

Press

EPOC Messe Frankfurt GmbH
Automechanika Middle East
Dubai International Convention and Exhibition Centre, UAE
June 1st – 3rd, 2008
www.automechanikame.com

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AUTOMECHANIKA MIDDLE EAST CONCLUDES ON A HIGH NOTE

Region's largest Auto Aftermarket exhibition registers 30% growth with 18,500 trade visitors

(Dubai, June 2008) Exhibitors, trade visitors and analysts were unanimous in their verdict that Automechanika Middle East had lived up to its expectations as the Middle East region's largest automobile aftermarket show as visitor footfall crossed the 18,500 mark as more than 950 exhibitors from 45 countries conducted business during the three-day event registering a 30% growth over last year's figures.

"Feedback from over 90% of the visitors has been positive. A spot survey conducted during the event indicated that 91% of the visitors who attended the show attained their trade objectives," remarked Eckhard Pruy, CEO of EPOC Messe Frankfurt GmbH, organizers of the event. "The survey also revealed that 70 per cent of this year's visitors were repeat trade visitors from last year," he said.

Automechanika Middle East is the largest event for the rapidly developing automotive aftermarket in the wider Middle East and Africa. The event covers the full range of parts for motor vehicles, as well as components for the drive, chassis, body, electrics and electronic groups, equipment for vehicle service and repair, bodywork repair and painting, tyres, batteries and performance systems.

Automechanika Middle East enjoys extensive industry support from 23 of the leading international associations and export promotion agencies from Europe, the United States, South America, Africa and Asia.

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Show Profile:

Automechanika Middle East is the leading event for the rapidly developing automotive aftermarket in the wider Middle East and Africa. The trade fair is covers the full range of parts for motor vehicles, as well as components for the drive, chassis, body, electrics and electronic groups, equipment for vehicle service and repair, bodywork repair and painting, tyres, batteries and performance systems. Automechanika Middle East is the perfect platform to meet new contacts, discuss new trends and technological developments, keep up to date with industry knowledge and source new products and solutions from world over. Show website: www.automechanikaME.com

Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, the world's largest trade fair organizer with its own fairground. It conducts over 150 events worldwide with 15 subsidiaries across Europe, Asia, America, Africa and the Middle East, and brings 800 years of experience to Dubai, the strategic hub for the region.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai include: Intersec Middle East, Materials Handling+Logistics Middle East, Hardware+Tools Middle East, Garden+Landscaping Middle East, ISH kitchen+bath Middle East, Light Middle East, Beautyworld Middle East, Wellness & Spas Middle East, International CES/hometech, Automechanika Middle East, and the Middle East Toy Fair.