

## **8th International automotive exhibition InterAuto**

**August 28-31, 2012**

**Moscow, Crocus Expo IEC**

**Pavilion 1 (halls 1, 2, 3 and 4), outdoor areas 5 and 6**

The 8th International automotive exhibition **InterAuto** was held August 28 through 31 in Crocus Expo IEC.

The event is supported by the German Association of the Automotive Industry (VDA), JETRO Japan External Trade Organization, the Association of the Russian Automakers NP, the Ministry for Industry and Trade of the Russian Federation, the Ministry for Transport of the Russian Federation and the Government of the Moscow region.

In 2012 the exposition space exceeded **30 000 sq m** and was accommodated in all halls of the first pavilion Crocus Expo IEC and on outdoor area opposite from the pavilion. The trade fair traditionally was segmented as follows: carmakers, automotive components, spare parts, car care products, lacquers, paints, maintenance and repair active stock, car electronics and safety and security systems, car accessories, garage and service equipment, tyres and discs. Thematic location shows that such segmentation assists **InterAuto 2012** visitors to easier orientate themselves at the show and the exhibitors to get a better effect of their participation in the event.

**550 exhibitors** from **24 regions of Russia** (the Amur, Belgorod, Vladimir, Volgograd, Voronezh, Ivanovo, Kaluga, Kostroma, Kurgan, Nizhny Novgorod, Novgorod, Oryol, Rostov, Samara, Sverdlovsk, Smolensk, Tverskaya, Ulyanovsk, Chelyabinsk and Yaroslavl regions, the Krasnodar and Primorsk krajs, the Republics of Tatarstan and Chuvashiya) and **17 foreign countries** (Belgium, Belarus, Bulgaria, Germany, Italy, China, Korea, Latvia, Malaysia, Poland, Slovenia, the USA, Taiwan, Turkey, the Czech Republic, Ukraine and Japan) participated in the show. The key players of the automotive global market presented their achievements: AGS Borsk glass plant, ALCAR RUS, ATEK MAKINA, Brano Group, Brose Russland, Ehrle Rus, Equinet, FENOX GROUP, GS Caltex, ITAMEKS, Huber, Huf Hülsbeck & Fürst GmbH & Co. KG, iwis motorsysteme GmbH & Co. KG, LEONI Bordnetz-Systeme GmbH, MANN+HUMMEL GMBH, PETRONAS LUBRICANTS, RBL Brems-und Lenksysteme GmbH, Tesla Blatna, Toyota Tsusho RUS LLC, TRW Automotive, WOCO RUS, AE2 Group, GAZ Group, GK GARO, JETRO, GS Industry, DUNFAN, INZHTEKHservice, KEMZ, Lada-Image, Nordberg, OTEM (J.Eberspächer GmbH), Civic, SOROKIN, Stankoimport, TADEM, Trek, Ford Sollers Holding, Shadrinsk automotive unit plant.

**InterAuto 2012** was visited by **37 613 people**. The number of visitors had been predicted before the show due to the fact that some of the companies involved in the business of automotive components, accessories, insurance and crediting (Michelin, Yokohama, Continental Tyres, Dunlop, Hankook, Nexen Tire, Cordiant, Vianor, Gazprom Neft, Lukoil, Liqui Moly, Mannol, Mega-F, Alarm Trade, StarLine, Kugar Tuning, Itelma, Stopol, DMACK tyres and others) exhibited their products and services within the frames of the **Moscow International Automobile Salon'2012** which runs on even years. These companies are expected at the 9th International automotive exhibition **InterAuto** in 2013.

Exhibitors appreciated at its true value organizers' advertizing campaign of the project and their activity related to provision of targeted audience. Thus they succeeded in providing b2b format

of the event: 97% of **InterAuto 2012** visitors were professionals aiming to establish new contacts, expand partnership relations, exchange of experience and enter into contracts.

The Gala Opening Ceremony of the 8th International automotive exhibition **InterAuto** took place August 28 in the lobby of the first pavilion Crocus Expo IEC.

Official persons from the exhibition centre management and partners of the project, the Association of Automakers of Russia NP (OAR), the Central Scientific Research Automobile and Automotive Engine Institute (NAMI) Federal State Unitary Enterprise, the National Association of Automotive Components Manufacturers (NAPAK), IMAG, International Exhibition and Fair Service (Germany), JETRO Japan External Trade Organization and ZAO CROCUS INTERNATIONAL participated in the opening ceremony.

All speakers congratulated with the commencement of the event where the widest range of components, accessories, equipment for service maintenance and car electronics, everything relevant to a modern car, is displayed.

The speakers highly appreciated **InterAuto's** role in the sphere of strengthening of international business relations between specialists of the branch and large-scale presentation of Russian and foreign manufacturers' products.

Business program of the project featured numerous conferences, congresses, seminars and master classes. International conference **Certification of Automotive Components** was held **August 28**. The conference provided an opportunity to understand numerous aspects of certification process, to receive comments of the best specialists of the leading automobile institute which is engaged in the development of technical regulations, and representatives of large automotive companies which are making use of their knowledge and experience in practice.

Lectures by renowned international experts in the sphere of quality management in the automotive segment were organized **August 30** and **31** within the frames of forum of experts **VDA QMC Global Event**.

Moreover, the 2nd independent prize **The Car Component of the Year** and **The Golden Wrench** – the first international independent professional awards for the key players of the market of car service equipment – was awarded within the frames of **InterAuto 2012**. The awards are targeted to promote development of production and automotive equipment sales, improvement of quality and branch stimulations in the Russian market.

Exhibitors noted high organizational level of the show. Many of them have already confirmed their participation in **InterAuto 2013**. OOO Hyundai Motor CIS, AVTOVAZ OAO and other large manufacturers of automotive components and specialized equipment are among them.

A specialized section **Made in Russia**, devoted to demonstration of full range of automotive equipment made in the territory of the Russian Federation including foreign companies, will be organized for the first time within the frames of the exhibition in 2013. The idea of the section Made in Russia was supported by the Department of Automotive Industry and Agricultural Machine Building of the Ministry for Industry and Trade of the Russian Federation and it was approved at the meeting of the Council of the Association of the Russian Automakers NP. The section will make **InterAuto** exhibition a national motor show taking turns with the **Moscow**

**International Automobile Salon** held on even years according to the world calendar of OICA exhibitions.

The eighth edition of **InterAuto** surely became a prominent event for the automotive segment and a promotional opportunity not to be missed!