MIMS automechanika MOSCOW

23rd Russia’s Leading International Trade Fair for the Automotive Service Industry Targeting Trade Visitors from Russia and Eastern Europe

26–29 August 2019 • IEC “Expocentre”, Moscow

Post show report
About exhibition

Being the leading business platform in Russia and Eastern Europe, MIMS Automechanika Moscow gives you an opportunity to present your products and services to potential customers, to establish direct business contacts with representatives of companies engaged in manufacturing, repair and maintenance of automobiles, as well as enterprises of wholesale and retail trade in automotive components. Visitors of the exhibition have a chance to get acquainted with novelties and to select products required to solve their business tasks.

### Facts and figures

<table>
<thead>
<tr>
<th>Exhibitors</th>
<th>Visitors</th>
<th>Area of the exhibition</th>
<th>Business programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,403 companies from 36 countries</td>
<td>28,857 visitors from 66 countries and 77 regions of Russia in 4 days of the exhibition</td>
<td>50,500+ m²</td>
<td>300+ hours of business events</td>
</tr>
</tbody>
</table>
## Partners and sponsors

<table>
<thead>
<tr>
<th>Visitor Guide Sponsor</th>
<th>Registration Area Sponsor</th>
<th>Information Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valeo</td>
<td>Co-organiser of Autoservice Conference</td>
<td>[Logos and images of sponsors]</td>
</tr>
<tr>
<td>AEB (Association of European Businesses)</td>
<td>Country Partner of IMAF Forum</td>
<td></td>
</tr>
<tr>
<td>Partners of IMAF Forum</td>
<td>Co-organiser of IMAF Forum</td>
<td></td>
</tr>
<tr>
<td>General Internet Partner</td>
<td>Partner of Exhibition</td>
<td></td>
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<tr>
<td>auto.ru</td>
<td>Venue</td>
<td></td>
</tr>
</tbody>
</table>
Exhibitors

Exhibitors of MIMS Automechanika Moscow are domestic and foreign manufacturers and suppliers of automotive spare parts and components, equipment and goods for technical maintenance of automobiles interested in effective promotion of their products in the Russian market.

1,403 companies from 36 countries

National pavilions

Participants include

- AD Russia
- Auger
- BREMBO
- Contitech
- Federal Mogul
- Ferdinand Bilstein
- GROUP AUTO Russia
- KraftTech
- KYB
- MANN FILTER
- Meiji
- MK Kashiyama
- Nexus Automotive Russia
- PEKAR
- SASH Lubricants
- ZF
- Beru
- VolgaAvtoProm
- Carville
- Lada Image
- MARCON
- EUROREPAR CAR SERVICE
- Rival
- Triton-Import
- SHAAZ
- SHATE-M Plus
Exhibitors

As part of the “Truck Competence” programme, more than 380 companies presented automotive parts and solutions for freight vehicles.

Participants include

- ALLIED NIPPON
- PE Service Network
- BRISK
- Borg Warner
- OMS Srl
- PEKAR
- SAMPA Automotive
- SS20
- SWISSVERT
- Vector Automotiv
- Auto-Alliance
- Avtokama+
- AKKOR
- Barclay
- DAIIDO METAL RUSSIA
- Motortehnology
- Avtokom
- MARKON
- Pantus
- PRAMO
- Pramotronic
Exhibitors’ survey results

- 95% are satisfied with their participation in the exhibition
- 83% plan to participate in the 2020 exhibition
- 59% have found new customers and partners
- 66% are satisfied with the quality of visitors

Number of Contracts Signed

- 59% from 1 to 100
- 18% from 101 to 200
- 23% more than 200
Visitors

28,857 visitors from 66 countries and 77 regions of Russia in 4 days of the exhibition

Visitors’ Geography

Unique visitors

- 9,102 (37%) Moscow and Moscow Region
- 7,125 (25%) Other regions of Russia
- 3,069 (16%) Foreign visitors

Visitors’ Interest in the product range

A multiple-choice visitor questionnaire

<table>
<thead>
<tr>
<th>Product Range</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive spare parts and components</td>
<td>78%</td>
<td>14,546</td>
</tr>
<tr>
<td>Accessories, tuning</td>
<td>27%</td>
<td>5,077</td>
</tr>
<tr>
<td>Oils, lubricants, cooling liquids</td>
<td>25%</td>
<td>4,705</td>
</tr>
<tr>
<td>Garage and diagnostic equipment</td>
<td>25%</td>
<td>4,644</td>
</tr>
<tr>
<td>Electrics, automotive, audio, and video electronics</td>
<td>21%</td>
<td>3,819</td>
</tr>
<tr>
<td>Automobile cosmetics, auto care products</td>
<td>19%</td>
<td>3,532</td>
</tr>
<tr>
<td>Tyres, discs</td>
<td>18%</td>
<td>3,394</td>
</tr>
<tr>
<td>Washing equipment</td>
<td>10%</td>
<td>1,828</td>
</tr>
<tr>
<td>Security and navigation systems</td>
<td>11%</td>
<td>1,969</td>
</tr>
</tbody>
</table>
Target visitors’ profile

By position level

- **6,552** Company Chief Executive / Owner (36%)
- **2,403** Company Deputy Chief Executive (13%)
- **3,274** Department / Group Director (18%)
- **4,806** Manager / Specialist (26%)
- **1,104** Individual Entrepreneur (7%)

By company’s business sector

- **6,167** Wholesale and retail trade in automotive spare parts and components (34%)
- **5,260** Repair and maintenance of automobiles (29%)
- **3,265** Manufacture of automotive spare parts, components, and chemicals (18%)
- **1,600** Other (4%)

- **726** Fleet Owners (2%)
- **725** Sale of equipment for repair and maintenance of automobiles (4%)
- **396** Mass media (9%)
## Target visitors’ survey results

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>95%</td>
<td>95% of visitors believe that their visit to the exhibition is important for their business</td>
</tr>
<tr>
<td>72%</td>
<td>72% make the decisions about purchase of the products displayed at the exhibition</td>
</tr>
<tr>
<td>49%</td>
<td>49% intend to make a purchase with resale</td>
</tr>
<tr>
<td>22%</td>
<td>22% intend to make a purchase for their own needs</td>
</tr>
<tr>
<td>94%</td>
<td>94% plan to visit the exhibition in 2020</td>
</tr>
<tr>
<td>75%</td>
<td>75% search for new suppliers and business partners</td>
</tr>
<tr>
<td>92%</td>
<td>92% achieve their goals of visiting the exhibition</td>
</tr>
</tbody>
</table>
This year, International Moscow Automotive Forum celebrated its 10th anniversary. The Forum took place on 27–28 August within the framework of MIMS Automechanika Moscow 2019 exhibition.

**IMAF 2019** is organised by ITEMF Expo together with the Association of European Business, Russia.

The main topic of the 10th International Moscow Automotive Forum was: “The automotive industry to meet the future: global prospects”.

In 2019 the Forum gathered 200 experts and professionals of automotive industry. 26 reports were presented, and on its second day, the Forum was traditionally concluded with a session of direct B2B negotiations of car producers and wholesale buyers with suppliers of auto components and spare parts.
Feedback and Statistics

IMAF 10th ANNIVERSARY

Participants’ Assessment of the Forum Program and Speeches

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>57%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>7%</td>
</tr>
</tbody>
</table>

Comments of Participants

- **Olga Kavtaskina**
  AvtoVAZ
  - Go on with the Forum...

- **Vilgelmina Shavshina**
  DLA Piper
  - ...I see positive dynamics of the Forum...

- **Grigory Mikryukov**
  Analytical Centre at the Government of the Russian Federation
  - IMAF is one of the key events in the industry...

- **Aleksandr Zverev**
  Auto.ru
  - I really like the trend and the organisation is up to the mark. Thank you so much!

SEE YOU SOON!

Organiser Co-organiser

ITEMF EXPO
Association of Russian Businesses
Business programme

Autoservice Conference
During the exhibition, “Autoservice-2019” conference was held for the second time, it centred around discussion of relevant problems of the work of car service centres. Organisers: ITEMF Expo and Autostat Analytical Agency.
The conference brought together more than 200 experts in the field of service stations, dealer networks, and independent service centres. The market’s best experts and analysts, using the current statistics, together with dealers working on the ground, discussed modern trends in the world of car service and specified the principal trends of tomorrow.

• The car service market: current situation, trends
• Car service of the future: inception of new models
• Strategies of the spare parts market participants
• Chains in Russia and loyal interaction of car service firms with distributors and manufacturers of spare parts. Benefits and prospects
• Business of refurbished spare parts. International experience, prospects in Russia

AGORA
At AGORA Open Conference Platform, over 30 relevant topics were voiced by key industry speakers.
The platform was attended by 360 reputable professionals.

Chains Wholesale Centre™: Automotive Products and Spare Parts
Over 500 B2B negotiations between Chinese suppliers of goods and services for the car aftermarket industry with representatives of purchasing networks and wholesale companies were held during the exhibition.

Chains Wholesale Centre™ was attended by 25 specialized chains, importers and dealerships, including: PANTUS, BIG1.ru, PRIME, UAB AVExim (ASK Automotive), Svetofor RLS, TRASSA Company, PRAMO, Samsberiantus, Mir Avto, and 350 large Asian manufacturers.
ITEMF Expo is an international company created in equal shares by the largest exhibition organisers: Hyve Group and Messe Frankfurt that specializes in exhibitions for the automotive industry. The company’s portfolio also includes COMTRANS International Commercial Vehicle Show and Busworld Russia powered by Autotrans.

Our team will be happy to answer your questions:

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