

MIMS **automechanika** MOSCOW

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

23 – 26 August 2021
IEC "Expocentre", Moscow

POST SHOW REPORT

Organiser

ITEMF
EXPO



The biggest automotive event on the Russian market

MIMS Automechanika Moscow

Leading exhibition of automotive spare parts, automotive components, equipment and vehicle maintenance products in Russia and Eastern Europe.

Biggest manufacturers and distributors presented their products and services.

Facts and figures



16 077 visitors
from **77** regions of Russia



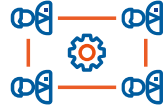
364 exhibitors
presented **600+** brands



Exhibition area
30 000+ m²



4 thematic days
of business program



Premier: interactive areas
with workshops and master
classes for service stations



96 leading experts
and top-managers
of automotive sector
as speakers



Partners and sponsors

ORGANISER



VENUE



GENERAL PARTNER



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Exhibitors

The largest **manufacturers and distributors** of auto parts and components, equipment and goods for car maintenance took part in the exhibition.

Among participants



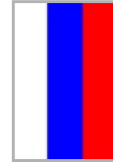
Exhibitors list



International exhibitors

Despite restrictions on crossing the borders, participants from **18** countries presented their products on the exhibition.

Participating countries



Russia



Belarus



China



Czech Republic



Great Britain



Germany



Hungary



India



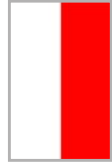
Iran



Italy



Lithuania



Poland



Kazakhstan



Spain



South Africa



Switzerland



Turkey



Uzbekistan



Truck Competence



Truck Competence

Within the **Truck Competence** section, exhibitors present auto parts, accessories and solutions for commercial vehicles.

Among participants

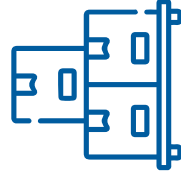
- SHAAZ
- Autolong
- NORD YADA
- MFILTER
- URALMAZ
- BAUTLER
- NRB BEARINGS
- KAMKARDAN
- Avito
- AVTOFILTER
- STD-RTI
- TEMAC
- PK KOMPOZIT
- BPW-OST
- BelOMO
- BAUTLER
- BAAZ
- KTS-DIESEL
- SCT-Germany
- STRANS TECH
- AVTOFILTER
- VALMO
- WAS
- ELECTROPRIBOR
- ROSALIT
- SIBDETAL
- MOTORHERZ
- TEPLAUTO
- AURIDA
- RADIATOR

and others

Exhibitors survey results



85% of exhibitors
gained new contacts



97% of exhibitors presented
new products at the exhibition



64% of exhibitors have already booked
stands at MIMS Automechanika Moscow 2022



98% of exhibitors are convinced that the offline
format is better for the business development



Exhibitors feedback



It's great that such an event is possible in these difficult times. Thanks to the exhibition, we reached the set goals: met with partners and got feedback from customers.



Thanks to the exhibition, we realized that our market is much more capacious than we imagine. In the next year we will also participate with a larger product line presented.



Brembo takes part in the exhibition for the 8th time, and we are very satisfied: many useful contacts and visitors, interested in our products. As before, for us the exhibition has confirmed that live communication remains relevant and demanded by all market participants, people have a lack of personal meetings.



Participation in MIMS 2021 allowed us to meet top managers of current and potential partner companies. Each day of the exhibition, there was a rush at our stand. Many thanks to the organizers for professionalism, business atmosphere and media coverage of event.

OZON



We have been regularly participating in the exhibition since 2016. This year at MIMS Automechanika Moscow we were able to get a lot of interesting contacts. There is already a clear understanding that they will converse in new business connections and contracts.

SIBELECTROISTOCHNIK



Meetings are very productive, product-interested people came. Thanks to the exhibition we were able to hold a lot of meetings in one location which we were preparing for.

AVTOPRIBOR



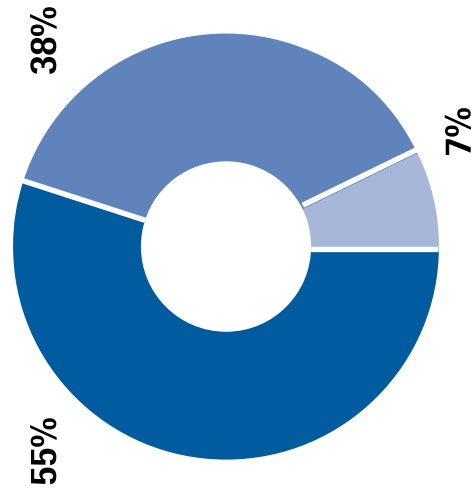
Visitors

Products visitors were interested in*

75%	Automotive spare parts and components
52%	Oils, lubricants, cooling liquids
43%	Diagnostics & Repair
34%	Accessories & Customizing
28%	Batteries & Electronics
27%	Management Software & Digital Solutions
14%	Alternative Drive Systems, Fuels & Connectivity

* A multiple-choice visitor questionnaire

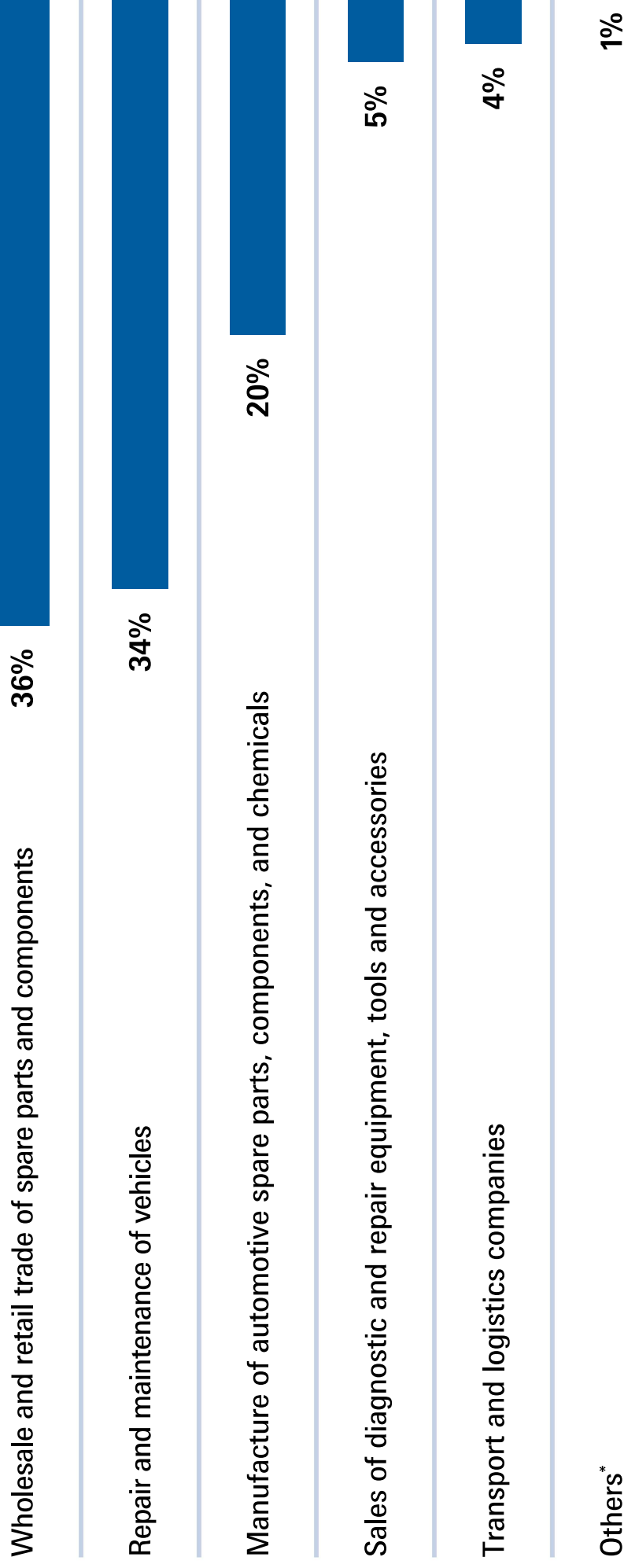
Visitors' geography



55%	Regions of Russia
38%	Moscow and Moscow Region
7%	Other countries

Visitors

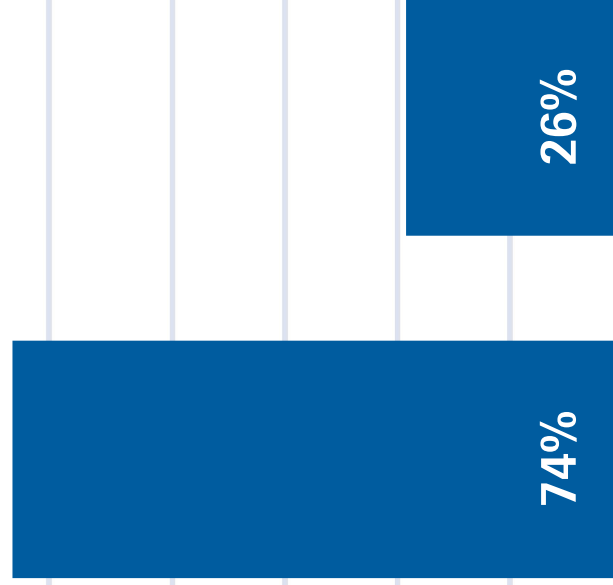
Visitors' business nature



* Companies engaged in supply of raw and other materials for manufacture of automotive spare parts, IT companies, banks and leasing services

Visitors

Visitors' position in the company



74% Make decisions about purchase of the products

26% Do not make decisions about purchase of the products

* Company Chief Executive / Owner; Company Deputy Chief Executive;
Department / Group Director; Individual Entrepreneur



Visitors

Among our visitors



Mercedes-Benz

IVECO



AliExpress

HAVAL



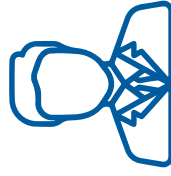
МИНИСТЕРСТВО ВнутРЕННИХ ДЕЛ
РОССИЙСКОЙ ФЕДЕРАЦИИ



RENAULT
RUSSIA

РОЛЬС

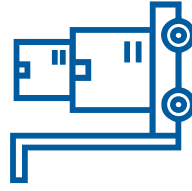
Visitors' survey results



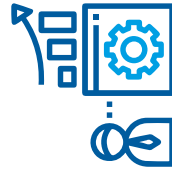
56% of visitors
are top-managers



43% of visitors were interested
in products for car service stations*



64% of visitors searched
for new suppliers



72% of visitors highly appreciated
the novelties in the business program of the fair



* Diagnostic and repair equipment, tools, bodywork repairs, paintwork and anticorrosion protection, tire repair and retreading, warehousing and storage systems

Business program: AGORA

This year's conference program focused only on the challenges for service stations. Key representatives and experts of the automotive industry took part in sessions and round tables.

THEMATIC DAYS:

Day 1

Analytical session and round tables

Day 2

"Effective Car Service" Day

Day 3

"Successful Car Service" Day

Day 4

Day of the practical master-classes by "FIT SERVICE" Company

AGORA Program



Visitors' statements on the AGORA program



Over the past 5–7 years, the market has formed a professional community of car service stations. This year the exhibition was especially exciting for representatives of this industry, there were many practical cases, IT solutions, experts and leaders shared their experience. I recommend visiting exhibition for everyone who works in the car service market.

Daniil Soloviev

Co-founder and head of "FIT SERVICE" Company



How will this Automechanika be remembered? With warm feelings. And that joyful feeling when you meet old friends and like-minded people. Exhibition organizers have prepared a gorgeous business program.

Dmitry Bolkhovskiy

Founder of "Win-Code.RF", Aftermarket-DATA®



MIMS Automechanika Moscow is an outstanding, not just decent, but exactly outstanding result of work made by cool and positive team, this is a victory. The exhibition and especially the business program part have become completely different and more corresponding to modern requirements, as well as to tasks and goals of the automotive business community.

Alexander Gruzdev

General manager, «Gruzdev Analyze»



After a year of online MIMS Automechanika Moscow has become a breath of fresh air. Ten meetings a day, conference program, new acquaintances. Thanks for organization, participation, excellent business atmosphere! See you soon!

Vitaliy Kravetz

CEO, «GIPA»



Business program: IMAF

IMAF

The main forum of the automotive industry featuring
CEO's of Russian auto market

The 12th Moscow International Automotive Forum was held this year on 24–25 of August as a part of the 25th anniversary exhibition **MIMS Automechanika Moscow**.

Organizers of **IMAF 2021** – ITEMF Expo
and AEB (Association of European Business).

The main topic of the Forum was

"Automotive industry after the crisis: new reality, new opportunities"

In 2021, more than 150 specialists and professionals of automotive market
took part in Forum sessions.

More than **40** leading experts in automotive and transport industry - CEOs of the largest car
manufacturers, representatives of governmental structures, international
consulting companies and companies developing innovative transport technologies.

IMAF 2021 was held with the support of the Ministry of Industry
and Trade of the Russian Federation.

IMAF Program



MIMS automechanika MOSCOW

Russia's Leading International Trade fair for the Automotive Service Industry
Targeting Trade Visitors from Russia and Eastern Europe

22 – 25 August 2022

IEC "Expocentre", Moscow



ITEMF Expo is international company created in equal shares by the largest exhibition organizers:
Hyve Group and **Messe Frankfurt**, specializing in events for the automotive industry.

The company's portfolio also includes **COMTRANS** International Commercial Vehicle Show
and **Busworld Russia**.

For participation

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