

Press Release

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Türkiye's largest international trade fair Automechanika Istanbul 2023 broke new records

The largest Automechanika Istanbul of all times which brings together the automotive aftermarket industry, has come to an end. 1,437 exhibitors from 41 countries and 10 country pavilions took part in the trade fair which was held in Istanbul TÜYAP Fair and Congress Center in cooperation with Messe Frankfurt Istanbul and Hannover Fairs Turkey, while a total of 58,024 trade visitors from all around the world visited the fair. The number of visitors increased by 20% compared to the last year's edition.

At Automechanika Istanbul, thousands of product and service groups were displayed in the categories of parts and systems, diagnostics and repairs, accessories and customization, electronics and connectivity, car wash and maintenance center, dealer and workshop management, alternative driving systems & fuels and lubricants. Automechanika Istanbul 2023 was held for the 16th time this year and contributed to the development of the sector by laying the groundwork for new collaborations between manufacturers and buyers for 4 days. The trade fair focused on the themes of sustainability, gender equality and future e-mobility technologies.

Automechanika Istanbul 2023: The meeting point of the continents for the automotive aftermarket industry

Automechanika Istanbul has proved its significance as a meeting point for the automotive industry not only in Türkiye but also globally. With the business opportunities Automechanika Istanbul has created since 2001, the show plays an important role in increasing Türkiye's automotive exports over 30 billion dollars annually. Automechanika Istanbul had a significant success by hosting 825 exhibitors from 28 different countries and a total of 48,354 industry professionals from 141 countries last year. This year, Automechanika Istanbul hosted 58,054 visitors from all over the world. Automechanika Istanbul, which was completed with high efficiency, had 10 different country pavilions from Germany, Spain, Korea, Czechia, China, Taiwan, Thailand, Hong Kong, Pakistan and India. At the same time, qualified buyers from countries such as Japan,

England, Egypt and Greece had the opportunity to have B2B meetings with exhibitors within the scope of the Buyer Delegation Program organized by the Automotive Exporters' Association (OIB).

The interest in the digital platform has increased thanks to the B2B matchmaking feature

Automechanika Istanbul digital platform, which was opened to the access of exhibitors and visitors before the trade fair, also attracted great attention from professionals. The number of professionals using the digital platform increased by 62% compared to the trade fair in 2022, thanks to its new features increased the efficiency of the trade fair. While the number of B2B meetings using the platform reached 280, the number of interactions made by users on the platform exceeded 60,000.

Sustainability was the top theme at Automechanika Istanbul 2023

With the effects of the climate and supply chain disruption showing more positive impact over Turkish automotive industry, the focus on sustainability-oriented studies in line with changing consumer preferences draws more attention. At Automechanika Istanbul 2023, brands focusing on sustainability in their supply chain, employment and production policies came to the fore. While sustainable production policies, success stories and gender equality in the automotive industry were addressed with the "Equality 4 Business" session, with the presentations and conversations held in the special program of "Automechanika Academy powered by Castrol", the latest technologies and equipment in the maintenance and repair of electric vehicles are displayed in 8 different stations. "Innovation 4 Mobility by BAKIRCI" special area also allowed all professionals to witness the transformation in the automotive industry closely.

While up-to-date information about the repair of electric vehicles was conveyed to professionals in the International Bodyshop Industry Symposium (IBIS) Forum area, the "Masters Challenge" program, prepared with the contributions of the Turkish Automotive Maintenance Associations Federation (TOBFED), also gave exhibitors and visitors a pleasant time.

The next edition of Automechanika Istanbul will take place from 23-26 May 2024

Türkiye's largest international trade fair, Automechanika Istanbul, which broke records with its total number of exhibitors, number of international exhibitors and total number of visitors, will be held again at Istanbul TÜYAP Fair and Congress Center from 23-26 May 2024.

For detailed information: 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