

POST SHOW REPORT INTERAUTO 2019



INTERAUTO

15th International exhibition of automotive industry

SEPTEMBER 2-5
2019

MOSCOW,
CROCUS EXPO



InterAuto, being **one of the largest in Russia specialized projects** of automotive industry, attracts key players of the Russian market, presents the latest developments of Russian and foreign producers of automotive components, garage and service equipment, expendables for repair, auto chemical goods, paint and lacquer materials and other branches of the industry.

InterAuto annually attracts wide professional audience on the same platform: representatives of business community, producers and distributors of automotive equipment and components, spare parts, accessories, auto chemical goods, paint and lacquer products, equipment for car maintenance and repair, specialists of service stations, tuning studios, insurance companies, federal and municipal authorities members and specialized media journalists.



4

DAYST

42

EVENTS
OF THE BUSINESS PROGRAM

SPACE



> 21 000
sq m

EXHIBITORS



>370

VISITORS



>26 000

EXHIBITORS' GEOGRAPHY



Belarus, Bulgaria, Brazil, Germany, Israel, India, Italy, Canada, China, Luxembourg, the Netherlands, the UAE, Poland, Russia, the USA, Taiwan, Turkey, France, South Korea and Japan



Moscow and the Moscow region,
St. Petersburg and the Leningrad
region

Astrakhansk
Belgorodsk
Vladimir
Irkutsk
Lipetsk
Kaliningrad
Kaluga
Kostroma
Kurgansk
Kursk
Nizhny Novgorod
Novosibirsk
Omsk
Rostov

Samara
Sverdlovsk
Tver
Tula
Chelyabinsk
Yaroslavl regions

Altay
Krasnodar
Krasnoyarsk
Perm and Primorsk territories

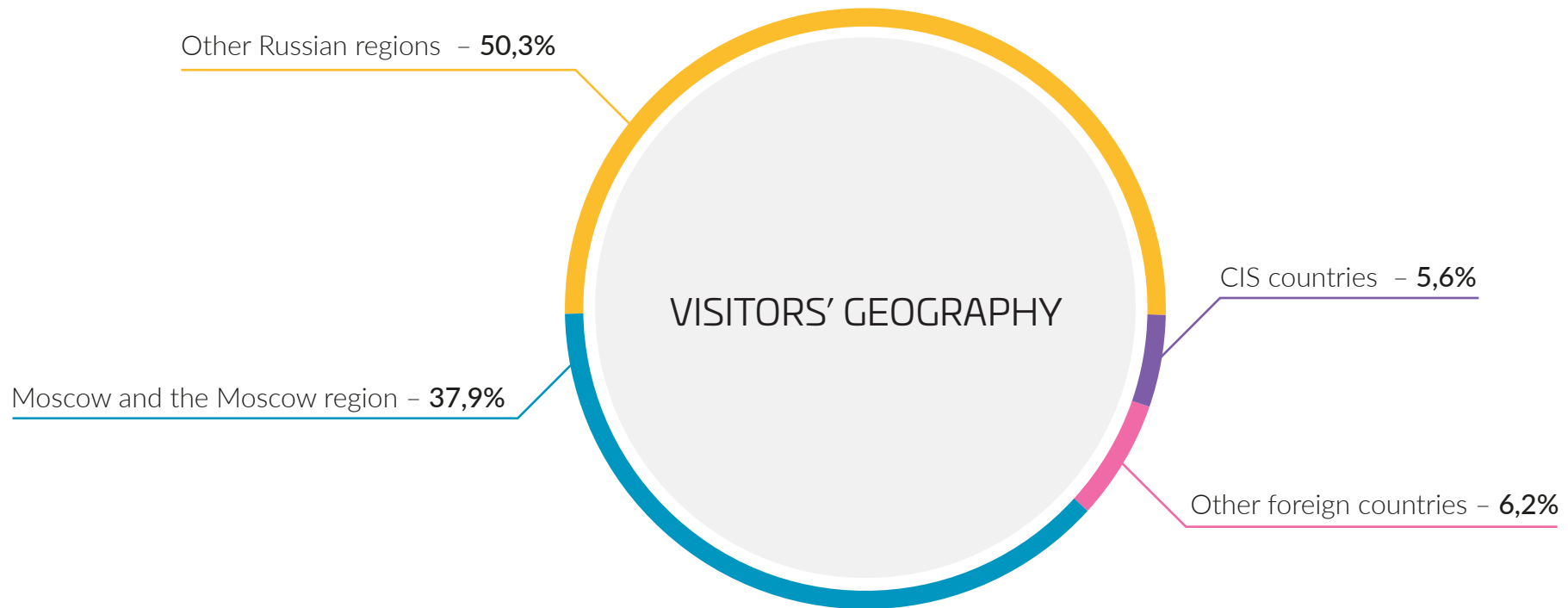
the Republics of Mordovia
Tatarstan, etc.

MORE THAN 84%

visitors are planning to attend the show in 2020

MORE THAN 70%

loyal visitors and exhibitors, business program attendees



MAIN REASONS FOR VISITING

67,3%

Establishment of new business contacts

63,3%

Search of new products

54,6%

Market information obtaining

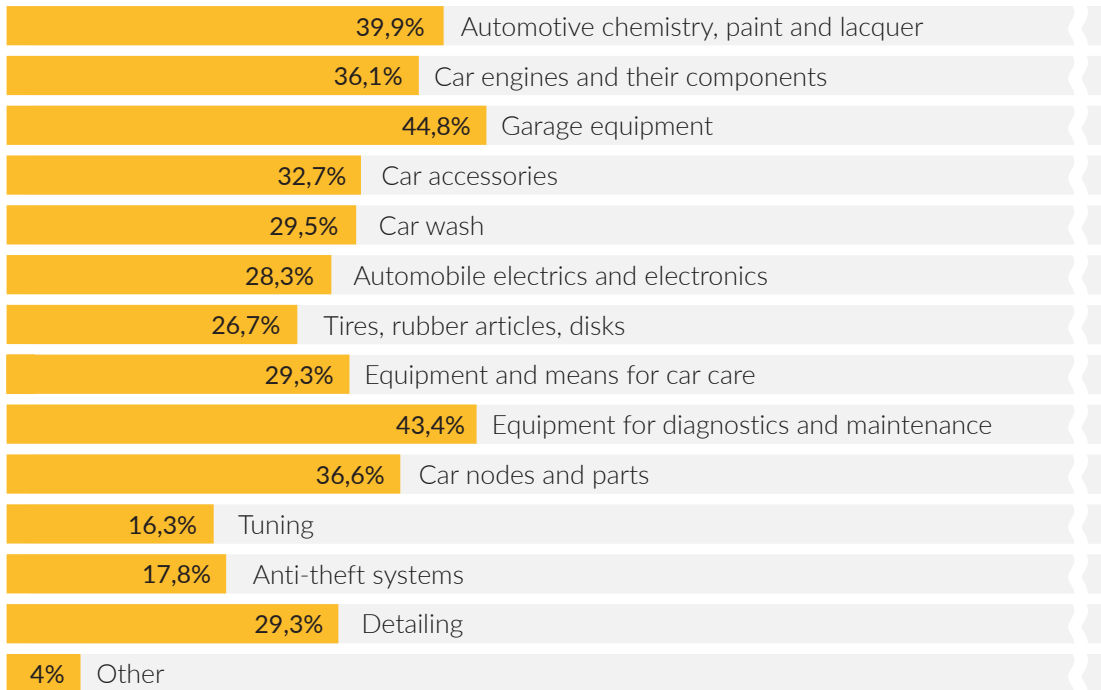
51%

Meeting with partners

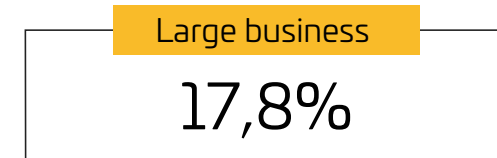
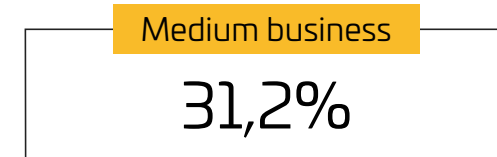
33,3%

Purchase of products/services

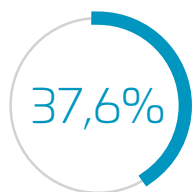
THE MOST DEMANDED THEMATIC SECTIONS



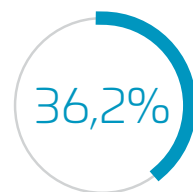
VISITORS' BUSINESS PROFILE IN TERMS OF ENTERPRISE SCALE



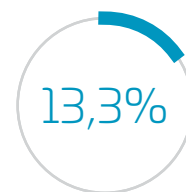
BUSINESS PROFILE



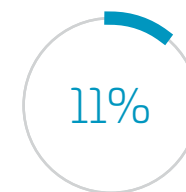
Retail



Wholesale



Distributor Dealer



Manufacturer



Other

Techno Vector Group (international group of companies)

development and production of contactless wheel alignment test line under Techno Vector trademark

SIVIK (NPO)

development and production of autoservice equipment for more than 25 years, managed to take a leading position in the Russian market: more than 50% of Russian car services and tire workshops use Sivik equipment in their work nowadays

Stankoimport

a large manufacturer and direct supplier of car service equipment and tools, which also provides service and consulting support; exclusive representative and importer of HANS brand in Russia

ROSSVIK

the largest Russian manufacturer of consumables for tire repair

AkzoNobel

producer of high performance paints for a range of decorative and protective needs, distributor of Delux, International, Sikkens and Interpon brands

Chicago Pneumatik

producer of ergonomic, safe and durable pneumatic tools

Tehnicheskiye Sistemy

official distributor of such manufacturers as Hanter Engineering Company, Mahle Rus, PowerRex Korea in the Russian territory

Interpump Group SPA

one of leaders in production of plunger pumps of high pressure

Pandora (group of companies)

developer and producer of security and anti-theft automobile electronics, service car devices and telemetry complexes



3D-Сервис – equipment for mobile service (displayed Ecube's compact design for mobile service allowing the mechanic to work in an upright position within the exhibition frames)

Technologiya avtoservisa – the largest Russian official distributor of diagnostic equipment from LAUNCH, Beissbarth, Quantex

AUTOLAND J. Kisielewski & J. Morański Sp.j. – production of car care chemistry (Poland)

CEMB S.P.A – world famous producer of garage equipment (Italy)

Gelson – car chemistry (Italy)

Flowey – leading company for car washing industry, innovative European brand in the Russian market

RUSEFF – production of high quality car care products, a new Russian brand

DIALOG-AUTOLACK – car paint, materials and tools for car body repair, direct supplies from reliable European producers: APP, NTools, KRAFT

Saint Gobain Abrasives (Norton) – one of the world's leaders of abrasive materials production; principal trademarks: Norton, Flexovit, Atlas, Winter

Maruni Industry Co., Ltd. – manufacture of tire repair material from Japan

SKYBEAR™ – car accessories

TEYES – a large producer of core car navigation systems

AET – reputable Russian supplier of tools and garage equipment

Arsenal Tools – tools for car service stations

AMONG OTHER PARTICIPANTS OF INTERAUTO 2019:

ABIX TECHNOLOGY | ABRO | ALLTPMS.RU | AROMA TOP LINE | ASTRA-RUSSIA | AUTOCHEM CO., LTD. | AUTODOC.RU | AXALTA COATING SYSTEMS RUS | BRAINSTORM | CAN OTOMOTIV | CARFASHION | CLEANOL | COMESTERO GROUP | DKR GROUP | DONAVTOSVET-CIRIE | EGOLIGHT | EUROALCA | EUROSIV | EVROSERVIS | EXCELLENT TOOLS LLC. | GARTEX | GARWARE POLYESTER LIMITED | GELENA KHIMAVTO | H7-GROUP | HUSKY | KIBERCAR | KRIT LLC. | LAUNCH | LUGGAGE SYSTEMS LLC. | MULTI FULLER | PEAKLITE CO., LTD. | PSV | GTL | LITTLE CAR | REZKON | RUBBER PAINT | SCANDOC.ONLINE | SERVER LLC. | SIBEK MTC | SOLAR TECHNOLOGIES CANADA | SOLARNEX | SPIN RUS LTD. | SUPROTEC | TROTON RUS | VINIL4YOU | WFTA® (WINDOW FILM TRADE ASSOCIATION) | AUTO-ACCESSORIES | AUTOLOGOS (Molly Green Oil) | AUTOOPTORG (JTC) | AUTOELECTRONICS | AREON | ATLANTA | ATMAN-AVTO, LLC | BHZ/VSNR | GARANT | DALI-AVTO | INVESTMENTMEKANIKA, GK | QUADRO-44 | KVAZAR-RUS | KKM | KMK PLANT | LIMARS-R | LISKOM TECHNO | LSM GROUP | MEDIANA-FILTR | META NPF | NORVIN | NORM | OMEGA TECHNOLOGY | OPTIMIST | ORIENT MASHINERI | RUSSKIYE KRASKI | SILVERSTONE | TASPO-F | TEORIN | TECHNOCAR | TRITON-IMPORT | URALEXPRESZAPCHASTI | FAKTOR SVETA, OOO | FUETTE | ENERCON-ELEKTRO | YUG TEHNOKHIM /IMOV

NEW PARTICIPANTS 2019



5 significant events were held within the frames of the InterAuto business program in 2019

2nd International practical conference of automotive industry suppliers InterAuto

- ⦿ Expanded inter-regional meeting on formation of a national multi-tiered vendor base with the assistance of component manufacturing companies operating in related industries, sectors of the defense industry
- ⦿ Plenary meeting Formation of the national automotive ecosystem
- ⦿ Session of local suppliers Formation of a national multi-tiered vendor base. Development of testing, technological and industrial infrastructure
- ⦿ International industrial session Vertical integration in the automotive industry
- ⦿ Various suppliers meetings (Passenger Road Transport, Electric Transport and Charging Infrastructure, LCV, Freight Transport and Special Equipment, Passenger Vehicles) and workshops on supply lines and supplier project support programs
- ⦿ Session of foreign suppliers, Interactive talks with representatives of Brazilian companies
- ⦿ Specialists of NPAK held consultations on support of projects of suppliers and connection to uniform base of suppliers of automobile components and component parts for commercial use

2nd conference ComTransCon: Effective Technologies of Commercial Transport Operation and Repair

- ⦿ ComTransCon – the most urgent and significant information for the heads of trucks service stations
- ⦿ How to find the approach to a mechanic and hold a corporate client
- ⦿ How to attract the right corporate clients for the service with minimal costs
- ⦿ Corporate clients' value
- ⦿ Organization of trucks service station: practical advice
- ⦿ How to organize supply and storage of spare parts at a trucks service station
- ⦿ How to earn on additional services in trucks service
- ⦿ How to save on consumables at a trucks service

5 significant events were held within the frames of the InterAuto business program in 2019

Conference Trucks Service Stations Business. Components and Service

- 🔹 Presentations by representatives of leading automotive component manufacturers (ZF, Schaeffler) and Russian auto service companies
- 🔹 Master classes for workshop owners
- 🔹 Analysis of commercial vehicle fleet, major trends and tendencies in the repair and automotive components market
- 🔹 Review of new car service equipment for commercial vehicles from the world 's leading manufacturers; analysis of the market
- 🔹 Internet technologies; customer attraction; lead generation for car service

Forum Self-service Car Wash Marketing – How to Increase Revenue?

Common platform for business communication of self-service car wash owners, managers, marketers and investors – discussion of topical issues on introduction of the latest technologies and methods contributing to increase of revenue, as well as promotion of exchange of experience and establishment of mutually beneficial contacts between various participants of self-service car wash

- 🔹 Drivers of revenue growth. Methods of detuning from competitors
- 🔹 Digitization and technology in the industry
- 🔹 Compliance with standards and their impact on revenue
- 🔹 Data-driven marketing: key business performance indicators

5 significant events were held within the frames of the InterAuto business program in 2019

B2B meeting with the Brazilian suppliers of automotive parts and components for passenger vehicles, commercial trucks, buses and special machinery

Participants: leading producers of components from Brazil, the largest Russian wholesale companies
Brazilian companies: APEX-BRASIL (The Brazilian Trade and Investment Promotion Agency), BRASLUX, DTS PARACHOQUES (Automotive Bumpers), FREIOS FARJ INDÚSTRIA E COMÉRCIO LTDA., MARINGA CYLINDER HEADS TECHNOLOGY, METALMATRIX, METALURGICA RIOSULENSE S/A, PROGERAL CLAMPS, SAMPEL INDÚSTRIA E COMÉRCIO DE PEÇAS AUTOMOTIVAS LTDA., SBU SOCIEDADE BRASILEIRA DE USINAGENS LTDA., SCHADEK LTDA., SINDIPECAS (The National Association of Brazilian Auto Parts manufacturers), SUSPENSY (RANDON) S/A IMPLEMENTOS E PARTICIPAÇÕES, TECNOMOTOR ELETRONICA DO BRASIL AS, THOR AUTOMOTIVE COMPONENTS, ZEN S/A INDÚSTRIA METALÚRGICA



1

Searching of new customers among Russian and foreign manufacturers and distributors of automotive components, garage and maintenance equipment, expendables for repair, auto chemical goods, paint and lacquer products and other branch directions

more than 89%

exhibitors establish new business contacts

more than 60%

exhibitors enter into new contracts for products and services

2

Effective presentation of innovative developments, goods and services to a distinctly selected targeted audience

64,2%

specialists specify the goal to get acquainted with new goods as the main reason for visiting

3

Monitoring of competitive activity in the market, perspective distribution channels definition

56,7%

specialists attend the show aiming to keep updated with the market situation

4

Conduction of a large quantity of direct negotiations, conclusion of profitable contracts for products and services supply

46,7%

visitors hold direct negotiations with partners the main reason for visiting

41,8%

specialist come to the show aiming to purchase products and services

Organizer



General sponsor



General Internet-partner



General TV partner



General information partner



Information partners



Crocus Expo information partner



Welcome
to the 16th International exhibition
of automotive industry
InterAuto!

November 3-5, 2020

Crocus Expo



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