

automechanika

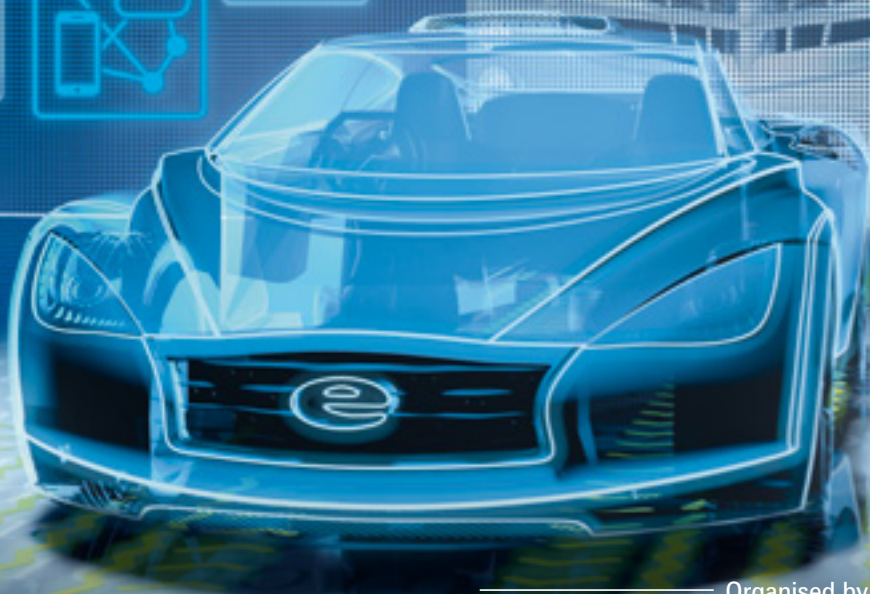
JEDDAH

Saudi Arabia's leading regional trade fair for the automotive service industry targeting trade visitors from Saudi Arabia

**The only trade platform that
caters to the entire Saudi Arabian
automotive aftermarket**

26 – 28 February 2019

www.amJeddah.com



Organised by

ACE
EXHIBITIONS
الحارثي للمعارض



messe frankfurt

Be present in Saudi Arabia's only automotive aftermarket exhibition

Automechanika is the world's leading and most successful trade fair for the automotive industry, with 17 shows across the globe, backed worldwide by around 20,000 exhibitors, 600,000 trade visitors and 47 years of experience.



8,000+
Square Metres

The unprecedented success of Automechanika Jeddah in 2016 and 2017 was a testament not only to the potential of the Saudi Arabian automotive aftermarket industry, but also to the enthusiasm of exhibitors and trade visitors alike.



150+ Exhibitors

The show returns to Jeddah following a successful launch edition in Riyadh in 2018. Going forward, the show will alternate between both cities. This strategy will offer our exhibitors the benefit of added exposure while also diversifying the visitor base of the show.



20+ Countries

In an unprecedented occurrence world-wide and by virtue of a royal decree, women will become eligible to drive in June 2018 in Saudi Arabia. Potentially nine million new drivers will be added to the country's roads which will in turn have a positive growth effect on the automotive aftermarket opening up opportunities for new business.



4,000+
Trade Visitors
from Saudi Arabia

Automechanika Jeddah is organised in partnership with Saudi-based Al-Harithy Company for Exhibitions (ACE), the Kingdom's leading event organiser and the first to own dedicated exhibition venues and organise international trade shows in the country. Over 30+ years, ACE has staged more than 500 successful exhibitions in Saudi Arabia, across a wide range of industry sectors.



5+
Country
Pavilions

“Blinker is happy to have had good results from Automechanika Riyadh and we're actually negotiating with some of the visitors now. It was our first time going to Saudi Arabia and things were good. We've always had good experience with Automechanika as we've been in Dubai and Moscow in exhibitions organised by them and the level is good.”

Anthony Younes

Blinker | *Sales Manager – Middle East & Africa*

“The launch edition of the Automechanika Riyadh has been extremely successful and it is a very well organised exhibition. We enjoyed many inspiring conversations with new potential clients and were impressed by the number of visitors and the great interest in our products shown by clients in Saudi Arabia – our latest target market. I would like to congratulate the entire team at Messe Frankfurt for an amazing and beyond successful inaugural show in Riyadh. We look forward to attend next year's show and many more to come.”

Eli Youssian

Giant Industrial Corp. | *Vice President*



Summary:

Automechanika Riyadh 2018



6,844
Gross sqm



146
Exhibitors



20
Countries



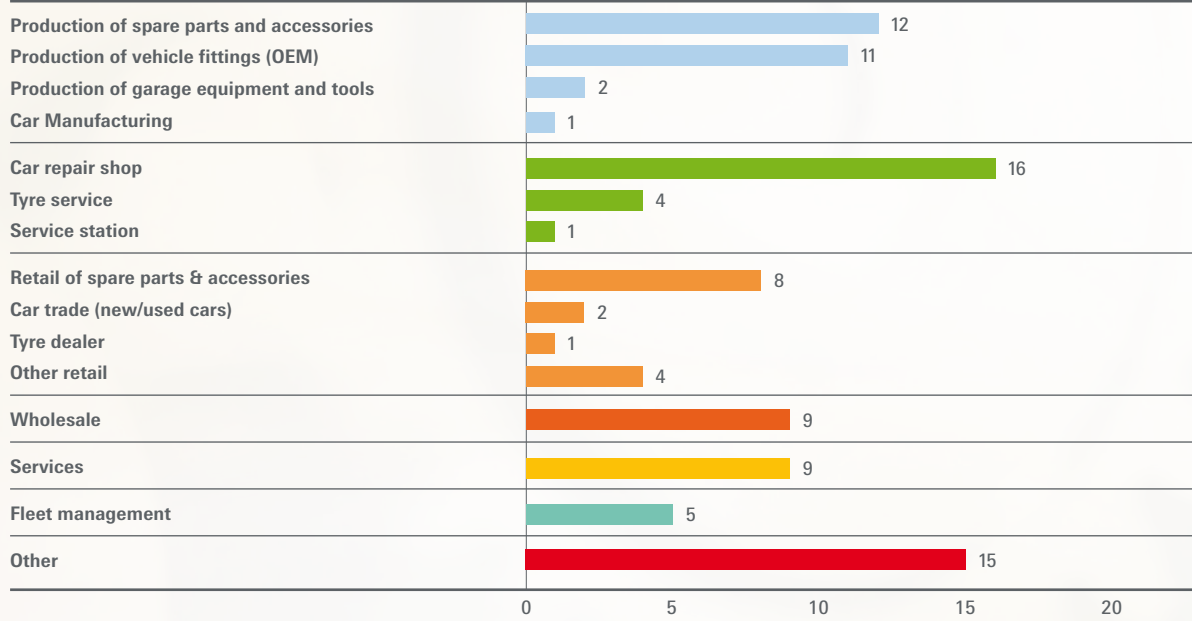
4,961
Trade Visitors
from Saudi Arabia



5
Country
Pavilions

Business sectors of companies

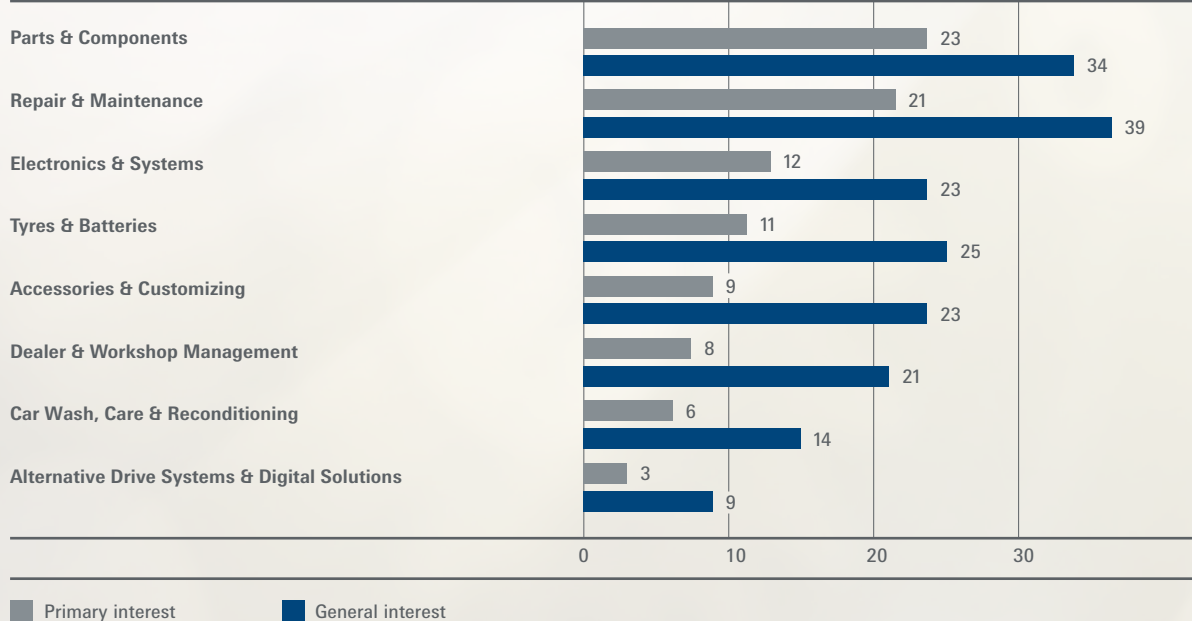
(all figures in %)



■ Industry: 26%
 ■ Car repair shop/ service station: 21%
 ■ Retail: 15%
 ■ Wholesale: 9%
 ■ Service: 9%
 ■ Fleet management: 5%

Interest in the product range

(all figures in %)



■ Primary interest
 ■ General interest

Visitor Statistics:

93% visitors from Saudi Arabia

43% initiating new business relationships

68% visitors from top management

36% prepare and conduct purchases



Automechanika Jeddah:

Your entry point to the Saudi Arabian market

Saudi Arabia: Background

- Import-dependent and the largest importer of vehicles and auto parts in the region
- Vehicle assembly already in operation and complete manufacturing line commenced in 2017
- High-value automotive aftermarket with great demand and less congestion of competition, making it an ideal market
- Vehicle parc stats: Japanese 50%, American 25%, Korean 15%, European and Others 10%
- Vehicle sales: Japanese 54%, Korean 25%, American 16%, European 3%, Others 2%
- 650,000 vehicle sales in 2017; 84% passenger vehicles and 16% commercial vehicles
(Data courtesy of TechSci Research)
- Royal decree allowing ladies to drive will potentially add nine million drivers to the road, growing both the vehicle sales and automotive aftermarket in the Kingdom and bringing back 33 billion SAR into the Saudi Arabian economy (Arab News)

Jeddah: Focus

- The Kingdom's thriving business centre with many headquarters and branch offices of automotive aftermarket companies situated in Jeddah
- More than 1,700 automotive aftermarket companies are found in Jeddah
- West region retail market numbers:
 - Car tyres – 38%
 - Vehicle engine oils – 38%
 - Starter batteries – 33%*(Data courtesy of GfK Middle East-Point of Sales Retail Tracking)*
- Jeddah serves as the main sourcing center for the surrounding cities in the Western region such as Mecca, Medina, Taif, Yanbu and Tabuk
- The Western region is home to 38% of the Kingdom's population
(Data courtesy of Saudi government statistics)

Automechanika Jeddah: Benefits

- 150+ exhibitors expected from over 20 countries
- Exhibitor profile: manufacturers, distributors, wholesalers
- Over 4,000 domestic and international trade visitors expected, 90%+ of whom will be from Saudi Arabia
- Visitor profile: manufacturers, distributors, dealers, agents, wholesalers, retailers, government personnel, key buyers and media
- The option to alternate between Jeddah and Riyadh every consecutive year will cover the Kingdom's market as a whole and will provide opportunities to companies in the three regions to cover the entire market
- The one and only platform to reach the entire Saudi Arabian automotive aftermarket industry



Market Data

In 2017, Saudi Arabia had approximately 8.4 million vehicles in operation, both passenger and commercial vehicles, estimated to reach 10 million by 2025**

(Data courtesy of Frost & Sullivan)



Automechanika is very important for our company because the show helps us bring customers from our field to us. We have had very good success with Automechanika. Riyadh has been very good for us, the advertisement has been great and the footfall has been extremely satisfying – more than we expected for Automechanika Riyadh.

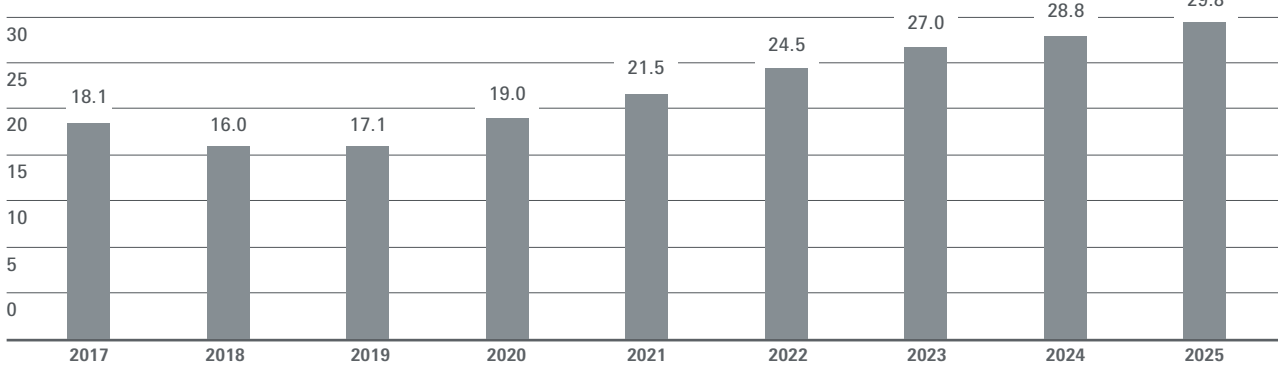


Scott Sobie

Mustang Dynamometer | Sales Manager

Automotive Spare Parts Market Size Projections (KSA), 2017 – 2025

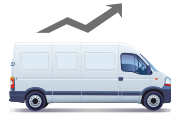
Number in billions SAR



**Data courtesy of Frost & Sullivan

Market revenues split between parts for passenger vehicles (PVs) and commercial vehicles (CVs)

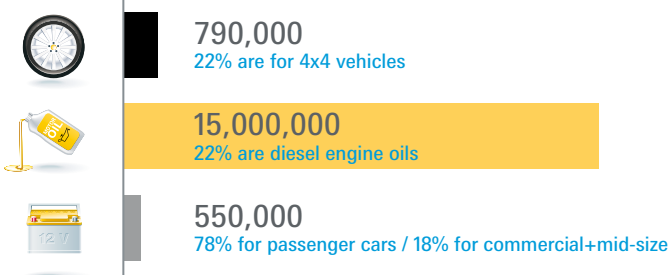
SAR **16.4** billion in 2015  SAR **22.4** billion in 2021

SAR **8.6** billion in 2015  SAR **11.3** billion in 2021

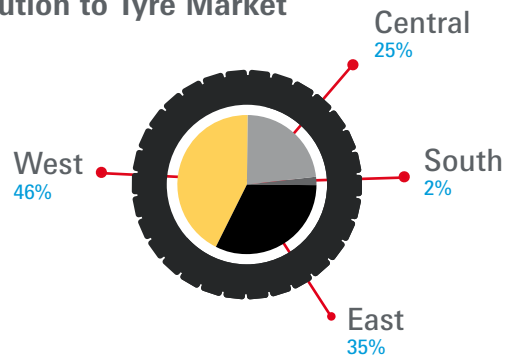
**data courtesy of Frost & Sullivan

Automotive Market Insights – Retail

Average Monthly Sales



Contribution to Tyre Market



	WEST	SOUTH	CENTRAL	EAST
Average Engine Oil Sale per Month	1,900 litres	1,500 litres	1,400 litres	1,300 litres
Average Selling Price – Batteries	64 USD	64 USD	65 USD	68 USD



**Data courtesy of GfK Middle East- Point of Sales Retail Tracking

Product Groups

Automechanika Jeddah is made up of eight distinct product sections

Parts & Components

Powertrain, Chassis, Body, Standard Parts, Interior, Charging Accessories, Regenerated, Restored and Renewed Parts for Cars and Commercial Vehicles, Industry Institutions and Specialist Publishers

Electronics & Systems

Engine Electronics, Vehicle Lighting, Electrical Systems, Comfort Electronics, Industry Institutions and Specialist Publishers

Accessories & Customizing

General Accessories for Motor Vehicles, Technical Customizing, Visual Customizing, Infotainment, Special Vehicles, Equipment, Assemblies and Modifications, Trailers for Cars and Small Commercial Vehicles, Spare and Accessory Parts for Trailers, Industry Institutions and Specialist Publishers

Repair & Maintenance

Workshop Equipment and Tools, Bodywork Repair, Paintwork and Corrosion Protection, Towing Equipment/ Maintenance and Repair Of Vehicle Superstructures, Waste Disposal and Recycling, Workshop Safety and Ergonomic Workshops, Workshop and Dealership Equipment, Oils and Lubricants, Industry Institutions and Specialist Publishers

Dealer & Workshop Management

Workshop/Dealership/Filling Station Planning and Construction, Dealer Management Systems, Workshop Management, Basic and Advanced Training, Workshop and Dealership Marketing, Internet Service Providers and Vehicle Marts, Economic Regeneration, Cluster Initiatives, Industry Institutions and Specialist Publishers

Car Wash, Care & Reconditioning

Washing, Vehicle Care, Vehicle Preparation, Filling Station Equipment, Industry Institutions and Specialist Publishers

Alternative Drive Systems & Digital Solutions

Electromobility and Other Alternative Drive Systems, Connected Cars and Vehicle Safety, Mobility Services, New Workshop Technologies, Cluster Initiatives and Economic Support, Industry Institutions and Specialist Publishers

Tyres & Batteries

Passenger/Truck/Bus/Trailer/Industrial/Agricultural Tyres, Tyre Repair Materials, Re-treading Equipment, Patches, Rims, Tubes, Casings, Batteries



**Truck
Competence**

Truck Competence got 53% of the visitors' focus at Automechanika Jeddah 2017

The increased emphasis on Truck Competence, which is being implemented across the Automechanika exhibitions globally, has a strong visitor focus in Saudi Arabia with 53% of visitors showing interest in this segment.

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.



Marketing & PR

Start spreading the news and attracting visitors to your stand!

Our in-house Marketing & PR manager runs a continuous 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 or even feature it on the website based on the relevant content shared.

Promotion Digital Portal (PD Portal)

As part of our efforts to ensure that you have a successful exhibition experience, we have designed marketing tools that can be used via the 'PD Portal' for Automechanika Jeddah. This website platform contains a number of FREE tools that you could use to promote your presence at the exhibition.

- **Editorial content** – Submit information about the brands, products and services you plan to showcase at the show to our visitor database and gain more exposure
- **Printed invitations** – Receive free, eye-catching invitations to welcome your customers to your stand.
- **E-card / Personalised e-card** – Personalise invitations with your logo and stand details and forward them to your customers.
- **Personalised email signature** – Personalise this by adding your stand number and attaching it to all your emails
- **Online banner** – You can add this to your website or even to your emails
- **Invitation letter / Fax invitation** – You can use these to invite existing and potential clients to your stand

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

- 1) Log on to 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)	USD 485 per sqm
Corner Stand (two sides open)	USD 495 per sqm
Peninsula Stand (three sides open)	USD 505 per sqm
Island Stand (four sides open)	USD 515 per sqm
Second floor in double storey stands	USD 150 per sqm

***pricing excludes 5% VAT**

Early Bird discount

5% off space-only price for bookings received by 31st May 2018.

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 1st September 2018).

One Price Policy

Book for Automechanika Dubai + Jeddah in 2019 to avail the One Price Policy.



Additional Services

Sponsorship Opportunities

Your brand can go places if it has a good starting point.

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

Sponsoring specific areas of the hall or availing 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 select sponsorship packages.

Online Opportunities • On-site Advertising, Area Branding & Signage • Digital Advertising • Special Feature Branding

To know more about the available branding and advertising opportunities, please feel free to contact us with subject line: Automechanika Jeddah

International exhibitors:

Arthur Tolentino

Head of Sponsorship

Tel: + 971 4 38 94 567

Fax: + 971 4 35 85 533

Mob: + 971 50 65 48 992

arthur.tolentino@uae.messefrankfurt.com

Saudi exhibitors:

Mr. Hisham Numan

Sales Director

Mob: +966 55 039 0011

hisham@acexpos.com

Mr. Bilal Ismail

Show Manager

Mob: +966 56 797 8650

bilal@acexpos.com

Business Matchmaking

Automechanika Jeddah facilitates Business Matchmaking for its exhibitors and 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 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.



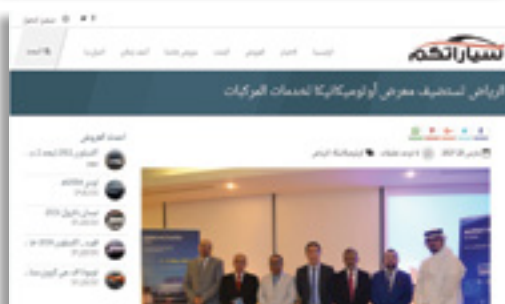
PLAN YOUR VISIT TO THE EXHIBITION!

Prepare your itinerary for three days of endless possibilities at Automechanika Jeddah 2019.

Exhibitor Checklist

Important Dates	Information	Contact Person	Documents Sent
May – September 2018	Submit application before 31 st May 2018 to avail Early Bird discount. 30% of payment must be made; remaining 70% must be settled no later than 1 st September 2018.	For International Exhibitors Abdelrahman Kurdieh Project Manager abdelrahman.kurdieh@uae.messefrankfurt.com For Domestic Exhibitors in Saudi Arabia Hisham Numan Sales Director hisham@acexpos.com Bilal Ismail Show Manager bilal@acexpos.com	<input type="checkbox"/>
	Submit PR information: – Press Release – Product Launches – News	Gareth Wright PR Manager gareth.wright@uae.messefrankfurt.com Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
	Submit stand construction orders	Wajahat Mohiuddin Operations Manager wajahat@acexpos.com	<input type="checkbox"/>
	Receive your copy of the Exhibitor Manual and complete mandatory and optional forms for additional requirements	Abdelrahman Kurdieh Project Manager abdelrahman.kurdieh@uae.messefrankfurt.com	<input type="checkbox"/>
October 2018	Order Visitor Invitations four months prior to show date (orders are free of charge and placed through PD Portal software) Distribute Visitor Invitations to client database	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
	Complete Show Catalogue entry details online	Gavin Morlini Interim Operations Director gavin.morlini@uae.messefrankfurt.com	<input type="checkbox"/>
	Begin utilising Business Matchmaking tool to set up meetings during the show	Christina Marshall Marketing Manager christina.marshall@uae.messefrankfurt.com	<input type="checkbox"/>
23 – 25 February 2019	Stand Assembly Access Space Only Exhibitors	Gavin Morlini Interim Operations Director gavin.morlini@uae.messefrankfurt.com Wajahat Mohiuddin Operations Manager wajahat@acexpos.com	<input type="checkbox"/>
24 – 25 February 2019	Stand Assembly Access Shell Scheme Exhibitors	Wajahat Mohiuddin Operations Manager wajahat@acexpos.com	<input type="checkbox"/>
26 – 28 February 2019	Automechanika Jeddah 2019 Show		<input type="checkbox"/>
27 – 28 February 2019	Exhibitor Survey distribution (please fill and return)		<input type="checkbox"/>
27 – 28 February 2019	Booking Form (re-book to guarantee your location for 2021)	For International Exhibitors Abdelrahman Kurdieh Project Manager abdelrahman.kurdieh@uae.messefrankfurt.com For Domestic Exhibitors Hisham Numan Sales Director hisham@acexpos.com Bilal Ismail Show Manager bilal@acexpos.com	<input type="checkbox"/>
1 – 2 March 2019	Show Breakdown & Stand Disassembly (all valuables and products must be removed on February 28 th ASAP after the show closes)		<input type="checkbox"/>

Media Coverage: Automechanika Riyadh 2018





Kingdom of Saudi Arabia's "Vision 2030"

With the launch of Vision 2030, by Prince Mohammad bin Salman bin Abdulaziz Al-Saud, Crown Prince and Chairman of the Council of Economic and Development Affairs, potential is now well defined and backed by the country's visionary leaders. The Vision 2030 document reveals a well-thought-out strategy that takes into consideration Saudi Arabia's strengths and its capabilities.

The focus on specific sectors is deliberate and evidently backed by a solid socio-economic rationale. The Crown Prince Mohammad identified the automotive industry as one of the favoured areas for support, all of which the Kingdom is either already a major consumer of or regionally well-placed to be a hub for re-export. The future is now!



Events driving Mobility & Logistics



Automotive

Astana

KIAE – Kazakhstan
International Automotive
Expo supported by
Automechanika

Atlanta

NACE Automechanika
Atlanta

Austin

Connected Mobility
Conference

Beijing

AMR – Auto
Maintenance & Repair
Expo

Birmingham

Automechanika
Birmingham
licensed to Forest
Exhibition Ltd.

Buenos Aires

Automechanika
Buenos Aires
ExpoMotocicleta

Cape Town

Cape automotive forum
Cape Town International
Boat Show

Chengdu

CAPAS Chengdu

Chennai

Automotive Engineering
Show Chennai

Chicago

NACE
Automechanika Chicago

Dubai

Automechanika Dubai
Future Mobility
Conference

Frankfurt

Automechanika
Frankfurt

REIFEN

co-located show
Connected Mobility
Conference

Ho Chi Minh City

Automechanika
Ho Chi Minh City

Istanbul

Automechanika Istanbul
MotoBike Istanbul

Jeddah

Automechanika Jeddah

Johannesburg

Automechanika
Johannesburg
Festival of Motoring
Johannesburg
Futuroad Expo
Johannesburg

Kazan

TIAF – Tatarstan
International Automotive
Forum supported by
Automechanika

Kuala Lumpur

Automechanika
Kuala Lumpur

Madrid

Motortec
Automechanika
Madrid licensed to
IFEMA

Mexico City

INA PAACE
Automechanika
Mexico City

Moscow

MIMS Automechanika
Moscow
IMAF – International
Moscow Automotive
Forum
Busworld Russia
powered by Autotrans
Comtrans

New Delhi

ACMA Automechanika
New Delhi

Riyadh

Automechanika Riyadh

Shanghai

Automechanika
Shanghai
Connected Mobility
Conference

About the Organisers

Company profile

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. 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). *Preliminary figures for 2017

Further information:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

About Messe Frankfurt Middle East GmbH

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, the Business in Beauty Summit, Think Light, and the International Conference on Future Mobility. For more information, please visit our website at www.messefrankfurtme.com

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About ACE Expos

Al Harithy Company for Exhibitions (ACE Expos) is a full services event management company headquartered in Jeddah, Saudi Arabia. Established over 30 years ago, we are proud to be the pioneers in exhibition venues and the organizers of international trade shows Kingdom-wide spanning multiple industries and sectors. ACE Expos has also played an international role in organising exhibitions in the United Kingdom, Lebanon and Uzbekistan; we handle a diverse portfolio, offering 360-degree solutions to a number of industries, encompassing Event Management, Promotions, Exhibitions and Event Communications. Our team boasts over 100 skilled professionals and more than 500 successful exhibitions to date, a fact that establishes ACE Expos' competitive edge.

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