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AUTOSHOW-FRANKFURT

AUTOMECHANIKA ASIA SHOW IN KL TO BECOME KEY AUTOMOTIVE EVENT FOR AFTA

By: Manik Mehta

FRANKFURT, Sept 25 (Bernama) -- Messe Frankfurt, the organizer of the world's largest trade show for auto parts, accessories and services, Automechanika Frankfurt, believes that its upcoming Asian version of the event will become a "key automotive event" for the ASEAN Free Trade Area (AFTA).

The Automechanika Asia, as the Asian version is called, has been moved effective this year from its past venue in Singapore to Malaysia.

This maiden event in Malaysia will be held from November 12-15 at the Putra World Trade Centre in Kuala Lumpur. "The third presentation of Automechanika Asia is on course to be a successful event in the newly-implemented free trade area of ASEAN," says Messe Frankfurt.

In "ASEAN's biggest passenger vehicle market", as Malaysia is being called, the event has already attracted more than 100 major exhibitors from more than 12 countries, including the automotive industry's leading names such as DaimlerChrysler, Robert Bosch, FACOM, SACHS and ZF.

Messe Frankfurt said in a statement that it expects more than 7,000 trade visitors from over 20 countries to attend the event.

Automechanika Academy, a one-day forum which will focus on business, environmental, regulatory and other issues affecting the regional automotive industry would also be held in conjunction with the main exhibition, on November 13 also at PWTC.

Messe Frankfurt says the Automechanika Academy will feature "some of the industry's most authoritative voices", including representatives of the Malaysian Ministry of International Trade and Industry, the Malaysian Automotive Components Parts Manufacturers Association and the Malaysian-German Chamber of Commerce and Industry.

The topics to be discussed will include the latest trends, developments and challenges facing the automotive businesses, and measures needed to sharpen the competitive edge of Malaysia's automotive industry.

This will also be in keeping with the forum's objective of giving the participants an "excellent opportunity to learn, interact and exchange ideas".

Michel-Alexandre Morlat, the Vice President of the Brand Automechanika, was "pleased" with the level of interest shown in the Automechanika Academy among pre-registered visitors of the Automechanika Asia fair.

"We are positive that the topics from our Malaysian partners and supporters will be useful for companies that are globalizing their business operations, and for foreign companies investing in this region," he says. Automechanika Academy will feature six separate presentations.

The Malaysian Ministry of International Trade and Industry (MITI) will open this event with a discussion on "Opportunities in ASEAN - with special emphasis on the Malaysian automotive industry".

G. Alagasan, director, sectoral policy 1 at MITI, will lead the discussions on the latest trends, developments and challenges facing the automotive businesses, and outline key measures adopted by MITI to enhance the competitiveness of the industry in Malaysia. MITI will also examine the blueprint to develop Malaysia into a regional production and distribution hub for the automotive industry.

"I have seen the products displayed by Malaysian manufacturers at the Automechanika show in Frankfurt, and am confident that Malaysia can become a regional production and distribution hub for the automotive industry.

It needs to add value to its products and also work closely with the buyers," says a German buyer who sources automotive parts and accessories for the automotive industry from a number of Southeast Asian countries, including Malaysia.

"Aftermarket Trends in Europe" will examine the changed business environment resulting from the recent implementation of the new block exemption regulation and the European policy for the purchase of spare parts.

Alain Montredon, senior president Aftermarket Worldwide/Renault expert consultant Aftermarket Operations for Vehical Manufacturers, will speak on this subject.

Ferruccio Blanc, executive manager, Automotive & Subcontracting Promotion at the Centro Estero Camere Commercio Piemontesi, will speak on "European Original Equipment Market, Partnerships with Vehicle Manufacturers" with a presentation on "From Concept to Car Project".

Tony Leow, vice president, Malaysian Automotive Component Parts Manufacturers Association, will speak on "The Malaysian Automotive Component Parts Industry - Challenging Times Ahead".

"Emissions Regulations - Our chance to improve life quality - Clean Air" will be presented by Klaus Burger, sales director of MAHA Maschinenbau Haldenwang GmbH. & Co. KG, to outline the various targets, measures and technology-driven emission control systems recommended as part of a broader environmental initiative to control air pollution resulting from motor vehicles.

The Academy will be concluded by Rainer Herret, executive director of the Malaysian-German Chamber of Commerce and Industry.

Herret will provide information on "Making Cooperation with the Malaysian automotive industry a success - a guideline to jump the intercultural barrier", aimed at helping industry players overcome the intercultural barriers in an increasingly competitive, integrated and global business environment. -- BERNAMA

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