

Press Release

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MIMS Automechanika Moscow Digital: new communication formats for your business.

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From 24 to 26 November 2020 International exhibition of automotive spare parts, automotive components, equipment and vehicle maintenance products MIMS Automechanika Moscow Digital took place. In view of the COVID-19 limitations, the exhibition was held online. Participants enjoyed three busy days that enabled them to realize their business problems, find new channels of communication and decisions, meetings, discussions and exchange of experience.

The virtual exposition presented 220 companies from 19 countries. AVS, BOSCH, GMB Corporation, Hyundai XTeer, KRONER, MILES, Mobiletron, MSG Equipment, Nexus, OMS, PE Automotive, TEORIN, TESLA BLATNA, Zekkert, AVTOKAMA, AVTOKOM (LIVNY), AVTOPRIBOR, GBC, bilstein group, TADEM, KARDAN, Mechanika, PANTUS, BATE, BILIGHT, Techno Vector and other domestic and foreign participants presented their products.

Companies of China national online pavilion demonstrated the latest developments and post-sale car servicing technologies.

Figures of MIMS Automechanika Moscow Digital 2020:

3.343 visitors during three days
220 exhibitors from 19 countries
30+ hours of online conferences
23 Russian and foreign speakers – leading industry experts and analytics

Following actual topics were covered within the fringe program:

Spare parts and lubricants market: 2020 dynamics.

Reasons for choosing spare parts and car maintenance services. Changes driven by the COVID-19 pandemic.

Vehicles fleet in Russia. Structure, yearly changes and their influence on the spare parts market.

Ban on the use of used and refurbished spare parts. Limitations that threaten the industry and the car owners in Russia.

Refurbishing of car components and elements. Modern Russian and international practice.

How did the clients' behavior changed during the pandemic?

How to attract and retain premium customers during crises?

MIMS Automechanika Moscow Digital
2020
24-26 November 2020

ITEMF Expo, Moscow, Minskaya str.,
2ZH



Avito Avto - the partner of the business program, site number one on sales of spare parts in Russia.

In 2021, the exhibition will take place in traditional format in Expocentre from 23 to 26 of August.

Follow our updates on www.mims.ru as well as on the pages of our social networks.

Background information on ITEMF Expo:

ITEMF Expo, an international company created in equal shares by the largest exhibition organisers: Hyve Group and Messe Frankfurt, specializing in exhibitions for the automotive industry.

ITEMF Expo is an organiser of leading exhibitions and conferences of the B2B format for all sectors of the automotive industry, as well as commercial and passenger vehicles.

The company's portfolio also includes the International Exhibition of Commercial Vehicles COMTRANS and the International Bus Show Busworld Russia powered by Autotrans. For more information, please visit our websites at www.mims.ru and www.itemfexpo.ru