

Post Release

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IMAF International Moscow Automotive Forum
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On December 8, 2020, one of the most significant events in the automotive industry took place in an online format: **The XI International Moscow Automotive Forum (IMAF 2020)**. IMAF 2020 was held in the frame of the online marathon **MIMS Automechanika Moscow Digital**.

The main topic was "The Automotive Industry in times of Uncertainty: forecasts and opportunities".

The moderator of the plenary session was Tazio Schilling, CEO of AEB.

Anna Manvelova, Managing Director of ITEMF Expo and Michael Johannes, Vice-President of Messe Frankfurt Exhibition GmbH and Brand Manager of Automechanika, also addressed the forum participants with welcoming speeches.

The speakers of the plenary session, Eric-Mark Huitema, Director General of the European Automobile Manufacturers' Association (ACEA) and Sigrid de Vries, Secretary General of CLEPA – the European Association of Automotive Suppliers, shared the European experience in overcoming the consequences of COVID-19 in the automotive industry and noted the trend of increasing the environmental friendliness of transport, which is reflected in the growth in sales of electric cars.

Alexander Migal, Managing Director of Kia Motors Rus, Thomas Stärzel, CEO of Porsche Russland and Chairman of the AEB Automobile Manufacturers' Committee, Jan Eichinger, CEO of MAN Truck and Bus Rus and Chairman of the AEB Commercial Transport Committee and Vyacheslav Zubarev, President of the ROAD Association spoke about doing business in Russia in the context of the global crisis and their



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expectations for measures of state support.

Commenting on the current level of car sales in Russia, Vyacheslav Zubarev suggested that, in the first quarter of next year, the situation with consumer demand may change dramatically and additional government incentives will be required.

Thomas Stärzel, Chairman of the AEB Automobile Manufacturers Committee, added that the stability of legislation and tax policy as well as requirements for localization can support the car market globally. This year, according to the current AEB forecast, 1.522 million passenger cars and light commercial vehicles will be sold in Russia, Stertzel reminded, which implies a reduction of almost 14% from the previous year.

The second analytical session, moderated by Andrey Tomyshev, Partner at Advanced Manufacturing and Mobility Leader in Strategy and Transactions, Central, Eastern and Southeastern Europe & Central Asia at EY, was dedicated to the preliminary results of 2020 and forecasts for the short and long term.

The speakers, among whom were Sergey Tselikov, Director of AUSTAT, Tatiana Arabadzhi, Director of Russian Automotive Market Research, Tatiana Kofanova, Partner and Head of the Group for providing services to companies in the automotive industry at Deloitte, Wilhelmina Shavshina, Partner at EY, etc. discussed the differentiation of industrial subsidies, the requirements for localization, regulation after the process, exports and corporate programs to improve competitiveness, etc.

The analytical panel was followed by discussions and presentations of projects in partnership with the Skolkovo Foundation, Avtonet STI and Glonass NP on current topics—startups and innovations in the automotive industry, the use of big data and artificial intelligence, etc.

The Forum's Partners were EY, MSC Software (part of Hexagon MI) and Novatech (the official partner of ANSYS in Russia and the CIS).