

# automechanika

ISTANBUL

## POST SHOW REPORT

# 2023

### Show Profile

**Edition :** 16th

**Date :** 08-11 June 2023

**Next Date :** 23-26 May 2024

**Organiser :** Messe Frankfurt Istanbul & Hannover Fairs Turkey

### Türkiye's largest international trade fair Automechanika Istanbul 2023 broke new records

The largest Automechanika Istanbul of all times which brings together the automotive aftermarket industry, has come to an end. 1,437 exhibitors from 40 countries and 10 country pavilions took part in the trade fair which was held in Istanbul TÜYAP Fair and Congress Center in cooperation with Messe Frankfurt Istanbul and Hannover Fairs Turkey, while a total of 58,024 trade visitors from all around the world visited the fair. The number of visitors increased by 20% compared to the last year's edition.

### Digital platform

- 60.000+ users from 155 countries
- 1.340.000+ page views
- 516.359 search entries
- 736 B2B meeting requests
- 1500+ views for live content from the venue
- 4500+ mobile app downloads

### Top Themes

**automechanika**  
ACADEMY

Powered By **Castrol**

**Innovation 4 Mobility** by BAKIRCI

**IBIS** INTERNATIONAL BODYSHOP INDUSTRY SYMPOSIUM

**TOBFED**  
Türkiye Otomotiv Bakım Derneği Federasyonu



### Exhibitor Overview

**1.437** exhibitors

**40** countries

**10** pavilions

#### Top 10 exhibitor countries:

- 1 TURKIYE
- 2 CHINA
- 3 INDIA
- 4 HONG KONG
- 5 CANADA
- 6 GERMANY
- 7 TAIWAN
- 8 ITALY
- 9 KOREA
- 10 POLAND



### Visitor Overview

**58.024** visitors

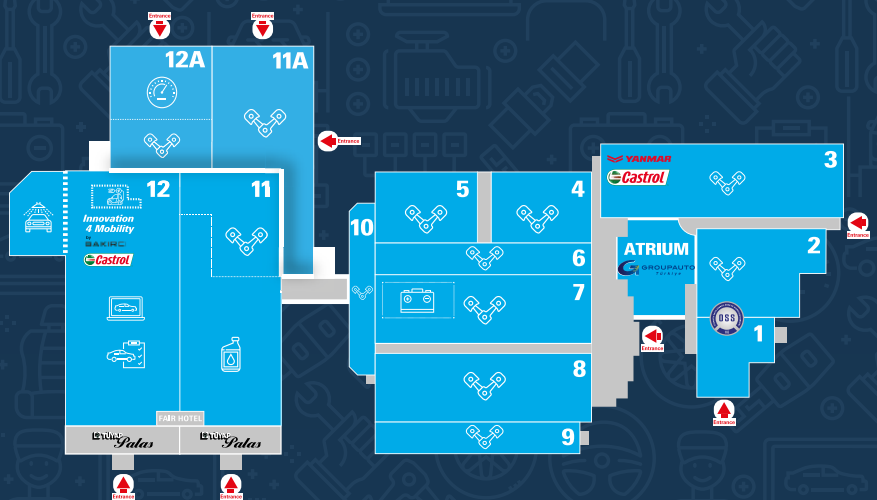
**17.987** int. visitors

**141** countries

#### Top 10 visitor countries:

- 1 TURKIYE
- 2 BLACK SEA REGION
- 3 IRAN
- 4 ALGERIA
- 5 GERMANY
- 6 IRAQ
- 7 ITALY
- 8 TUNISIA
- 9 BULGARIA
- 10 EGYPT

### Product Groups & Venue Map



- Parts & Components
- Diagnostics & Repair
- Accessories & Customizing
- Electronics & Connectivity

- Oils & Lubricants
- Car Wash & Care
- Dealer & Workshop Management
- Alternative Drive Systems & Fuels