

Press release

2 April 2020

Automechanika Dubai postponed to October 2020

Exhibitor, visitor safety and wellbeing highest priority for show organiser Messe Frankfurt Middle East amid Covid-19 pandemic

Dubai, UAE: Automechanika Dubai, the Middle East and Africa's largest trade fair for the automotive service industry, has been postponed to October 2020, organiser Messe Frankfurt Middle East announced today (2 April 2020).

The 18th edition of the annual three-day event, which was scheduled to run from 7-9 June 2020, will now take place from 19-21 October 2020 at the Dubai World Trade Centre.

The postponement comes in response to the Covid-19 pandemic, as containment measures restrict movement across international borders, and impact the global economy.

"We stand united with the entire automotive aftermarket industry as we navigate these challenging times," said Mahmut Gazi Bilikozen, Show Director for Automechanika Dubai.

"Automechanika Dubai is truly a global event, and the uncertainty surrounding Covid-19 meant potentially thousands of stakeholders are limited in their ability to plan ahead and attend the show at its original dates in June.

"Confirming the new dates proved particularly challenging on account of the show's size coupled with a very busy events' schedule at the venue toward the end of the year, however we're confident we've settled on a date that is most suitable for all stakeholders."

Mr Bilikozen added: "Now, more than ever, it's important for the automotive aftermarket to come together and ensure business continuity. As passionate advocates for the social and economic benefits of meeting face to face at events, we're committed to staging another successful show in October."

Messe Frankfurt Middle East
Dubai, United Arab Emirates

“Our first priority is also to the health and well-being of our exhibitors and visitors. We’re therefore taking the sensible precautionary response, while carefully watching and taking the advice of the relevant local and global authorities. We’re working hard to ensure that all the appropriate health and safety measures will be in place for the show later this year.”

Automechanika Dubai covers the six major product sections of Parts & Components and Electronics & Systems; Accessories & Customizing; Tyres & Batteries; Repair & Maintenance; and Car Wash, Care & Reconditioning.

This year’s event will showcase a number of exciting elements such as the Automechanika Academy, the Modern Workshop, and the Innovation Zone, which will keep the many thousands of trade buyers and industry professionals in tune with new market developments.

The Innovation Zone is a dedicated area at the centre of the show floor featuring presentations and product showcases from exhibitors that are steering the course for the regional and global automotive aftermarket.

Other features include the Truck Competence initiative, dedicated to the entire value chain in the truck sector, from truck parts and accessories, to workshop equipment, body repairs and care.

The Automechanika Academy meanwhile will feature key presentations such as Dubai’s auto parts and accessories trade in 2019 by the Dubai Customs, as well as AfriConnections, which explores rising opportunities in the African aftermarket.

Automechanika Dubai is one of 15 instalments in 14 countries of Automechanika – the most successful automotive aftermarket trade fair brand in the world.

More information is available at: www.automechanikadubai.com

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Press information and images:

<https://automechanika-dubai.ae.messefrankfurt.com/dubai/en/press.html>

Automechanika Dubai in social media:

Facebook: www.facebook.com/AutomechanikaDu

Twitter: www.twitter.com/automechanikaDu

YouTube: www.youtube.com/channel/UCpUHjMCIYZtOyLfs0-t6oUQ

Instagram: www.instagram.com/automechanikadu/

LinkedIn: www.linkedin.com/company/automechanikadu/

Automechanika Dubai
19-21 October 2020
Dubai World Trade Centre

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own

exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of some €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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

* Preliminary figures for 2019

About Messe Frankfurt Middle East

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, Gifts & Lifestyle 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, and SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including Digital Next, Think Light, and the International Conference on Future Mobility. In 2019, Messe Frankfurt Middle East exhibitions combined featured 6,282 exhibitors from 68 countries, and attracted 150,545 visitors from 156 countries. For more information, please visit our website at www.messefrankfurtme.com

Automechanika Dubai
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