

# Press Release

28.03.2023

## **Key actors of the automotive aftermarket industry will meet at Automechanika Istanbul for the 16th edition!**

The world's no.1 trade fair brand for the automotive aftermarket industry, Automechanika's largest trade platform in the region where continents meet, Automechanika Istanbul 2023 is eagerly awaited by the entire automotive aftersales industry.

Automechanika Istanbul, which brought automotive industry professionals from all over the world together for the 15th time last year which achieved significant success by hosting 825 exhibitors from 28 different countries and a total of 48,354 industry professionals from 141 countries. The fair aims to break a new record by reaching over 1,000 exhibitors and over 50,000 visitors this time at its big meeting to be held at Istanbul TUYAP Fair and Congress Center on 8-11 June 2023.

Automechanika Istanbul will also contribute to the development of the region which got affected by the earthquakes of February 6th, by working closely with institutions and organizations in Türkiye together with its global business partners.

## **Automechanika: More than 50 years of experience in the automotive aftermarket industry**

Automechanika brand has a history of more than 50 years which first started in Frankfurt in 1971. Today, Automechanika trade fairs are held in 13 different cities around the world, including Istanbul since 2001 with a unique feature that brings the continents of Europe, Asia and Africa together. Organized by the partnership of Messe Frankfurt and Deutsche Messe which are the two giant companies of the global events industry, Automechanika Istanbul 2023 will be held at Istanbul TUYAP Fair and Congress Center between June 8th and 11th. The exhibitor allocations of Automechanika Istanbul 2023 is now complete and the main theme of the trade fair will be "sustainability".

### **Automotive aftermarket sector aims higher in exports in 2023**

The automotive industry has a share of approximately 13% in Türkiye's exports and aims to increase its exports to countries such as Germany, France, UK, USA, Poland and Belgium to reach an annual volume of over 30 billion USD. Industry players with product categories such as parts and systems, troubleshooting and repair, accessories and customization, electronics and connectivity, car wash and maintenance center, dealer and workshop management, alternative driving systems & fuels and lubricants achieve growth in export sales and volume by taking part in Automechanika Istanbul regularly for 15 years. The automotive aftermarket industry reached export volumes of 25.5 billion USD in 2020, 29.3 billion USD in 2021 and 30 billion USD in 2022 while global trade was in trouble due to the pandemic. The industry now plans to set the bar higher with the business potential generated by Automechanika Istanbul.

### **The theme of “sustainability” will be highlighted at Automechanika Istanbul 2023**

As the automotive industry focuses more on sustainability with the impact of supply chains, the climate crisis and the change in consumer preferences around the world, sustainability-oriented approaches in the supply chain, employment and production policies will be highlighted at Automechanika Istanbul 2023. The trade fair will present environmentally friendly solutions of new-generation automotive aftermarket technologies and the changes in the automotive industry with an entirely new concept. In a special area called “Connection 4 Mobility”, Automechanika Istanbul 2023 will offer automotive industry professionals the opportunity to experience the spare parts, charging systems, software, workshop and service ecosystem physically.

### **Innovation 4 Mobility special area and Automechanika Academy programme will present the future of the industry**

In the special area of “Innovation 4 Mobility”, a wide range of content from autonomous driving to digital transformation, from connected vehicles to fuel systems will be presented to industry professionals at Automechanika Istanbul. In this special area, an exemplary service station, which will include all the necessary

after-sales equipment and eye-catching cars for an electric vehicle, can also be visited.

Thanks to the presentations, panels, trainings and workshops organized within the scope of Automechanika Istanbul, sector representatives will have the opportunity to evaluate the developments in the sector and comments on the future and contribute to their professional development. Automechanika Academy is now a traditionally important part of Automechanika Istanbul which consists of high standards of educational, informative and enlightening presentations, interviews and sessions with the participation of experts in their fields. The events held during the trade fair are aimed that the team members of R&D, design and production departments of large-scale regional and national automotive manufacturers get up-to-date information about the latest developments, know-how, trends and technologies in the sector.

For more information, please visit: [www.automechanika.com.tr](http://www.automechanika.com.tr)

#### **Our Partners & Contributors**

**AASA** – Automotive Aftersales Supplies Association, **APRA** – Automotive Parts Remanufacturers Association, **AKUDER** – Automotive Battery and Recycles Association, **ASA** – Automotive Service Equipment Manufacturers and Importers Association (Germany), **AUS Turkey** – Intelligent Transport Systems Association, **BEM** – German E-Mobility Association, **EGEA** – European Garage Equipment Association (Belgium), **FIGIEFA** – Federation of Automotive Aftermarket Distributors, **HDMA** – Heavy Duty Manufacturers Association, **Turkish Composites Manufacturers Association**, **MEMA** – Motor Equipment Manufacturers Association, **OAC** – Overseas Automotive Council, **OIB** - Automotive Industry Exporters' Association, **OSS** - Turkish Automotive Aftermarket Association, **TAYSAD** - Automotive Suppliers Association of Turkey, **TEHAD** – Turkish Electrical and Hybrid Vehicle Association, **Italian Chamber of Commerce in Turkey**, **ITO** – Istanbul Chamber of Commerce, **TOBFED** – Turkish Car Care Associations Federation, **TOSFED** – Turkish Automobile Sports Federation, **ZDK** – German Federation for Motor Trades and Repairs, **KOSGEB** – Small and Medium Enterprises Development Organization of Turkey, **IBIS** - International Bodyshop Industry Symposium