



Post Show Report

AUTOMECH
AKHBAR EL YOM
2010

The 15th International African Arabian Exhibition for Vehicles, Buses, Motorcycles, Motorcar Workshops, Service Station Equipment, Automobile, Spare Parts, Accessories and Feeding Industries

June 3rd - 7th, 2010 - Cairo Fair Ground - Egypt



Press Release

Elegance, Beauty & Fame in the Opening Ceremony of AUTOMECH 2010

June 14th, 2010

Cairo will never forget Wednesday June 2nd & its shining night full of Glamour and Elegance as the opening ceremonies of **AUTOEMCH 2010** were taking place at the Cairo International Fair Ground. "A bunch of celebrities & public figures shared us the celebration ceremonies crowned by the presence of the dazzling beauty of Paris Hilton, the show guest of honor & master of ceremony. On a mega open-air stage arena specially built for the opening ceremonies at the Cairo Fair Ground, Miss Paris Hilton with Arab celebrity Ahmed El Sakka, announced the opening of the 15th version of **AUTOMECH** held from June 2nd – June 7th, 2010", said Ahmed Ghozzi, Chairman of **ACG-ITF**, organizers of **AUTOMECH**. Hilton was not the only festival surprise as the ceremonies also included live performance by Guru Josh followed by the outstanding magnificence of Akcent Band who wowed the audience with their master pieces "stay with me" and "that's my name".

The next morning, H.E. Mr. Safwat Al Sharif, President of the Shoura Council, cut the red ribbon announcing the formal opening of the show to visitors. The show was then flooded by thousands of visitors and figures started to double each hour breaking a new record in public visitors to the no.1 car show in the Middle East. **AUTOMECH** witnessed the presence of the leading car brands such as: Jaguar, Maserati, Bentley, BMW, Porsche, Land Rover, Spyker, Mini, Audi, Volks Wagen, Ford, Peugeot, Renault, Chevrolet, Opel, Nissan, Toyota, Honda, Mazda, Daihatsu, Subaru, Suzuki, Fiat, Hyundai, Kia, Brilliance, Mahindra, Speranza and Skoda.

Businessmen, both importers and traders, also showed keen interest in **AUTOEMCH 2010**. They targeted from early morning hours the spare parts division to meet the world leading exporters and manufactures of automotive spare parts and accessories.





Background

The MENA region is a tremendous market. Within the next decade, the MENA population is projected to supersede that of the European Union by 20% growing at a rate of 3% versus the 0.8% of the EU. The market of 400 Million Consumers is projected to DOUBLE in size within 20 years, while the EU market is expected to double in size in approximately 80 years.

With a vast population of approximately 80 million, Egypt empowers on population and strategic location, being the crossroads for the entire region. The Egyptian Automotive market is rapidly expanding with an average of 200,000 units per year. The Egyptian market is the fastest growing automotive market within the MENA Region. Out of 20 million vehicles in the Arab region, about 5 million vehicles are based in Egypt, being a quarter of the total.

While the domestic market for new cars & services continues to expand, analysts predict a massive growth in the export oriented automotive feeding industries. Egypt's strategic location and infrastructure is attracting investment opportunities for servicing and re-exporting to Arab African countries.





Opening Ceremony

A fascinating gala night was organized in celebration of the opening of the 15th version of AUTOMECH AKHBAR EL YOM 2010 at the Cairo International Fair Ground. The venue and halls were shining with glamorous colours of shadow lights, while the organizers built a whole stage in the garden yard arena in the centre of show halls with a luxurious VIP Lounges to host top VIP guests and celebrity figures. The opening ceremony included several programs and a magnificent performance of global artists:



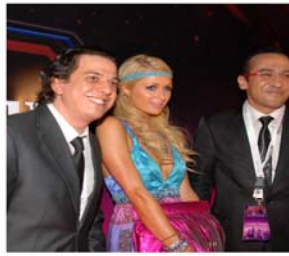
The superstar Paris Hilton with Arab celebrity Ahmed El Sakka, announced the opening of the 15th version of AUTOMECH.

Hilton was not the only festival surprise as the ceremonies also included Guru Josh group performance followed by the outstanding magnificence of Akcent Band

Fireworks all over the Cairo International Fair Ground sky announcing the 15th eve of AUTOMECH AKHBAR EL YOM 2010.



The gala hosted magnificent VIP Lounges built within the arena hosting the leading automotive sector figures as well as many Arabian celebrities and top society figures.





Show Highlights

AUTOMECH AKHBAR EL YOM 2010 covered 12 halls at Cairo Int'l Fair Ground with 22 countries exhibiting their products.

Spare Parts and accessories covered 4 Halls while cars occupied 9 halls in addition to a separate hall and outdoor area for commercial vehicles.



Several press conferences, forums and discussion panels were organized during the show, attended by more than 400 journalists and media representatives.



AUTOMECH achieved more than what it was aspired for and caused total market revival.





Exhibition Profile

A- General:

Organized for the 15th consecutive year, AUTOMECH, which is dedicated to exhibiting the latest and most thrilling new models of cars, has succeeded to be the annual “City of Cars”. Brand agents and car manufacturers await AUTOMECH launch their new models. Press conferences at AUTOMECH are considered to be the formal announcement channels of companies new car models, marketing plans, new after sales services and/or branches...etc.

The Annual Automotive Industry Forum:

No other automotive event in the MENA region is held over more than 44,000 m² and visited by more than 490,000 visitors.

Spare Parts and Market Trends in AUTOMECH:

With more than 20,000 trade visitors, exhibitors of spare parts & components can meet first time potential agents and buyers across the different industry sectors. Spare parts exhibiting pavilions, manufactures, exporters come together with car manufacturers, importers and wholesalers from Egypt and MENA region all under one roof in AUTOMECH.





Exhibition Profile (cont.)

B- Fact Sheet:

TITLE	: AUTOMECH AKHBAR EL YOM 2010
SUBTITLE	: The 15 th International African Arabian Exhibition for Vehicles, Buses, Motorcar Workshops, Service Station Equipment, Automobile Spare Parts, Accessories and Feeding Industries
TARGET MARKET	: Egypt- Lebanon – Libya - Palestine – Saudi Arabia - Syria – Sudan – Tunisia - U.A.E.
DATE OF EXHIBITION	: 3 –7 June 2010
VENUE	: Cairo Fair Ground, Cairo, Egypt
FREQUENCY	: Annual
SIZE OF SHOW (average)	: 45,000m ²
EXHIBIT PROFILE	: Vehicles – Buses – Trucks – Service Station Equipment – Spare Parts – Car Accessories - Motorcar Workshops & Feeding Industries
VISITOR PROFILE:	: Manufacturing: Vehicle Manufacturing: Auto Parts & Accessories Trading: Vehicle Trading: Auto Parts & Accessories Aftermarket Service Provider Vehicle Users Importer Exporter Media/Press Scientific Research Institute/ University Government/Embassy Trade Associations
Exhibition Website	: www.automech-online.com



Organiser

ACG-ITF...Direct Global Interaction:

Since 1986, ACG-ITF entered the market with a clear vision, "The Power of Trade Fairs"

Since the foundation, ACG-ITF has skillfully taken exhibitions to a new level by increasing service solutions, introducing trends and maximizing on the regions opportunities. Now capturing 47% of the exhibitions market share in Egypt, ACG-ITF is a corporate force setting the foundation and optimizing the regions economically driven resources through direct global interaction. ACG-ITF operates through a vast network of offices and agents worldwide covering 10 industry sectors. ACG-ITF offers service lines from travel services to branding, sponsorship, imaging, structure designs & construction, mailing & data services.

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Personnel

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C.E.O

Hany Khafagy
Project Manager (Cars)

Hamdy Mashaal
Project Manager
(Spare Parts)

Rabab Ahmed
International Sales



Exhibition Profile (cont.)

C- Post show figures:

Number of years show has run : 15 Editions since 1996

Floor space occupied :	44,800	m ²
- Spare parts & accessories:	8,000	m ²
- Cars:	36,800	m ²

Exhibitors

Number of exhibitors :	389
Local exhibitors :	144
International exhibitors :	245

Visitors

Total number of visitors:	495,468
Number of trade visitors:	21,746
Local trade visitors:	19,563
Foreign trade visitors:	2,183
Number of visitors in day 1:	92,346
Number of Press:	4,567

Guest of Honor:

Miss Paris Hilton

Formal Inauguration by:

H.E. Mr. Safwat El Sherif,
President of Shoura Council

Dr. Ahdy Fadly,
Chairman of Akhbar El Yom Establishment



Organized by



Sponsored by

Platinum Bank



Official Hotel



Official Carrier



Official Media Sponsored



Official Banks



Online Partner



Official Catering



Media Coverage



Official Entertainment Provider

Transportation by



Official Stand Builder





List of Exhibitors

<u>ARAB MOTORS TRADING CO. CHANA</u>	1E	
<u>AUDI (EGYPTIAN AUTOMOTIVE AND TRADING CO.)</u>	4	
<u>BANQUE MISR</u>	1E	
<u>BAVARIAN AUTO GROUP - BMW / MINI</u>	7	
<u>BAVARIAN AUTO GROUP - BRILLIANCE</u>	7	
<u>BAVARIAN AUTO GROUP - GREAT WALL</u>	7	
<u>BAVARIAN AUTO GROUP - MAHINDRA</u>	7	
<u>CHEVROLET (GENERAL MOTORS EGYPT - AL MANSOUR AUTOMOTIVE COMPANY)</u>	6	
<u>COMMERCIAL & INDUSTRIAL GROUP (CIG) - LIFAN</u>	1E	
<u>DAIHATSU - DAIHATSU MISR ALJ</u>	6	
<u>DME. ABOUL FOTOUH</u>	2	
<u>EGYPT AUTOMOTIVE FOR TRADE & AGENCIES - XPLOSION</u>	2	
<u>EXXONMOBIL EGYPT S.A.E</u>		
<u>FIAT - OMATRA</u>	2	
<u>FORD - EGYPTIAN AMERICAN AUTOMOTIVE – EAA (FIKRY GROUP)</u>	4	
<u>HONDA - FUTAIMISR TRADING CO.</u>	5	
<u>HORSE MOTORS</u>	3/OUTDOOR	
<u>HYUNDAI – GHABBOUR AUTO</u>	3	
<u>JAGUAR - MM GROUP</u>	4	
<u>KIA - EGYPTIAN INTERNATIONAL TRADING & AGENCIES CO. (EIT)</u>	6	
<u>LAND ROVER - MM GROUP</u>	4	



List of Exhibitors (Cont.)

LINCOLN - EGYPTIAN AMERICAN AUTOMOTIVE – EAA (FIKRY GROUP) 4

MAPLE EGYPT CO. LTD. - ABOU GHALI AUTOMOTIVE 1E

MTI AUTOMOTIVE - MM GROUP 4

NBD - NATIONAL BANK FOR DEVELOPMENT 4

NISSAN - NISSAN MOTOR EGYPT S.A.E 6



OPEL (GENERAL MOTORS EGYPT - AL MANSOUR AUTOMOTIVE COMPANY) 6



PEUGEOT - CAIRO FOR DEVELOPMENT & CARS MANUFACTURING 2



RENAULT - EGYPTIAN INTERNATIONAL MOTORS - EIM 6



SKODA 4



SUZUKI 3



TOP GEAR 1E

TOYOTA - TOYOTA EGYPT 5



VOLKSWAGEN (EGYPTIAN AUTOMOTIVE AND TRADING CO.) 4



ZAKI AUTOMOTIVE GROUP OUTDOOR



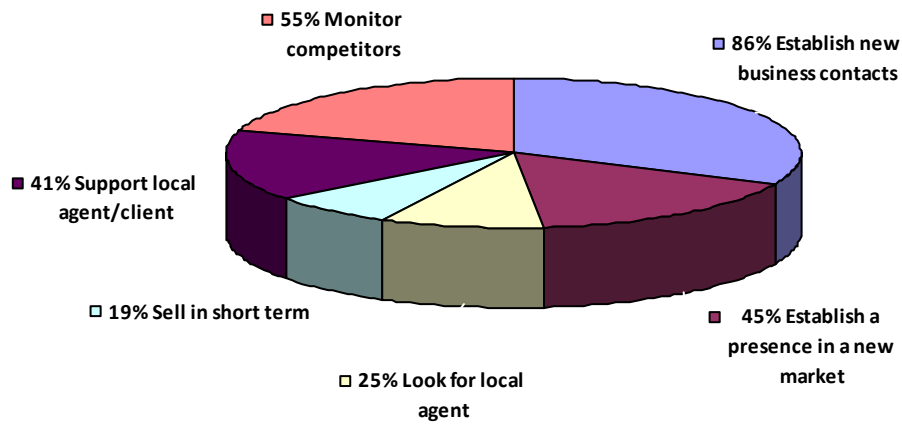
Visitor Guide
دليل الزائرين



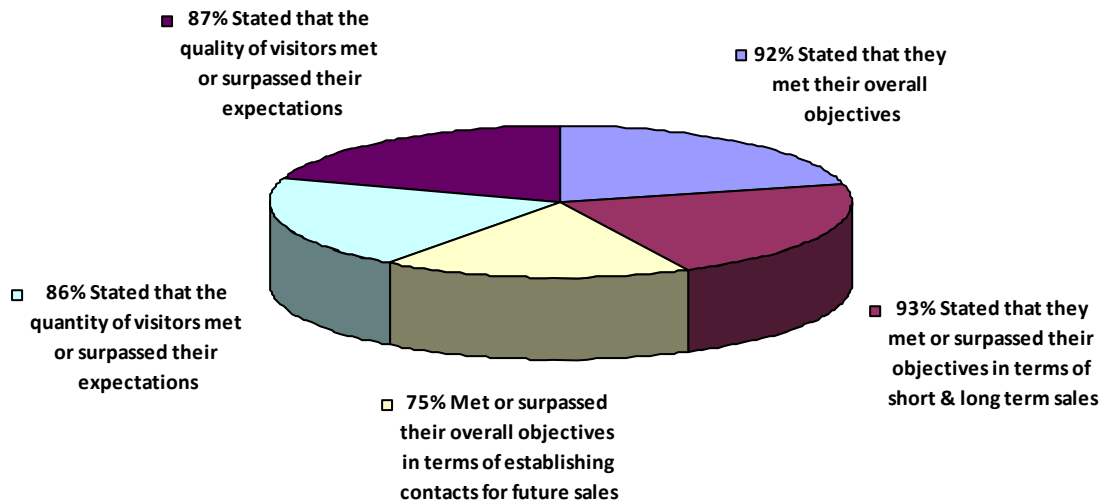


Exhibitors' Survey


Reasons for Exhibiting *



Success of Exhibiting *



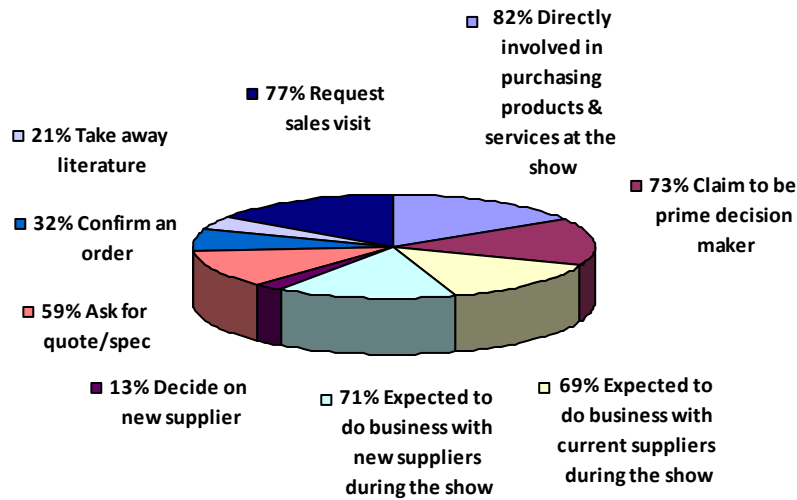
* Results are based on a multiple choice survey.



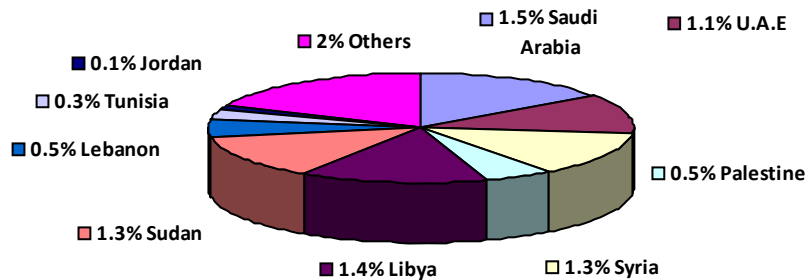


Visitors' Survey

Visitors View of the Exhibition *



Foreign Visitors Country Analysis

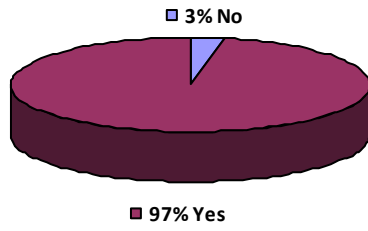


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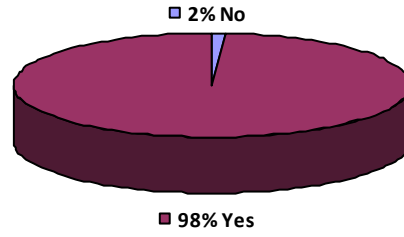


Visitors' Survey (cont.)

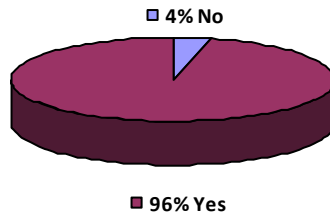
Have the exhibitors met your expectations?



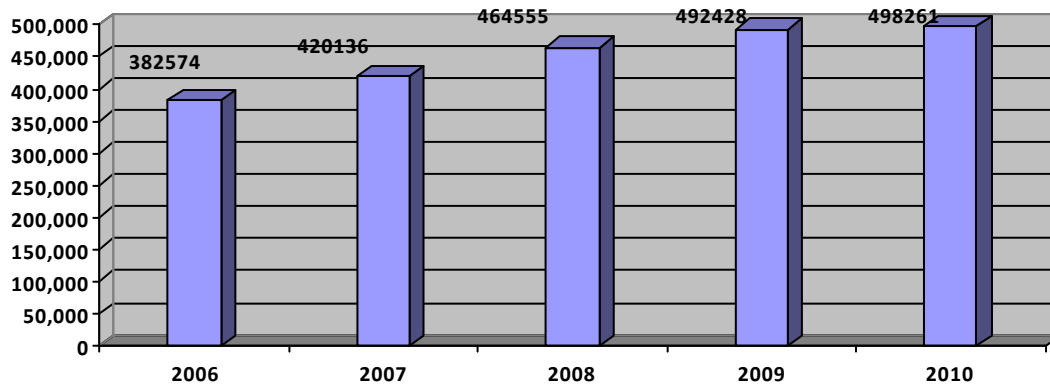
Would you visit AUTOMECH 2010?



Has the exhibition met your expectations?



No. of visitors





Promotional Activities & Media Coverage

An integrated promotional campaign was launched with focus on the local market to ensure the overwhelming success of the AUTOMECH 2010. The campaign included outdoor banners, printed materials, TV & radio ad spots, ads & press releases at the leading automotive magazines & widely spread newspapers and many other direct and indirect marketing tools including mail outs, online registration, online social networks...and others.

A- Outdoors:

- From May 16th till June 7th, 2010 Mega Billboards at the leading highways in Cairo:
 - Mehwar Bridge (double sided)
 - 6th of October Bridge (double sided)
 - Moneeb Bridge (double sided)
- From May 2nd till June 7th, 3 X 4 banners at the following elite Cairo quarters:
 - Maadi
 - Nasr City
 - Mohandessin
 - Heliopolis
 - 6th of October

B) Publications:

The promotional campaign used the following press & media channels to promote AUTOMECH 2010 :

I) Magazines:

- Community Times
- Enigma
- Busines Monthly
- Cleo
- Flair
- Kalam El Nas
- Flash
- October
- Alam El Sayarat
- Arabeety
- Automobile
- Akhbar El Sayarat
- Amwal Al Ghad
- Egyptian Car Directory (Horus)
- Highway
- Souk Al Sayarat
- Sports & Fitness
- Al Ayam
- TV Dish

II) Newspapers:

- Akhbar El Yom, **Pan-ME**
- Al Ahram, **Pan-ME**
- Al Alam El Yom, **Pan-ME**
- Al Gomhoria, **Egypt**
- Al Boursa, **Egypt**
- Qurina, **Libya**
- 24 Hours, **Egypt**
- Al Gomhouria, **Egypt**
- Al Masry El Yom, **Egypt**
- Al Misaa, **Egypt**
- International Herald Tribune (The Daily News Egypt), **International**
- Oea, **Libya**
- Alam Al Mal, **Egypt**
- Sout El Ommah, **Egypt**
- Rose Al Yousif, **Egypt**



Promotional Activities & Media Coverage (Cont.)

iii) Online Promotion:

- Facebook advertising campaign on one banner size from 22nd of May till the 7th of June.
- Re-Launching Automech group on Facebook (2650 fans in less than 2 weeks).
- Google Network advertising from 22nd of May till the 7th of June.
- YallaKora (famous sports porter) advertising from 22nd of May till the 7th of June.

iv) Radio:

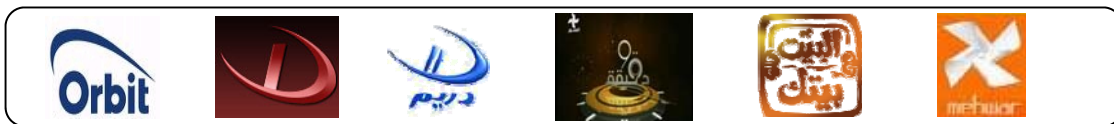
All-day-round comprehensive ad spots targeting prime times at the most-listened and highly-ranked local radio channels during exhibition week at the following radio channels:

- Nogom FM
- Nile FM
- Raido Misr
- Al Bernamig Al Am
- Al Sharq Al Awsat

v) TV:

Exclusive coverage at several satellite channels targeting the best viewed hours & programs. The show was promoted through the following leading TV Channels:

- Channel 2 (Al Bait Baitak)
- Dream 2 (Wahed Men El Nas)
- Orbit, El Youm (Al Qahira El Yom)
- Mehwar (90 Minutes)



Organized by



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