonah.parkes@uae.messefrankfurt.com	<input type="checkbox"/>
April 29 - 30, 2018	Stand Assembly Access Maxima/Maxima Plus Exhibitors	Wenonah Parkes Head of Additional Exhibition Services wenonah.parkes@uae.messefrankfurt.com	<input type="checkbox"/>
May 1 st - May 3 rd , 2018	Automechanika Dubai 2018 Show Showtime: 10am - 7pm		N/A
May 2 nd - May 3 rd , 2018	Exhibitor Survey distribution (please fill and return)		<input type="checkbox"/>
	Booking Form (re-book to guarantee your location for 2019)		<input type="checkbox"/>
May 3 rd - May 4 th , 2018	Show Breakdown & Stand Disassembly (all valuables and products must be removed on May 3 rd ASAP after the show closes)		N/A

Dubai: Business, tourism and beyond

Just five hours from Europe and Asia, Dubai makes for the perfect city break thanks to its superb beaches, exceptionally competitive shopping and exciting nightlife. Thanks to its infrastructure, tourist amenities and relatively liberal policies, Dubai has managed to shine brighter than any other city in the world.

Having expanded along both banks of the creek, Dubai is divided into two parts – Bur Dubai on one and Deira on the other side. Each part has its share of fine mosques and busy souks, beach parks, public buildings, hotels, office towers, banks, apartments and villas.

Visitors to Dubai can enjoy world class facilities including golf courses, spas, shopping malls and skiing, dip their toes in the waters of the Gulf or just take in the beat of the city. Dubai blends the old-world charm of Arabia with an ultramodern way of life. Here dusty villages and ancient houses sit beside luxurious residential districts and skyscraper business towers as well as shopping malls and fine restaurants.

automechanika



Automechanika Dubai
P.O. Box 26761, Dubai, UAE
Tel. +971 4 389 45 00
Fax +971 4 358 55 22
automechanika@uae.messefrankfurt.com
www.automechanikaDubai.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international sales partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138 trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.

Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

About Messe Frankfurt Middle East GmbH

The portfolio of events for Messe Frankfurt Middle East includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Intersec Saudi Arabia, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Paperworld Middle East, and Prolight + Sound Middle East. The subsidiary also organises a series of conferences and seminars including the BOHS Worker Health Protection Conference, the Business in Beauty Summit, the Light Middle East Conference, Smart Traffic Middle East, and Future Mobility.

For more information, please visit our website at www.messefrankfurtme.com

*Preliminary figures for 2016

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
www.messefrankfurtme.com

