MOSCOW INTERNATIONAL MOTOR SHOW

MOTOR SHOW

25–29 August 2010
Crocus-Expo, Moscow, Russia

Powered by: auto mechanika MOSCOW

Organisers:

ITE

mese frankfurt

www.mims.ru
MIMS Motor Show is:
- 14 years of leadership on the market of specialized shows;
- over 60,000 visiting professionals from various branches of the car market;
- 600 exhibitors, including such renowned market leaders as:
  - ZIC, Zoom Energy, ABRO, OMAKS, Armtex, CORTECO, DAYCO, Exedy Clutch, EXIST, IHR, MAHLE, MANN+HUMMEL, Schaeffler, VALEO, MULTITECH, TIPTORUS, COMPANY «BERG»,
  - EURASIA, MUTLU, AKOM, SOMBOR, TAB, LIVI-CAR, TOOLSOROKIN, TEXA, TECH-RUSSIA, KAMA, Federal Tyres, BRISA, Cooper Tires, MAGNETTI MARELLI, PISTON and others.
- exhibition space exceeding 27,000 square meters;
- 30 countries of the world. National exhibition halls were represented on MIMS 2009 by:
  - Great Britain, France, Hungary, Poland, Italy, Spain, Germany, Finland, Czech, Korea. Companies of these nations display a keen interest in developing commercial relations with the Russian companies;
- an annual event supported by the Russian Ministry of Transport, the State Duma Committee for Industry, Construction and High Technologies, the Government of Moscow, the Government of Moscow Region, the Russian Union of Industrialists and Entrepreneurs, the Moscow Chamber of Commerce and Industry, the Moscow Employers’ Association.
MIMS, the international trade fair for autocomponents, spare parts, oils and accessories and Automechanika Moscow, the international trade fair for automotive parts, equipment and service suppliers, will unite in 2010 in response to the industry’s demand to combine the strengths of the two events into a single trade fair.

**Key statistics**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total space</td>
<td>28,000 m²</td>
</tr>
<tr>
<td>Total exhibitors</td>
<td>600</td>
</tr>
<tr>
<td>Domestic exhibitors</td>
<td>152</td>
</tr>
<tr>
<td>International exhibitors</td>
<td>441</td>
</tr>
<tr>
<td>National groups</td>
<td>15</td>
</tr>
<tr>
<td>Countries represented</td>
<td>30</td>
</tr>
<tr>
<td>Total attendance</td>
<td>60,000</td>
</tr>
<tr>
<td>Trade visitors</td>
<td>77%</td>
</tr>
</tbody>
</table>

All figures from 2009

**Main sectors of the show**

**Parts and components**
- Engines, transmission, exhausts
- Chassis parts
- Brake systems
- Batteries
- Electrics & electronics

**Fuels and lubricants, cooling fluids, additive compounds**
- Oils & lubricants
- Washing equipment
- Automobile chemical goods
- Car care products
- Paint materials, paint primers, joint fillers

**Tires & Accessories**
- Tires
- Wheels
- Antiskid chains

**Garage and Service Equipment**
- Workshop equipment & tools
- Body repairs
- Paints
- Anti-rust products

**Logistics**
- Information Technologies
- Insurance & Banking Services

**Interrogation of visitors of MIMS 2009 (Which show sector is the most interesting?):**

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Interest Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car accessories and optional equipment</td>
<td>63,5 %</td>
</tr>
<tr>
<td>Safety equipment</td>
<td>55,3 %</td>
</tr>
<tr>
<td>Automobile care &amp; chemical products</td>
<td>28,7 %</td>
</tr>
<tr>
<td>Repair, diagnostics &amp; garage equipment</td>
<td>31,7 %</td>
</tr>
<tr>
<td>Tires, wheels</td>
<td>35,3 %</td>
</tr>
<tr>
<td>Batteries</td>
<td>42,9 %</td>
</tr>
<tr>
<td>Information Technologies</td>
<td>42,4 %</td>
</tr>
</tbody>
</table>
Both events reflect the dynamic automobile market and aftermarket in Russia. Encompassing all sectors of the automobile industry, ranging from the latest models produced by international vehicle manufacturers to spare parts, accessories and workshop equipment.

**Automechanika trade fair is:**
- a significant event for 11 leading countries
- professional visitors only
- more than 3000 exhibitors

**Motor Show 2009 – results of research: opinions of visitors and exhibitors**

**Level of competence of the visitors in decision-taking on purchase of products and services:**

- 20% Top managers independently taking relevant decisions
- 60% Middle managers participating in decision-taking
- 20% Advisors

**Efficiency of show participation:**

- 20% of our exhibitors concluded new contracts at the show
- 60% reinforced their standing

**Overall number of regional visitors:**

- 12% Central Region
- 16% North-West Region
- 13% North Region
- 12% East Region
- 56% South Region
How to make your exhibit at MIMS powered by Automechanika Moscow 2010 more effective

• Think over the design of your booth to highlight products. Ideally, it should be attractive to visitors and make your standout versus other exhibitors
• Translate all your communication materials into Russian, thus making visitors feel right at home
• Have an interpreter at the booth to simplify communication
• Send information about your company to Messe Frankfurt RUS O.O.O., Marketing Department and it will be added to its press release – this will enable you to participate in the advance advertising campaign
• Consider participating in the «Business-to-Business Meetings» program – is it essential, optional or unimportant for you?
• Send us an advance list of the Russian customers you want to invite to the trade fair, including their contact info and postal addresses, so that we can include them in our mailing list and send them invitations

Our Exhibitors:

- every other MIMS 2009 exhibitor has regularly participated in MIMS shows for over three years
- every third MIMS 2009 exhibitor has participated in MIMS shows several times during the last three years
- exhibitors participating in MIMS for the first time

Exhibitor countries

- Austria
- Belarus
- Belgium
- Bosnia and Herzegovina
- Brazil
- China
- Finland
- France
- Germany
- Hungary
- India
- Iran
- Indonesia
- Italy
- Korea
- Lithuania
- Luxemburg
- Malaysia
- Macao
- The Netherlands
- Poland
- Russia
- Slovenia
- Spain
- Taiwan
- Thailand
- Turkey
- Ukraine
- The Great Britain
- USA
ITE is the leader of international trade exhibitions. Every year, ITE holds over 800 professional shows and conferences at the international level. Most events arranged by ITE are specialized. They are meant for professionals and cover all sectors of economic activity. The company has offices in 23 countries of the world and employs 900 staff.

The biggest ITE shows are held in Moscow. In order to upgrade the level of its events, ITE performs a thorough analysis of the exhibitional market.

Messe Frankfurt is the largest exhibition organiser in Germany with the total sales volume of 423 million Euro and more than 1,400 employees all over the world. Messe Frankfurt Group is a global network consisting of 14 affiliates, five subsidiaries and 50 international representations, which ensures cooperation of Messe Frankfurt with the clients in 158 countries. Events «made by Messe Frankfurt» are run in more than 30 locations worldwide. In 2007, Messe Frankfurt held 113 trade exhibitions including 69 events outside Germany.

Exhibition space of Messe Frankfurt is 578,000 sq.m. in 9 exhibition halls and a congress centre. The company is a state-owned enterprise with 60% of shares belonging to Frankfurt am Main and 40% - to Land of Hessen.

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