

Automechanika Academy creates an engaging and informative platform to meet, network and learn from key industry experts and thought leaders on the latest trends, innovations and changing dynamics of the automotive aftermarket sector.

**Event Location:**  
Academy Stand at Automechanika Dubai 2019

## Innovation Zone



<p><b>11:00 am</b></p> <p><b>Statistical updates on Dubai's automotive trade</b></p> <p>Nassim Al Mehairi <i>Manager of Statistics Department - Dubai Customs</i></p> <p>Dubai Customs will be presenting statistics on total market value of the automotive aftermarket trade in terms import, export and re-export figures.</p>	<p><b>11:15 am</b></p> <p><b>Middle East Automotive Aftermarket Outlook</b></p> <p>Andrea Piccin <i>GRS s.r.l.</i></p> <p>Automechanika Dubai has conducted a survey with our visitor audience on "Market Outlook: Middle East Automotive Aftermarket by 2025", the results of which will be presented on the first day of the show.</p>	<p><b>11:45 am</b></p> <p><b>Auto2020 – Discussing the Future (Panel Discussion)</b></p> <p>A detailed discussion with CEOs from leading automotive companies. The session covers topics on the future of the market, the future-proof products involved and the impact of competition.</p>	<p><b>2:30 pm</b></p> <p><b>What Disruption in the Automotive Industry Means for the Aftermarket</b></p> <p>Alan Whaley <i>Chief Strategist, AMENA</i></p> <p>This session covers the drivers of the disruption in the aftermarket, unexpected knock-on effects, and how we may go about adapting and future proofing ourselves.</p>
<p><b>3:00 pm</b></p> <p><b>Discover the power of connectivity: Big data &amp; digitization</b></p> <p>Suzanna Perrier <i>Regional Sales Leader, EMEA – WABCO</i></p> <p>Covered in this session are how TRANSICS WABCO can taking fleet management to another level, autonomous driving, digitization of processes, optimization and systems' integration and security and efficiency systems' connectivity</p>	<p><b>3:30 pm</b></p> <p><b>Poland as a platform to enter the European e-Mobility market</b></p> <p>Thomas Hajek <i>Managing Director, FSE sp. z.o.o</i></p> <p>As the 8<sup>th</sup> largest producer for the automotive industry in Europe, the Polish government has defined the Electromobility industry as a key innovative strategic area to be further developed. This presentation will give the audience insight into the market, major players, governmental supported R&amp;D programs as well as investment opportunities in the area of e-mobility.</p>	<p><b>4:00 pm</b></p> <p><b>Finding Your Role in the New Value Chain – Global Best Practices and Analogous</b></p> <p>Cheyenne Kamran <i>Chief Strategist, AMENA</i></p> <p>A rapid-fire exploration of case studies covering huge transformations in the value chain across industries and as well as the common threads and best practices.</p>	

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## Training for the Garage Professional



Agenda  
DAY 2

TUESDAY, 11<sup>th</sup> JUNE 2019

**Event Location:**  
Academy Stand at Automechanika Dubai 2019

<p><b>11:00 am</b></p> <p><b>Standardized Approach to Assessment</b> </p> <p><b>Khaled Alwassia</b> <i>Partner, Tiqani</i></p> <p>This session will discuss the relevance of The Institute of the Motor Industry (IMI) competency framework in the Middle East, its importance for credibility with manufacturers, government agencies, dealers, and others as well as the benefits of an independent 3rd party quality assurance provider.</p>	<p><b>2:00 pm</b></p> <p><b>Advanced Driver Assistance Systems (ADAS) – From Technology to Repair</b></p> <p><b>Pete Bradley</b> <i>Head of Technical Service &amp; International Training, Hella Gutmann Solutions GmbH</i></p> <p>This session will introduce ADAS, its impact on the day-to-day workshop operations and its future as a disruptive technology. It will educate garage professionals on the information, tools and components needed for repair as well as the process for calibration of cameras and radars.</p>	<p><b>3.30 pm</b></p> <p><b>Accident and Repairs in The Electric Age</b></p> <p><b>Graham Threlfall</b> <i>Global Key Account Manager, Vehicle Refinishes, AkzoNobel</i></p> <p>Industry veteran and bodyshop expert, Graham Threlfall will take us through how the electric car is fundamentally different, the implications on repair and maintenance, and how the customer may interact with repairers and brands.</p>
<p><b>4:00 pm</b></p> <p><b>Electric Vehicle Awareness</b> </p> <p><b>Rudy George Shukri</b> <i>Founder, Tiqani</i></p> <p>With a rising focus on sustainability, electric vehicles are gaining traction in the region. This session will cover the different types of electric vehicles, their operation, safety precautions, accident awareness, standards as well as what the future holds for this green technology.</p>	<p><b>5:00 pm</b></p> <p><b>Digital Prospecting For Analog Traders</b> (Panel Discussion)</p> <p><b>Hussein Dajani</b> <i>GM Digital Customer Experience Transformation, Nissan Motor Corporation</i></p> <p><b>Mike Khouri</b> <i>Managing Director, Tactical Digital Agency</i></p> <p><b>Tanveer Awan</b> <i>Senior Director, Alvarez &amp; Marsal</i></p> <p>A hyper-relevant panel on how businesses are attracting new customers and succeeding in the digital space. The topics covered will include high-level strategies, day to day execution and tools existing 'analog' companies can and must adopt. Panel also features all-star lineup with deep knowledge in social selling, digital transformation, and customer experience and engagement.</p>	

 Certificate of participation is available

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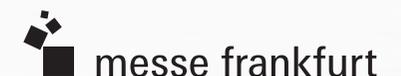
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## Training for the garage professional

11:00 am

### Benefits of Training Staff to a Recognized Standard



**Khaled Alwassia**  
*Partner, Tiqani*

International Standards provide guidance for the required recruiting and development programs. This session will describe how the IMI competency testing can be applied in the automotive field. It will also assess the advantages of international standards as well as the quality of graduates versus the quantity needed to comply with localisation.

12:00 pm

### Fix it Right, I Might Come Back. Treat me Right, I will Come Back



**Rudy George Shukri**  
*Founder, Tiqani*

How can regional workshops and garages retain business and build customer loyalty in the current market environment? In this session, the Founder of Tiqani will share his experiences in customer retention, the influencing factors, building a lean solid process around the customer experience, and more.



## Special Focus – Saudi Arabia

2:30 pm

### Insightful Business Cases and Opportunities

**Eng. Abdallah Al Hazani**  
*VP – Automotive Cluster, Industrial Clusters*

This presentation comprises of a detailed study of 18 vital components of the automotive aftermarket segment. IC will share business cases and opportunities available for potential investors in Saudi Arabia. The session will also cover the Saudi Arabian automotive aftermarket and will make a compelling case for investments in KSA.



## AfriConnections

3:00 pm

A platform that facilitates networking between buyers and sellers from the African automotive aftermarket.

### Rise of East Africa's Light Vehicle Market

**Sandra Engelhard**  
*Senior Analyst, Light Vehicle Sales Forecasting, IHS Markit*

### Opportunities & Trends – Moroccan and Egyptian Markets

**Prachi Satoskar**  
*Senior Business Group Manager (MENAP), GfK Middle East & Africa*



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