

automechanika

DUBAI

The largest international trade exhibition for the automotive service industry in the wider Middle East

7 – 9 June 2020

The region's ultimate platform for Tires & Batteries

www.automechanikaDubai.com



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Roll into a new phase of promising possibilities

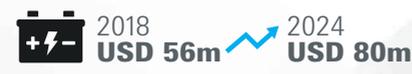
Road transportation continues to be the primary mode of passenger and cargo mobility in the Middle East and Africa. This, coupled with the importance of these components for smooth vehicle performance, makes Tires & Batteries one of the largest and most dynamic sections at Automechanika Dubai.

Tire sales in the Middle East automotive aftermarket



(*TechSci Research)

Battery sales in the Middle East automotive aftermarket



226 exhibitors featured in the Tires & Batteries section in 2019

8,366 visitors interested in the Tires & Batteries section in 2019

34+ exhibiting countries under one roof

Algeria	Denmark	Italy	Oman	Thailand
Bangladesh	Egypt	Japan	Pakistan	Turkey
Belgium	Germany	Kazakhstan	Poland	United Arab Emirates
Bulgaria	Greece	South Korea	Singapore	United Kingdom
Canada	Hong Kong	Luxembourg	Sri Lanka	USA
China	India	Malaysia	Sweden	Vietnam
Colombia	Indonesia	Netherlands	Taiwan	

Key Tires & Batteries exhibitors in 2019

Tires:



Batteries:



2019 Tires & Batteries sponsors:



Visitor interest in the Tires & Batteries section has grown by **26%** year-on-year.

Middle East market overview

Tire market share – by vehicle type, by volume – 2018 and 2024F

2018

 **83%** Passenger cars

 **14.5%** Commercial vehicles

 **1%** Two-wheelers

 **1.5%** Others

2024F

 **85%** Passenger cars

 **13%** Commercial vehicles

 **1%** Two-wheelers

 **1%** Others

Tire market share – by region, by volume – 2018 and 2024F

2018

39.7% Iran

5.0% Kuwait

6.5% UAE

18.0% Saudi Arabia

2.7% Oman

19.8% Rest of Middle East

8.3% Others



2024F

42.9% Iran

4.7% Kuwait

6.0% UAE

17.0% Saudi Arabia

2.6% Oman

18.3% Rest of Middle East

8.5% Others

Middle East market forecast

CAGR in volumes

5% growth

2018 - 2024F



Projected sales volume

3.68 million units

by 2024

*Source: TechSci 2019 report

Dubai general total trade by top commodities for auto parts during 2018



*Source: Dubai Customs 2018 report



Future opportunities in the Middle East tire market

- Sales volume in the Middle East automotive market is forecasted to grow at a **CAGR of 5.12%** between 2018 and 2024, reaching **3.68 million** units by 2024.
- Currently, demand for tires in the region is met entirely through imports. Leading companies such as Saudi Arabian National Tire Company's (NTC) and Tirebot have plans to set up manufacturing in Jubail and Abu Dhabi.
- To reduce costs incurred by commercial vehicle owners, demand for retreaded tires for commercial vehicles is expected to rise in coming years.

Reasons to exhibit

- Over the past five years, the Tires & Batteries section has consistently grown with exhibitor numbers rising **9% year-on-year** and exhibition space increasing at a **CAGR of 7%**.
- Tires made up **26%** of the automotive aftermarket in the Middle East, with the market valued at **USD 7.3 billion** in 2018 and estimated to reach **USD 10.2 billion** by 2024.
- In 2018, the **MENA** battery market stood at **USD 2.14 billion**.
- The African market for tires was worth **USD 8.2 billion** in 2018, making up **25%** of the total **USD 33.1 billion** aftermarket.
- By 2024, the tire market is expected to reach **USD 12.4 billion** and the battery market is expected to exceed **USD 111 million**.

(Data provided by TechSci Research)

Testimonials



Abdul Malik,
Business Development Manager,
Abdul Zahir Bashir Automotive Trading LLC.

"It was a good show especially from the customer and supplier's perspectives. They were happy to see us at Automechanika Dubai. Being one of the event sponsors was a good highlight for us and we also invested in a few marketing tools for better visibility during the show. We hope to continue next year with a similar concept to get maximum mileage from our participation."



Somi Massoud,
Sales Manager, Universal
Energy Storage Company Ltd.

"We were pleasantly surprised that this year's edition had more African visitors, who are a target audience for us. The show was quite busy."



Abdel Habri,
Director of Sales,
NOCO

"As a first-time visitor, we were very happy to have met a wider audience of visitors from the UAE, Saudi Arabia, Kuwait and Lebanon whose level of seriousness in doing business was quite high."

Watch what past exhibitors have to say about how showcasing their products and services in the Tires & Batteries section at Automechanika Dubai helped them achieve their business objectives.

www.automechanikaDubai.com/TB

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Your top competitors are participating in 2020. Don't stay behind.



and many more...

Join these industry-leading brands at Automechanika Dubai 2020!

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