

Automechanika Dubai

14 – 16 December 2021

Agenda

Automechanika Dubai 2021 – Update & Features

Presentations

Panel Discussion + Q&A Session

Lunch

Exhibitor Masterclass

For best user experience:



Webinar access – desktop/laptop



No Audio/Video? – Refresh browser

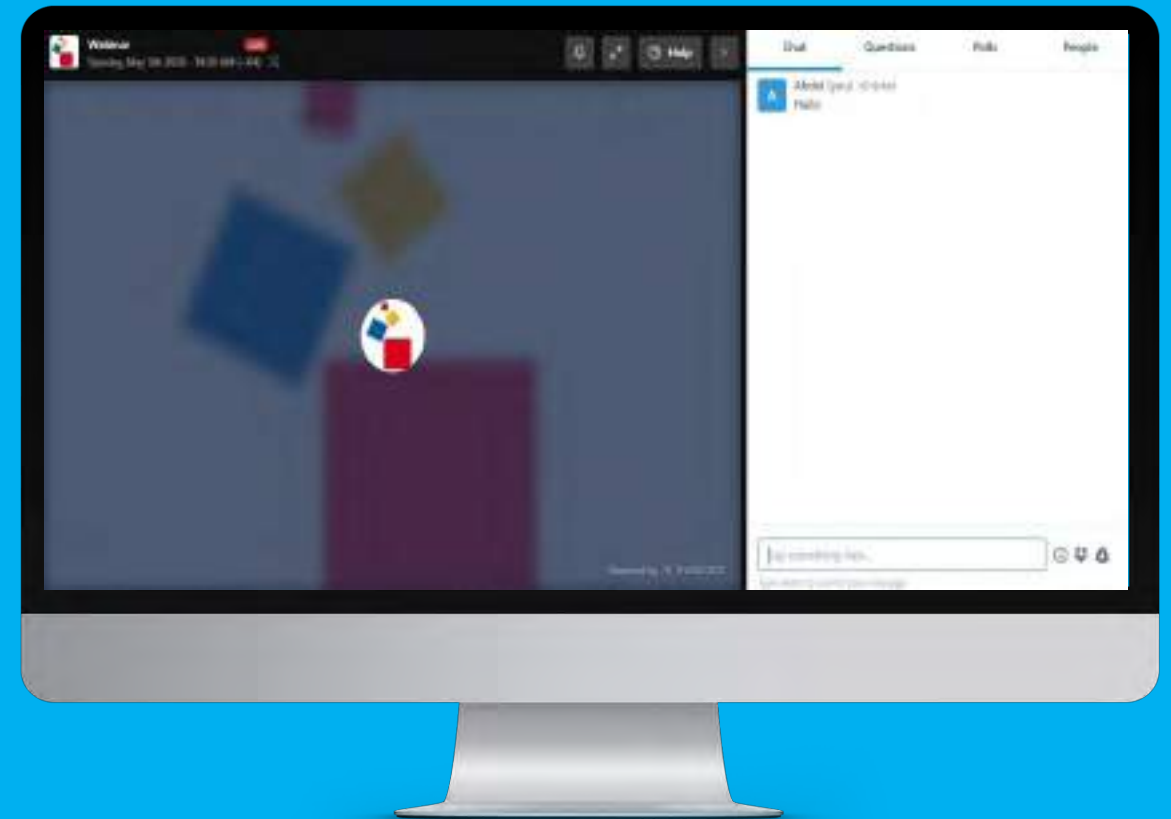


Click here for audio button – click it!

For best user experience:



Engagement area



Replay available on:
www.automechanikaDubai.com/Webinars

The Path Ahead for Fleet Management



Speakers



VITALI BIELSKI
Associate Director
Frost & Sullivan



NAVEEN SOOK
Fleetboard Manager
Daimler Commercial
Vehicles FZE



COLIN HODGSON
Technical Support
Manager
Caltex Lubricants



MARTIN ROBERTS
Transport Manager
Momentum Logistics



GAZI BILIKOZEN
Show Director,
Automechanika Dubai +
Riyadh
Messe Frankfurt Middle
East GmbH

Automechanika Dubai

14 – 16 December 2021

Update

Features



Mahmut Gazi Bilikozen
Show Director
+ 971 50 552 74 56
gazi.bilikozen@uae.messefrankfurt.com

Update

Exhibiting Countries: 57

New Countries: Czech Republic, Estonia, Morocco, Syria

Confirmed Pavilions:

- Brazil
- France
- Germany
- Italy
- Korea
- Malaysia
- Thailand
- Turkey
- UK
- USA

New Pavilion: Morocco

Premium Club

The Premium Club is an exclusive programme for selected key buyers to enjoy complimentary benefits during their visit.

Our aim is to bring the key stakeholders and buyers with direct purchasing power to connect with exhibitors efficiently and create more business opportunities.

NEW



Competences

Competences were introduced to recognise and promote our exhibitors by highlighting their commercial, motorcycle, agricultural and classic products.

We are encouraging our exhibitors to register their products under these segments to avail more exposure at the show.



**Truck
Competence**



**Motorcycle
Competence**



**Agricultural
Competence**



**Classic
Competence**





Sheree Ann Fernando
Sales Manager
+ 971 56 174 03 05
sheree-ann.fernando@uae.messefrankfurt.com

Automechanika Awards



NEW



Categories

Service Providers

Commercial Vehicle Workshop of the Year
Commercial Vehicle Bodyshop of the Year

Independent Workshop of the Year
Agency Workshop of the Year
Independent Bodyshop of the Year
Agency Bodyshop of the Year

Workshop of the year – Public Sector
Bodyshop of the year – Public Sector
Automotive Services Provider of the Year

Categories

People

Aftersales Manager of the Year
Workshop Manager of the Year
Bodyshop Manager of the Year
Public Sector Manager of the Year
Women in Automotive Aftermarket

Products & Training

Innovation
Sustainability
Safety
Product of the Year
Training

automechanika
DUBAI



AWARDS 2021
14th December

MEET THE JUDGES



Graham Threlfall



Alan Whaley



Abdulla Fashed Obaid AlDahail Alimberi



Nasir Saif Sultan AlSeeri



Dr. Nima Mehrdadi



Dr. Khaled Alexander Sabbah



Martin Roberts



Joerg Mommertz



Frank Beaujean

Awards Update

Over 90 nominations so far

Deadline: 15 October 2021



Rudolph Anand
Sales Manager
+ 971 50 654 87 44
rudolph.anand@uae.messefrankfurt.com

Automechanika Academy

Knowledge sharing platform has evolved recently to include training certifications and high-level panels featuring C-level executives.

Attend the Academy to stay ahead of the curve on the industry's hottest topics, latest trends and innovations.

- Insurance & Insurance Regulations
- E-Commerce
- Women in Automotive
- Fleet Management
- Standardization & Safety
- Future of Mobility



Automechanika Network

It is the gathering of the industry twice per year outside of the show to network, learn and share experiences. Discussing a topic of interest while exploring new potential opportunities together with industry stakeholders are encouraged.



Automechanika Webinars

They are designed as a response to the restrictions during the COVID-19 pandemic. They became an alternative way to engage the automotive aftermarket community.

Tire Focus: A Sustainable and Safe Evolution LIVE
Started 22min. ago

Continental AG Abdelrahman Kurdieh Continental 150 YEARS
Leading the way for your mobility

- A leading player in **autonomous mobility**
- First to market with **Software-defined** vehicle architecture
- Industry-benchmark operational efficiency in **Tyres**
- ~236,000** talented and dedicated employees

Chat Questions Polls

HI , FROM DUBAI

H Hussaini
Hello from Nigeria

M Makhoukhi
Hello from Algeria

Automechanika Dubai Team
If you have any questions for our speakers, please post your questions under the Questions tab for them to address during our Q&A session after the presentation

H Hamza
Hi from Saudi Arabia

A Abdulaziz
Hi Abdulaziz From Saudi

New messages

A Amit
Namaste from Pune, India

N Naveen Antony
Hi Juan

+ Say something nice...



Upcoming Webinars

October: Automotive Retail by Synchron

November: Collision Repair Series

December: Automechanika Dubai

January: Digitalization in Dealership Management

February: Road Safety

March: Sustainability

April: Collision Repair Series

May: Network

June: Automechanika Riyadh

Foiling at its Finest

An event that features a world-renowned foiling specialist who will be demonstrating various foiling techniques and applications. Visitors will be able to step up and try their hand at car foiling.



NEW

Automechanika Roadshows

Automechanika Roadshow Concept

- Conf-ex style
- Regional or country specific destinations of importance (e.g. East Africa, CIS e.g. Kenya, Kazakhstan)

Audience

- Manufacturers, distributors, wholesalers, retailers, dealers, agents, key buyers, VIP & media

Benefits

- Accessing & learning about new markets
- Networking with industry professionals
- Building new relationships

Destination	Dates
Saudi Arabia (Jeddah, Riyadh & Dammam)	23 - 25 March 2015
Iran (Tabriz, Tehran & Isfahan)	5 - 7 October 2015
Abu Dhabi	15 February 2016
East Africa (Ethiopia & Kenya)	15 - 16 March 2016
North Africa (Morocco & Tunisia)	17 - 21 October 2016
Saudi Arabia (Jeddah, Riyadh & Dammam)	7 - 9 November 2016
Abu Dhabi	05 December 2016
CIS (Kazakhstan & Uzbekistan)	28 February - 2 March 2017
Oman (Muscat)	03 April 2017
West Africa (Ivory Coast & Nigeria)	21 - 22 November 2017
Iran (Mashhad)	13 December 2017



Aly Moustafa Hefny
Project Manager
aly.hefny@uae.messefrankfurt.com

Modern Workshop

Interactive platform in the Repair & Maintenance section where knowledge and theory meets experience and application.

Includes demonstrations and product trainings.

Topics:

- Best marketing strategies for garages, to turn clients into loyal customers
- Invest in training your team
- 'Coalition' Repair
- The need for alignment on repair estimating process



Tools & Skills Competition

Action packed feature in the Repair & Maintenance section where visitors test their skills with exhibitors' tools and equipment.

Competitions:

- Tyre Changing
- Tyre Mounting
- Smart Dent Removal

NEW





Gil Duran
Sales Coordinator
+971 52 543 95 62
gil.duran@uae.messefrankfurt.com

Sponsorship Opportunities

Pre-Show:

- Webinar
- Eshot Campaign
- Network

During the Show:

- Onsite Branding
- Automechanika Awards
- Academy
- Premium Club



Automechanika Dubai Sponsors

PLATINUM SPONSOR



مجموعة نيو ايست
NEW EAST GROUP

YOUR AUTO PARTNER

OFFICIAL BATTERY DISTRIBUTION PARTNERS



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Innovation Zone

Dedicated area for manufacturers and partners to showcase their innovative products, ideas and support for the on-going changes in the automotive industry.



Innovation Zone Exhibitors





Darshvir Kaur
Sponsorship Sales Manager
+971 52 104 23 03
darshvir.kaur@uae.messefrankfurt.com

Additional Exhibition Services

For inquiries related to our in-house stand construction and travel and hospitality services, please contact:



Fairconstruction
Shella Ivy Esteban
Project Manager
+ 971 56 174 6278
shella.ivy.esteban@uae.messefrankfurt.com



Travel Desk
Florence Pagdanganan
Client Service Executive
+ 971 52 683 0293
florence.pagdanganan@uae.messefrankfurt.com

Role of Fleet Telematics in Trucking Industry

Lessons to Learn from the Connected Vehicle Industry



BRIEFING AGENDA



Truck Sales Ailing - Is Telematics Market Still in Good Health ?



Telematics Services to Evolve Over COVID



Road Ahead – New and Innovative Business Model



Key Recommendations – Best Practices



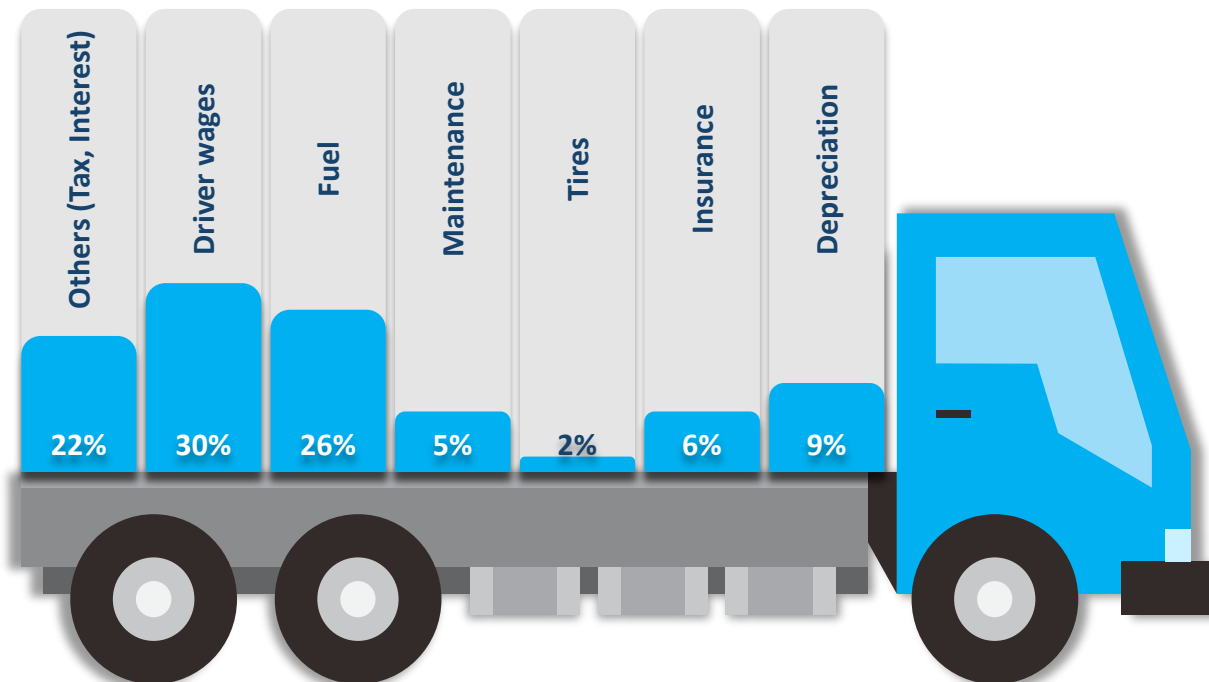
COVID-19 Truck Sales Ailing - Is Telematics Market Still in Good Health ?



TELEMATICS CAN HELP FLEETS TO RECOVER FASTER DURING COVID

TELEMATICS IF POSITIONED WELL CAN OPEN UP LARGE OPPORTUNITY, POST COVID; WITH DROP IN NEW TRUCK SALES, FLEETS NEED PRODUCTIVITY TOOL LIKE TELEMATICS TO OPTIMIZE THEIR EXISTING (OLD) VEHICLES, TO STAY PROFITABLE

Total Cost of Fleet Operation



Fleet Telematics seen as a 'Productivity Tool' is best placed to support Transport companies to optimise and maximize their fleet better

Benefits After Effective Deployment of Fleet Management System



10-15%
Increase in Productivity



10-15%
Overtime Reduction



20-25%
Reduction in Fuel Expenses



5-10%
Reduction in Total Miles



20-30 minutes
Day/Driver Labour Savings



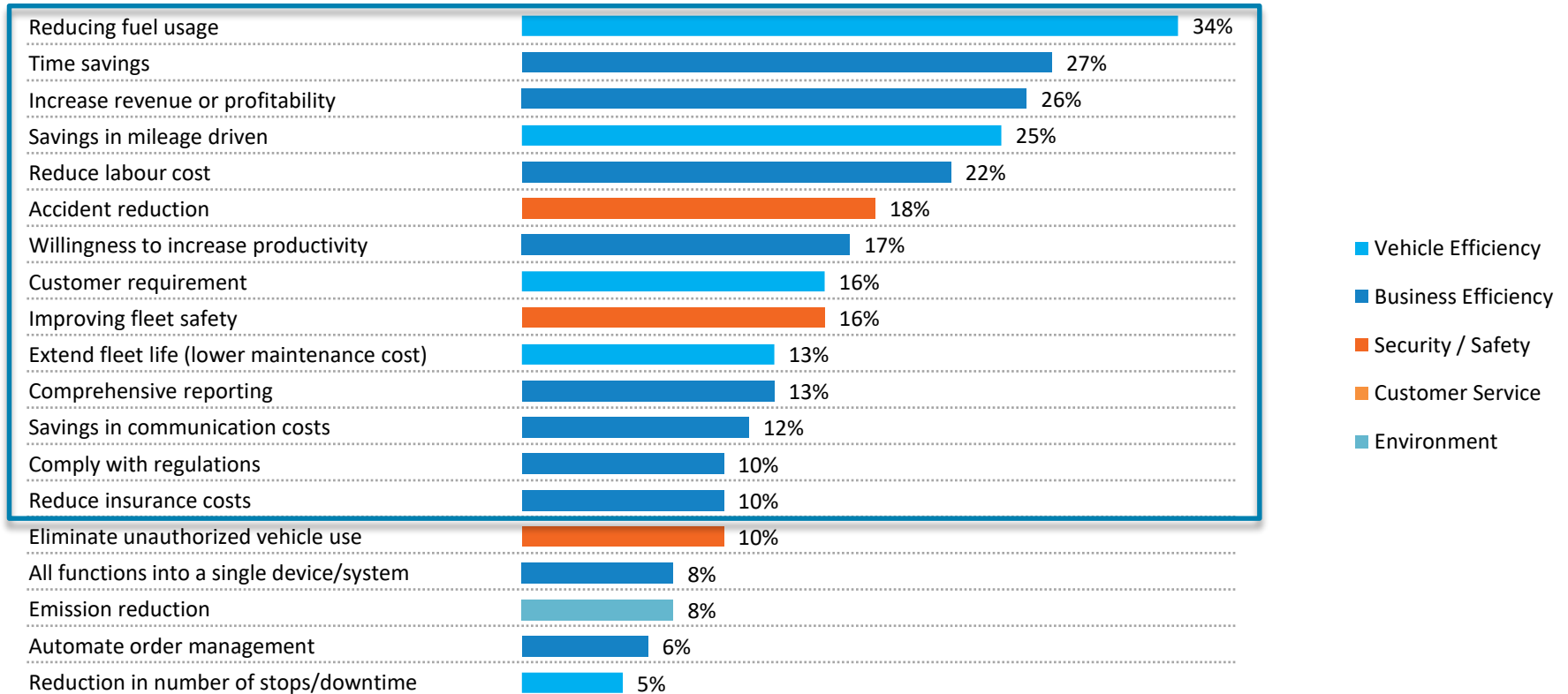
15-20%
Increase in Vehicle Utilization



20-30%
Reduction in Vehicle Idle Time

FLEETS TO INVEST IN TELEMATICS

'VEHICLE' AND 'BUSINESS EFFICIENCY' ARE THE MAIN DRIVERS FOR INVESTING IN TELEMATICS



Base: Respondents not using telematics but interested in investing in it (n=77). Ranking question.

Q21. What do you consider are the top three major reasons in terms of importance for investing in fleet telematics solutions?

COVID IMPACT - KEY GROWTH SEGMENTS

WITH GROWTH IN LAST MILE DELIVERY, SERVICES LIKE POD, ROUTING & SCHEDULING AND MAINTENANCE HAS INCREASED TAKERS; WHILE HIGH-END SERVICES HAD LOW PENETRATION, LAST YEAR.

Key Growth Industries

Last Mile Delivery

- Food delivery
- Building supplies
- Medical supplies
- Equipment delivery

Capitalized

- Service fleets was another industry which saw good growth;
- Routing and scheduling over the road (for-hire)

Survived



- Oil & gas,
- Office supply
- Auto haulers

Worst Impacted

Key Fleet Segments

Large Fleets



Capitalized

Medium Fleets



Survived

Small Fleets



Worst Impacted

TELEMATICS SERVICES TO EVOLVE OVER COVID



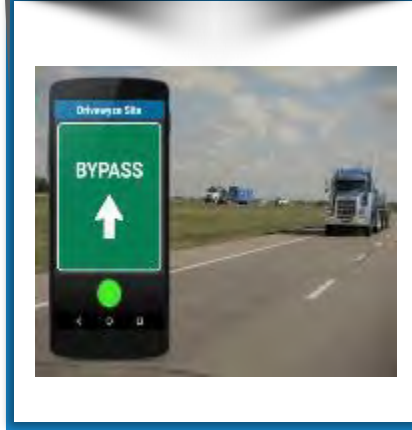
GROWTH OPPORTUNITIES IN TRUCK CONNECTIVITY MARKET

HWW AND CONTACTLESS SERVICES ARE THE 'NEW NORM', GROWTH AREAS

Health, Wellness and Wellbeing Services to Penetrate (HWW) – Vehicle to Driver Centric Services Eg: Weekly/Monthly Driver Health Dashboard



'Contactless' Services (CLS) to Promote Social Distancing – Eg: Smart Fleet Card (contactless payment), Weight Station Bypass



Mobile-based 'Service-on-Demand (SoD)' Services to Rise – Mobile Mechanics, Re-fueling and others



Shift of Point of Interest (POI) Services from Convenience to Necessity – Eg: Real-time COVID Zones



HEALTH, WELLNESS WELLBEING (HWW) SERVICES – VEHICLE TO DRIVER CENTRIC SERVICES

CURRENT

Driver Health Monitoring (Heart rate, pulse, blood pressure, oxygen saturation)



AI - recognize human emotions based on facial cues or physiological responses

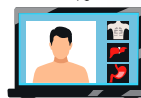
- Fatigue Monitoring (Stress Assessment)
- Illness (persistent cough and sneezing)



FUTURE



Automated emergency response – First responders alerted in case of emergency



Driver Health Dashboard



Driver Health Gamification (and rewards)



Virtual Nurse (Digital Assistance)



Remote Clinical Appointment



Cabin Air quality analyzer

CONTACTLESS SERVICES – SOCIAL DISTANCING SERVICES



CURRENT

Contactless payment (Smart Fleet Card)



Diagnostics/Prognostics with service aggregation



Weigh Station Bypass



Automated tolling



Internet access



In-Cab Driver Training



Driver Simulation Training



Proof of delivery



Video Surveillance (Follow Standard Operating Procedure)



FUTURE



Remote Driving
(Driving from office)
– Eg: Einride



Self-driving Food
and Part
Delivery

SERVICE ON DEMAND (SOD), MOBILE SERVICES TO TAKE OFF



CURRENT

Mobile Maintenance & Repair – Battery, tire, brakes, oil etc.,



Mobile Re-fueling



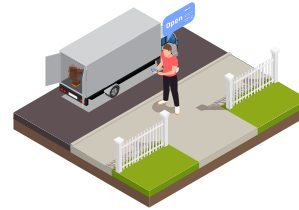
Freight Matching/Brokering



On-demand driver – driver relay



FUTURE



In-cab food delivery
(using GPS co-ordinates /Driver ID)



3D printed parts
delivery on
demand

POINT OF INTEREST (POI) SERVICES – CONVENIENCE TO NECESSITY



CURRENT

- **Real-time Navigation with POIs**
 - COVID Zones



- **Real-time Navigation with POIs**
 - Hospitals



- **Average Footfall**
 - Less populous



- **Truckstop Rating based on hygiene factors**
 - Shower, rest area, parking and other



FUTURE

Multi-purpose smart card help calculate expenses in a single dashboard for entire fleet operations

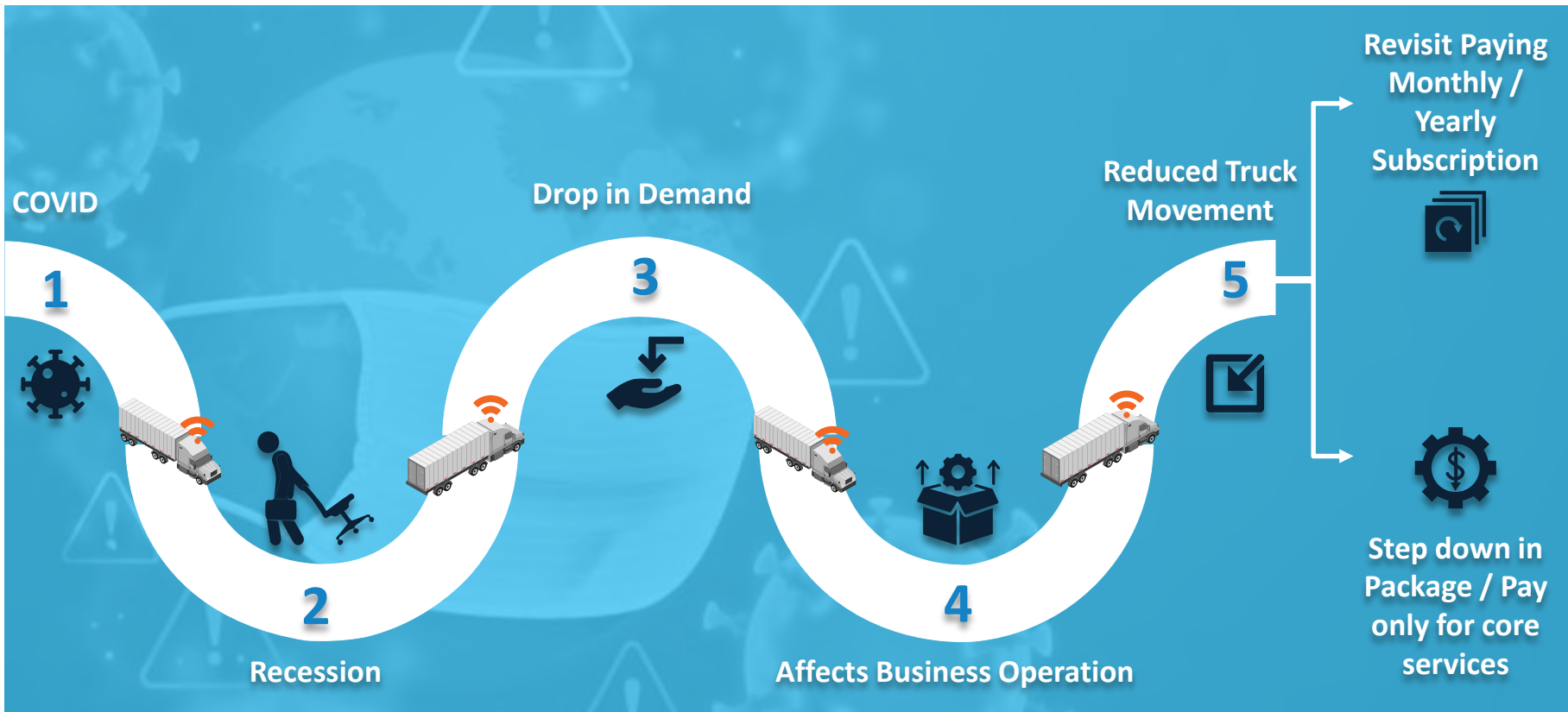


A hand holding a glowing lightbulb with a network of white nodes and lines above it, symbolizing innovation and technology. The background is a dark blue gradient with a curved light blue border at the bottom.

Road Ahead – New and
Innovative Business Model

COVID COULD REALIGN CUSTOMER PERCEPTION TOWARDS TELEMATICS

TELEMATICS VENDORS NEED TO RETHINK THEIR BUSINESS MODEL; NEED TO SHIFT FROM PRE-PAID (MONTHLY/YEARLY) TO POST-PAID (BASED ON CONSUMPTION)



'A-LA-CARTE' ON-DEMAND SAMPLE PRICING RANGE

2 FREE FEATURE UPGRADES EVERY YEAR MIGHT BE AN ATTRACTIVE VALUE PROPOSITION



Truck Platooning



\$0.02 per KM



Range Extension



\$30-\$50/ battery swap



Mobile Refueling



\$1.2-\$1.5 + \$5 single delivery fee




Navigation




\$3-\$5 per Day*




Tow Assist



Min \$50 and \$2-\$4 per mile



On-demand Vehicle Diagnostics



\$3-\$4 per service*

Note: * denotes 'Expected' price range

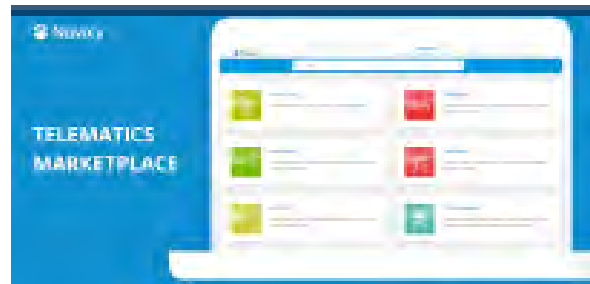
KEY AREAS OF FUTURE DIFFERENTIATION



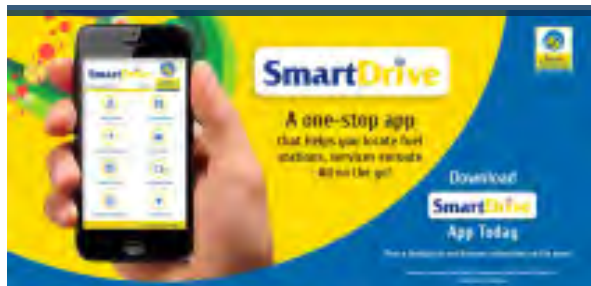
One-stop-Solution
(Includes Supply chain)



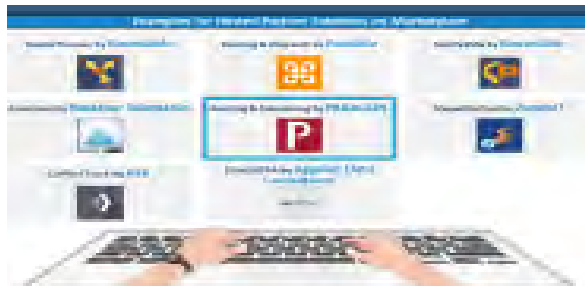
Brand Agnostic (Telematics)



Marketplace
(App store)



Smart Card (Digital Wallets)



Customized Packaging
(A la carte/FOD)



Multi-modal Transport
(Cheapest mode of Transport)

Vitali Bielski

Associate Director

Mobility – Automotive

Mobile : +971 55 672 8621

Email : vitalib@frost.com

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Events



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Fleet Efficiency Solutions

Daimler Commercial Vehicles MENA, Naveen Sook
29/09/2021

Mercedes-Benz
Trucks you can trust



Agenda



Objective



Challenges



Fleet Management Solutions



OEM Tools & Support



Conclusion

Fleet management solutions enable customers to be more profitable and successful.



Agenda



Objective



Challenges



Fleet Management Solutions



OEM Tools & Support



Conclusion

Business Complexities



Market Regulations

Authorizations & Licensing

Technological advancements

Country Laws & Policies

Personnel Requirements



Risks & Liabilities



Fleet management
personnel



Job Benefits
administration



Training &
Development

Procurement Tasks



Parts, Lubricants,
consumables



Tools, Diagnosis &
Equipments

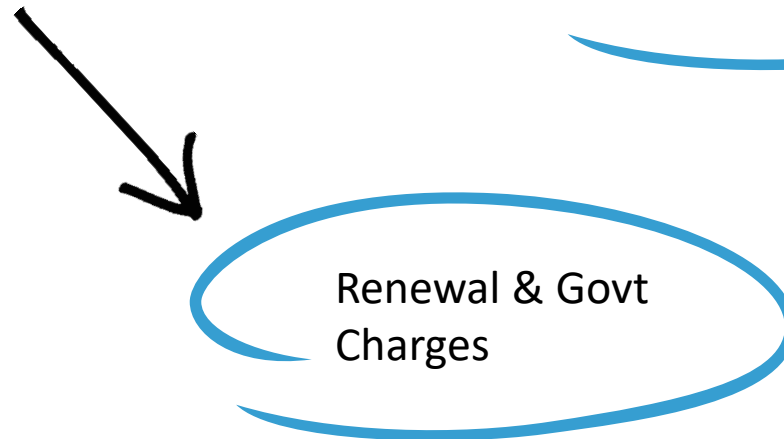
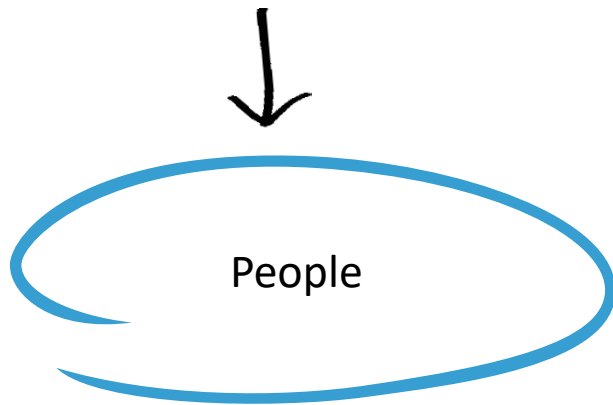


People

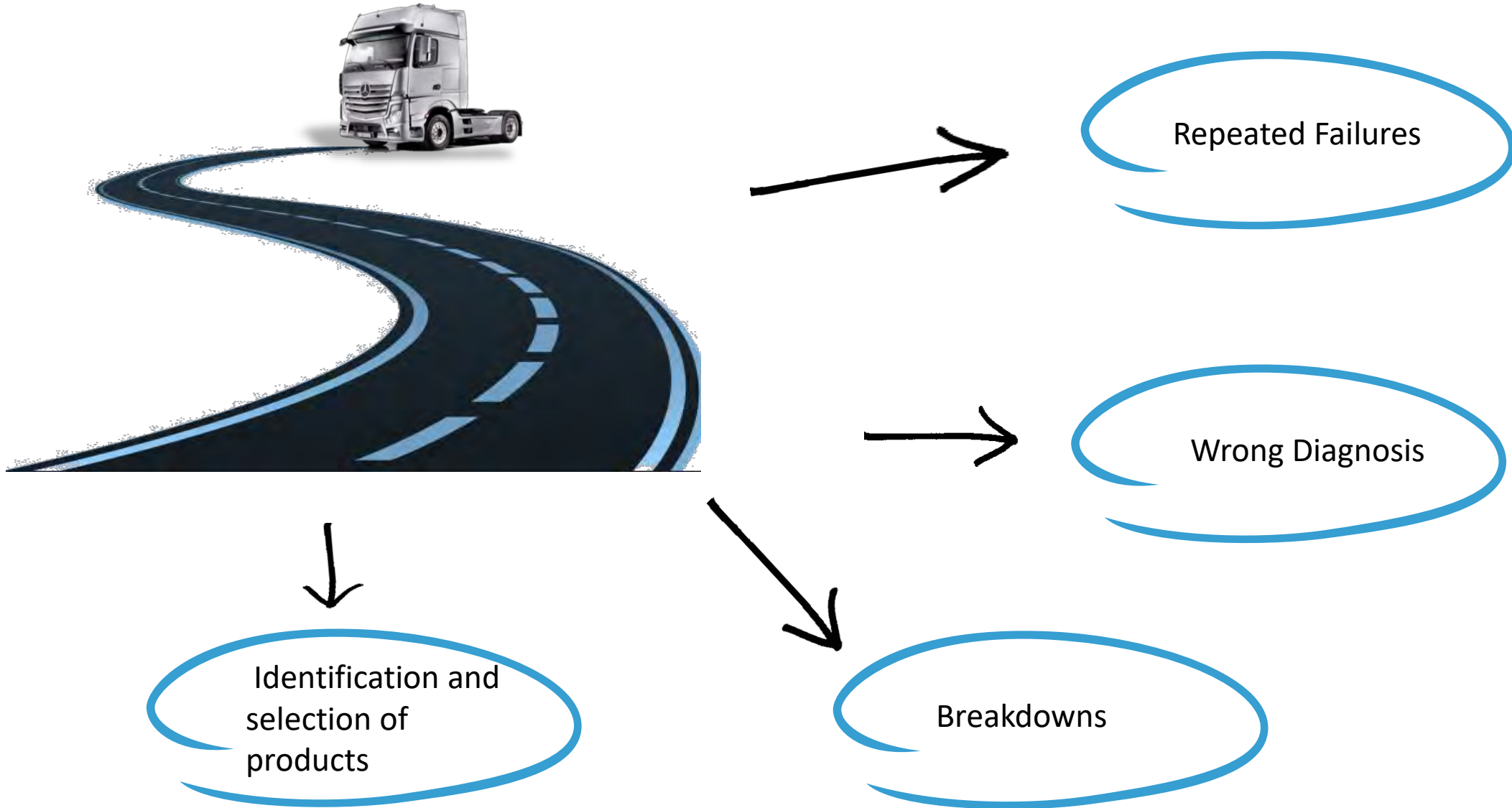


Stock & Inventory
management

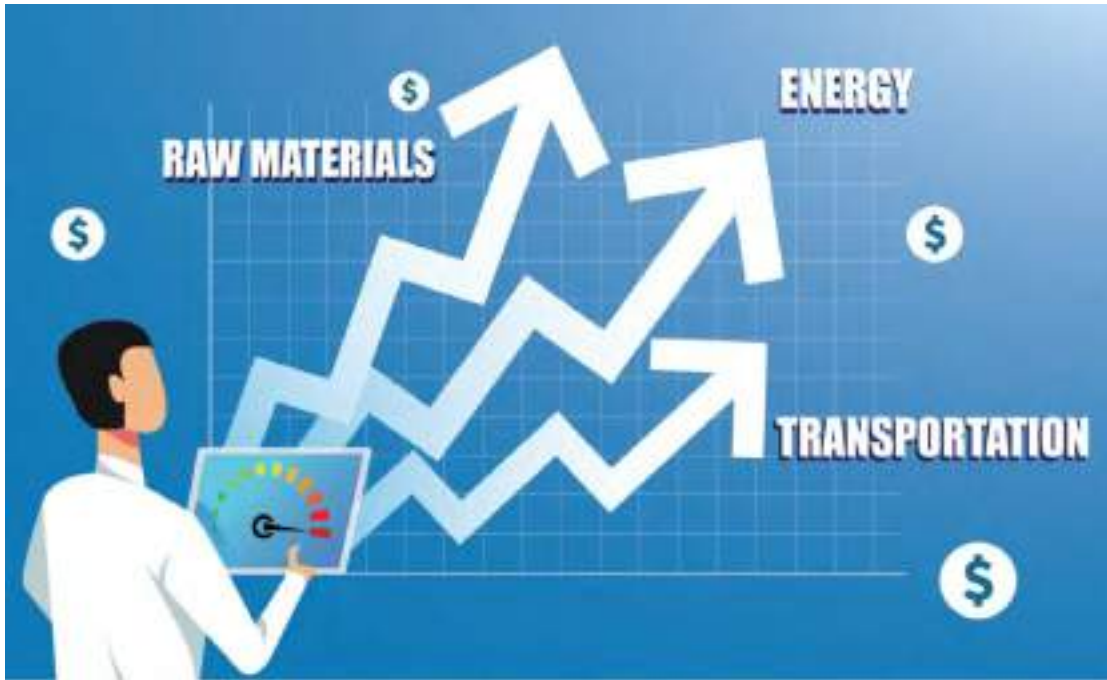
Land & Asset Requirements



Uptime and Vehicle Availability



Rising Costs



Fuel & Energy Costs



Reducing Margins



Monetary Policies



Inflation & Prices

Agenda



Objective



Challenges



Fleet Management Solutions



OEM Tools & Support



Conclusion

Fleet Management Solutions

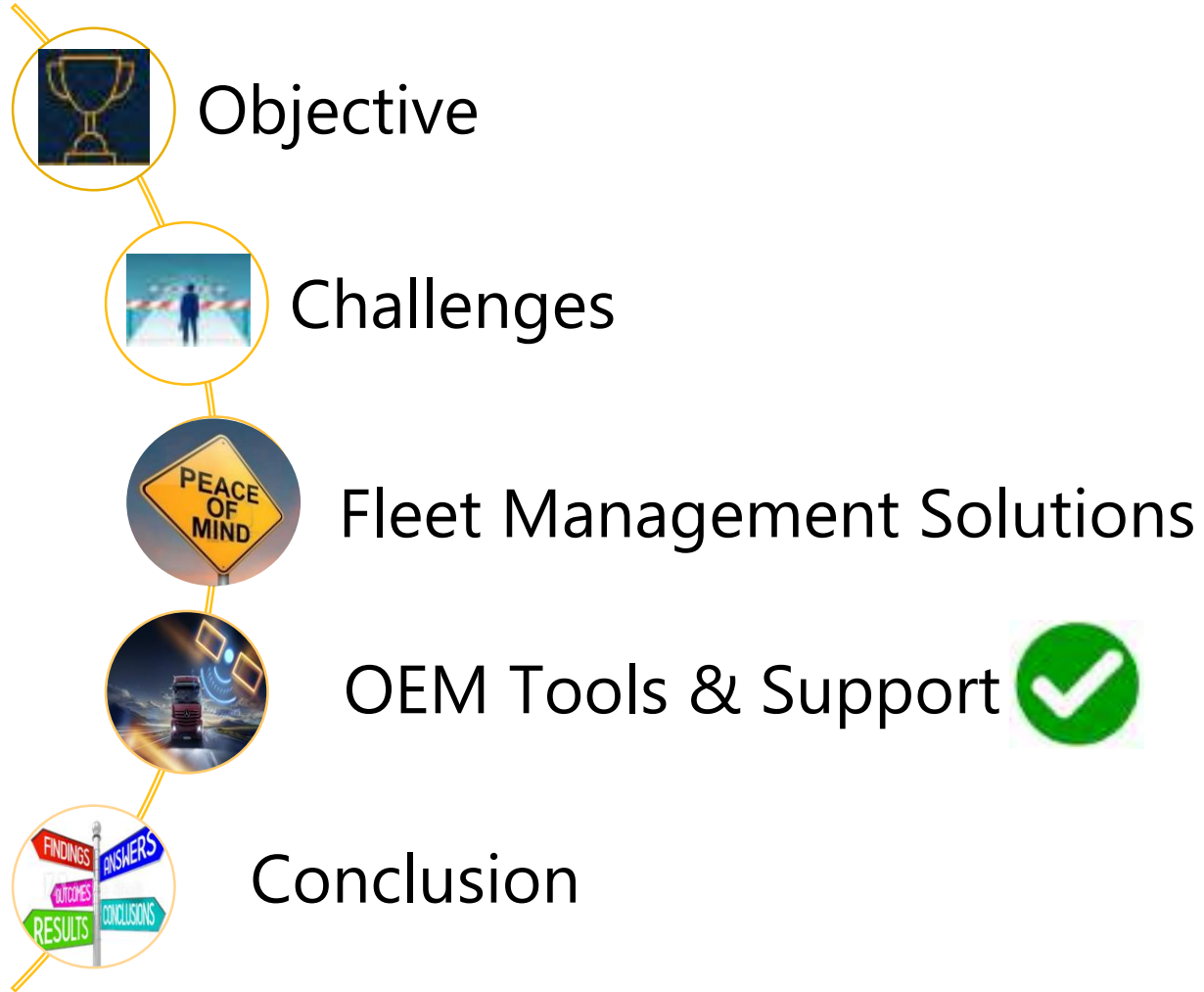
**FLEET
BOARD**



**Mercedes-Benz
Service Solutions**

Mercedes-Benz
TRUCKTraining

Agenda



OEM Support via telematics & training



FLEET BOARD

Mercedes-Benz

TRUCKTraining

OEM Telematics
Full access to CAN BUS

Comprehensive
Vehicle & Driver
management (USP)

Driver Training tool

Service & Uptime
(USP)

Safety systems from Mercedes-Benz Trucks



Legislation
Reducing accidents



Active Brake Assist 5
/ Side Guard Assist



Lane Keeping Assist



ESP / ABS / ASR

Service Solutions



We know the usage scenario



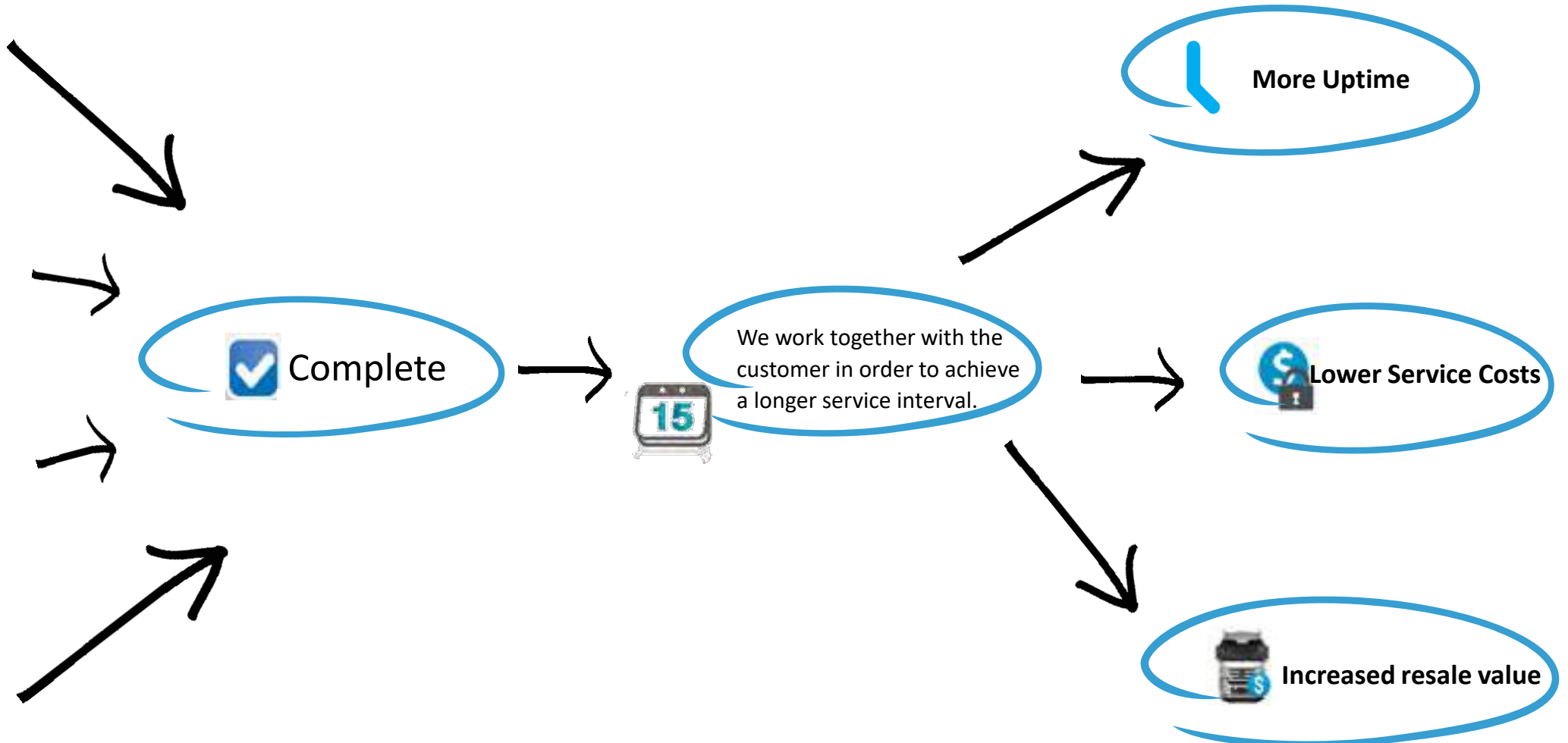
We use only the best parts available



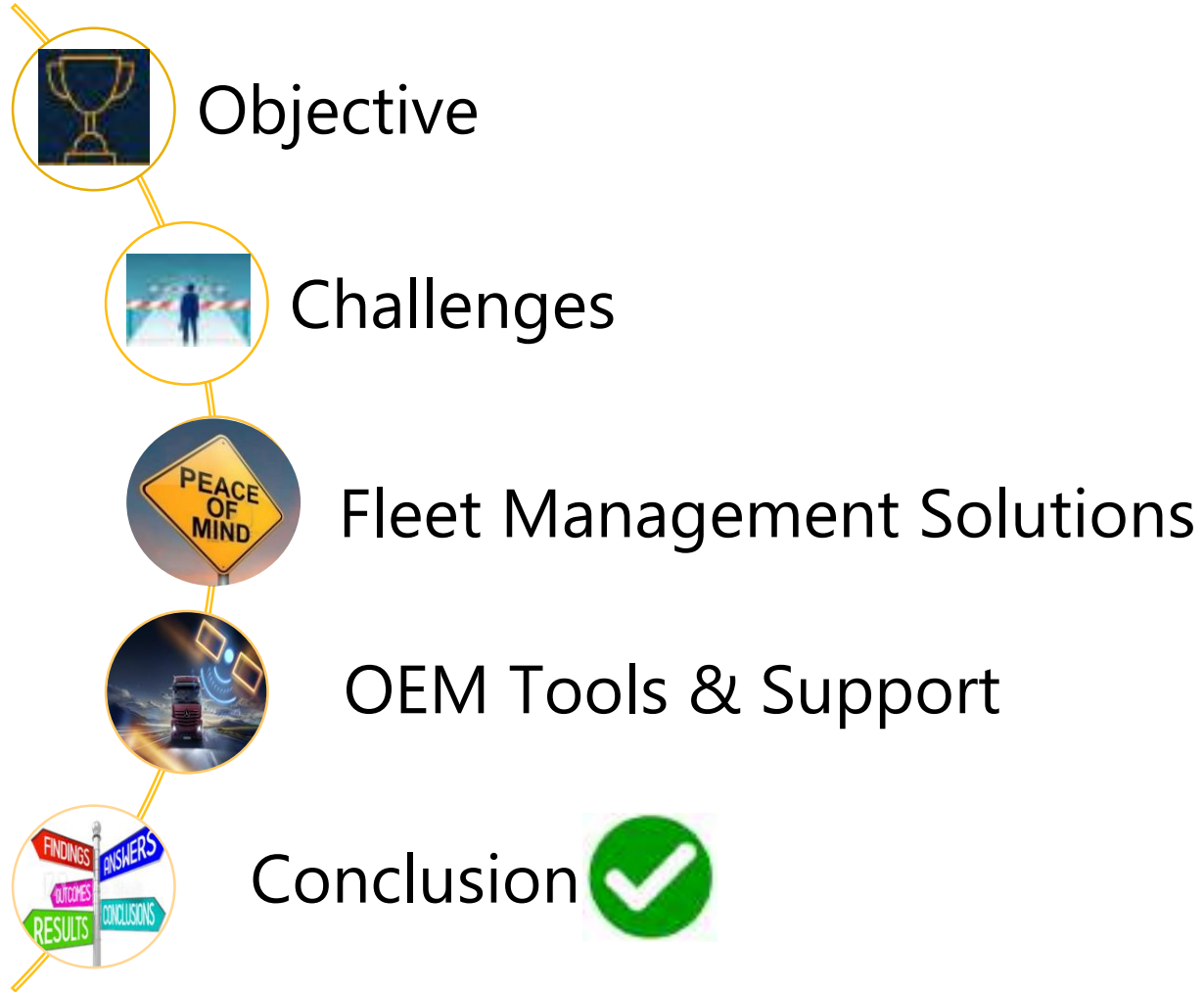
Operations carried out by the best technicians



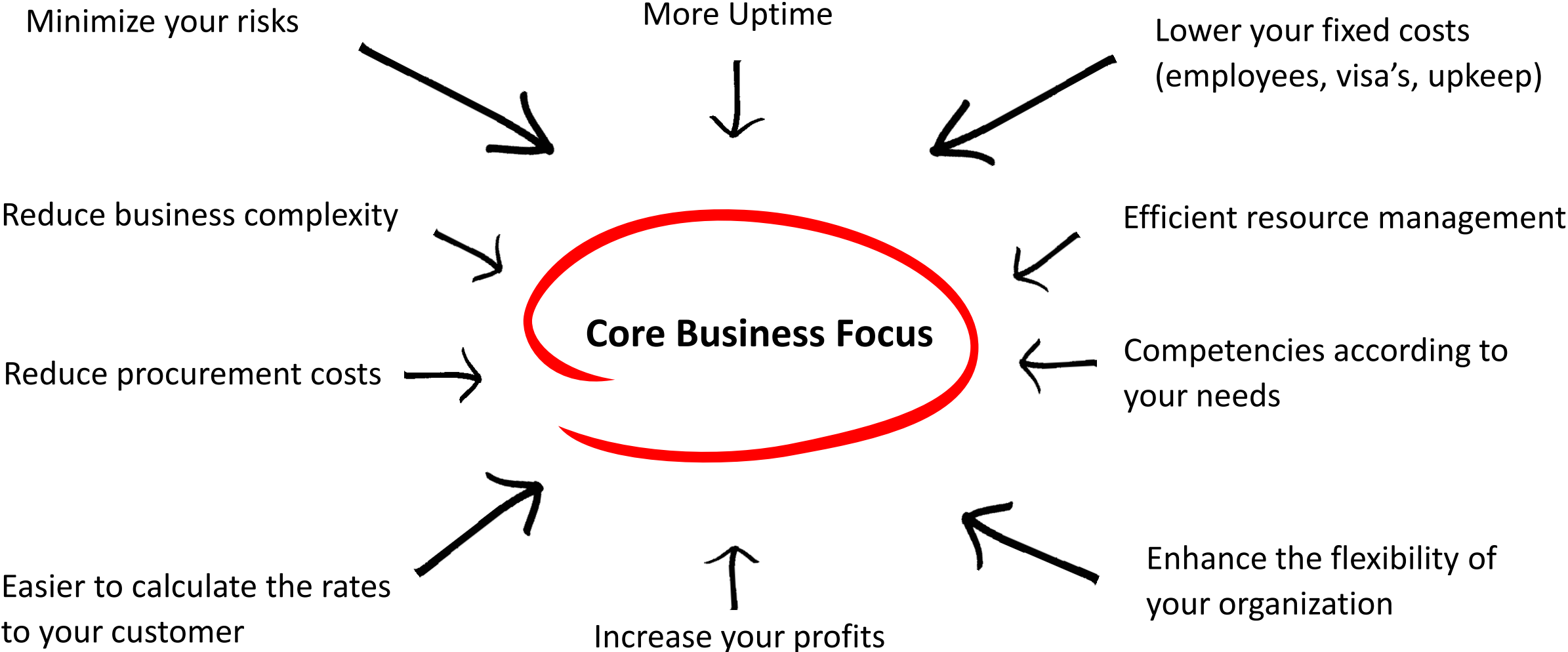
We use only the best lubricants



Agenda



Do what you do best.







Evolving lubricants specifications driving operational efficiency in fleets

Colin Hodgson
Technical Support Manager, MEA
September 2021



Our Family of Brands

Agenda

- **Drivers for higher performance, better efficiency**
- **Product Profiles**
- **Engine Performance**



Our Family of Brands

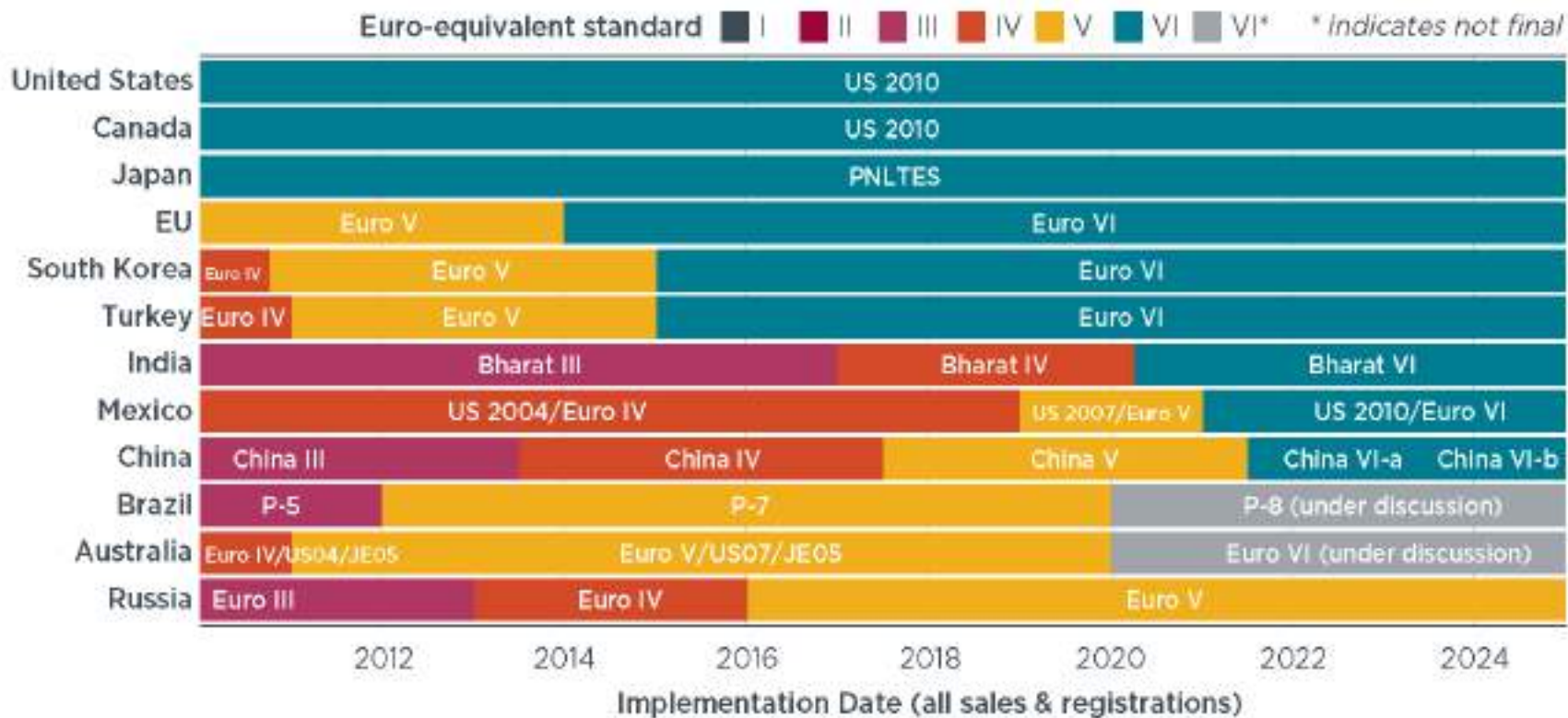
Drivers for higher performance, better efficiency



Our Family of Brands

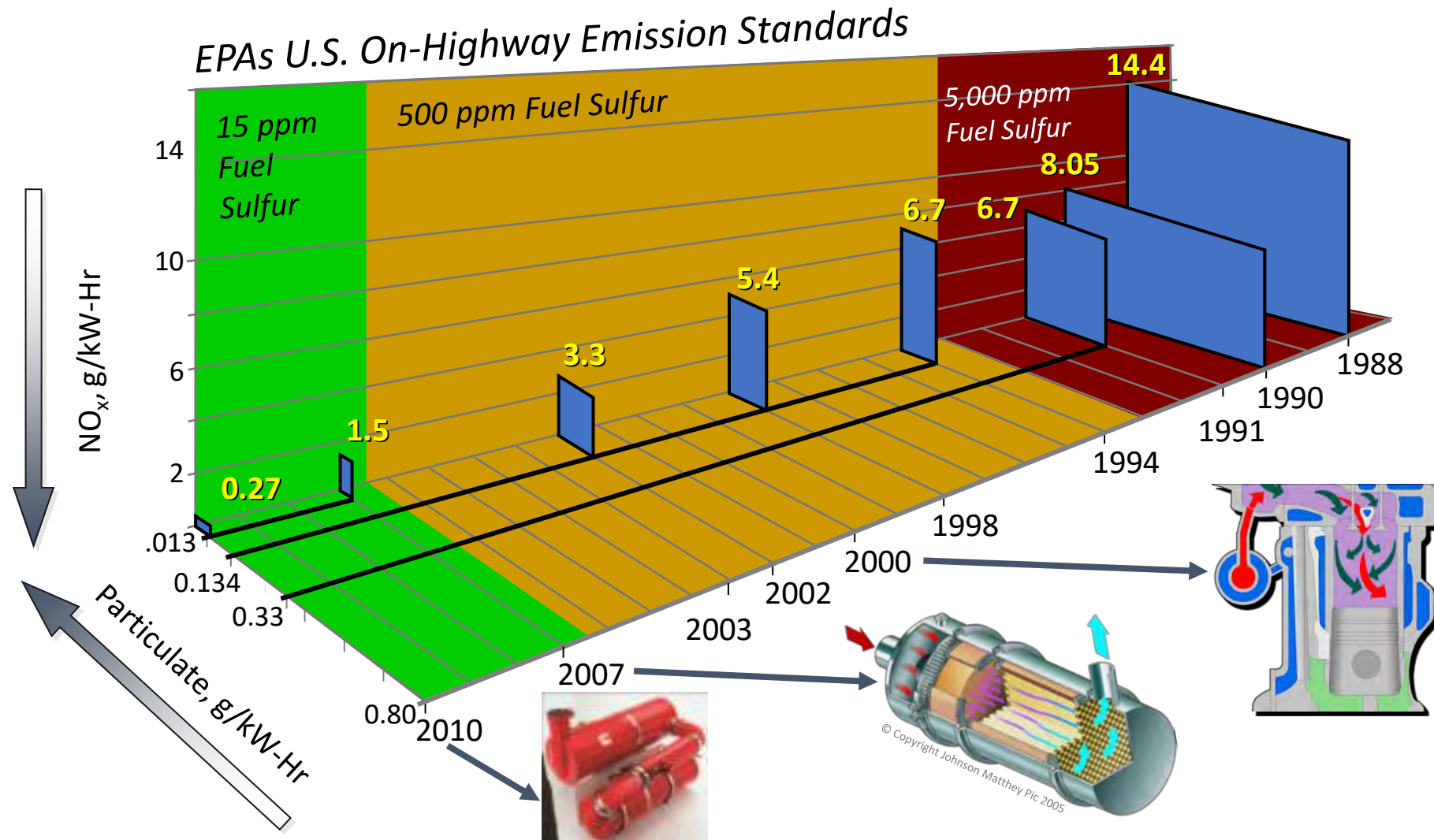
Emission Norms Driving hardware changes

More Stringent Emission Norms like Euro V/ VI or equivalent require use of after-treatment devices like DPF to reduce PM Emissions



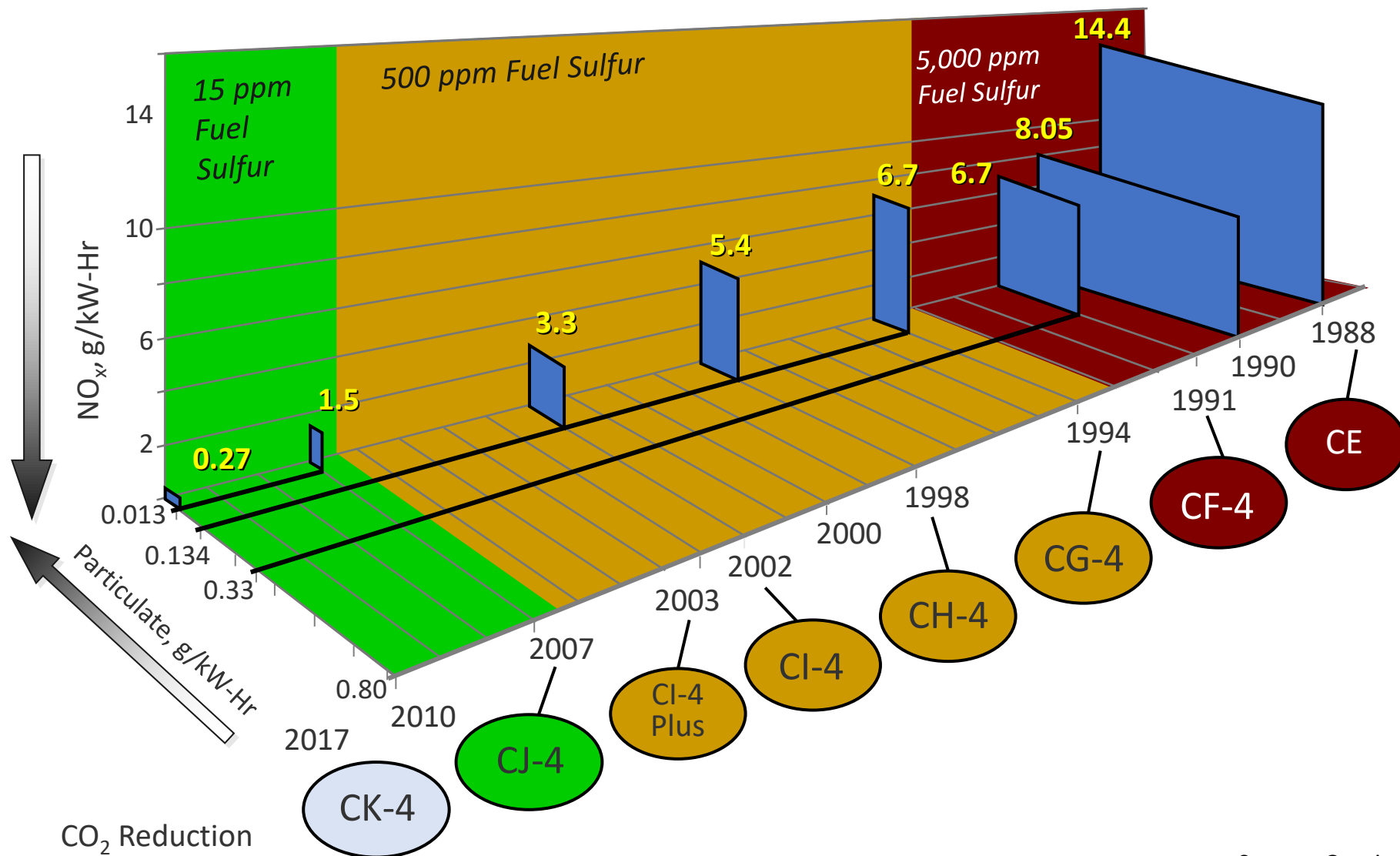
Emission Norms Driving hardware changes

EPA 2010 or EURO VI Emissions Met With EGR+DPF+SCR/DEF requiring use of low SAPS Engine Oil



Exhaust Emission Driving Improvements in Engine Oil Quality

EGR+DPF+SCR/DEF requiring use of low SAPS Engine Oils like API CJ-4 and CK-4



After Treatment Systems limiting Engine Oil Chemistry

Low SAPS in Engine Oils

- Engine oils have been upgraded to be compatible with new after treatment systems. This has resulted in the introduction of low SAPS engine oils which are based on different technology than the (older) high SAPS engine oils.
 - Sulfates ash – **SA**: mainly metal detergents and ZnDTP anti-wear additives
 - Phosphorous – **P**: Zn DTP anti-wear additives
 - Sulfur – **S**: Zn DTP anti-wear additives, some detergents, base stock incl. diluent oil and fuel

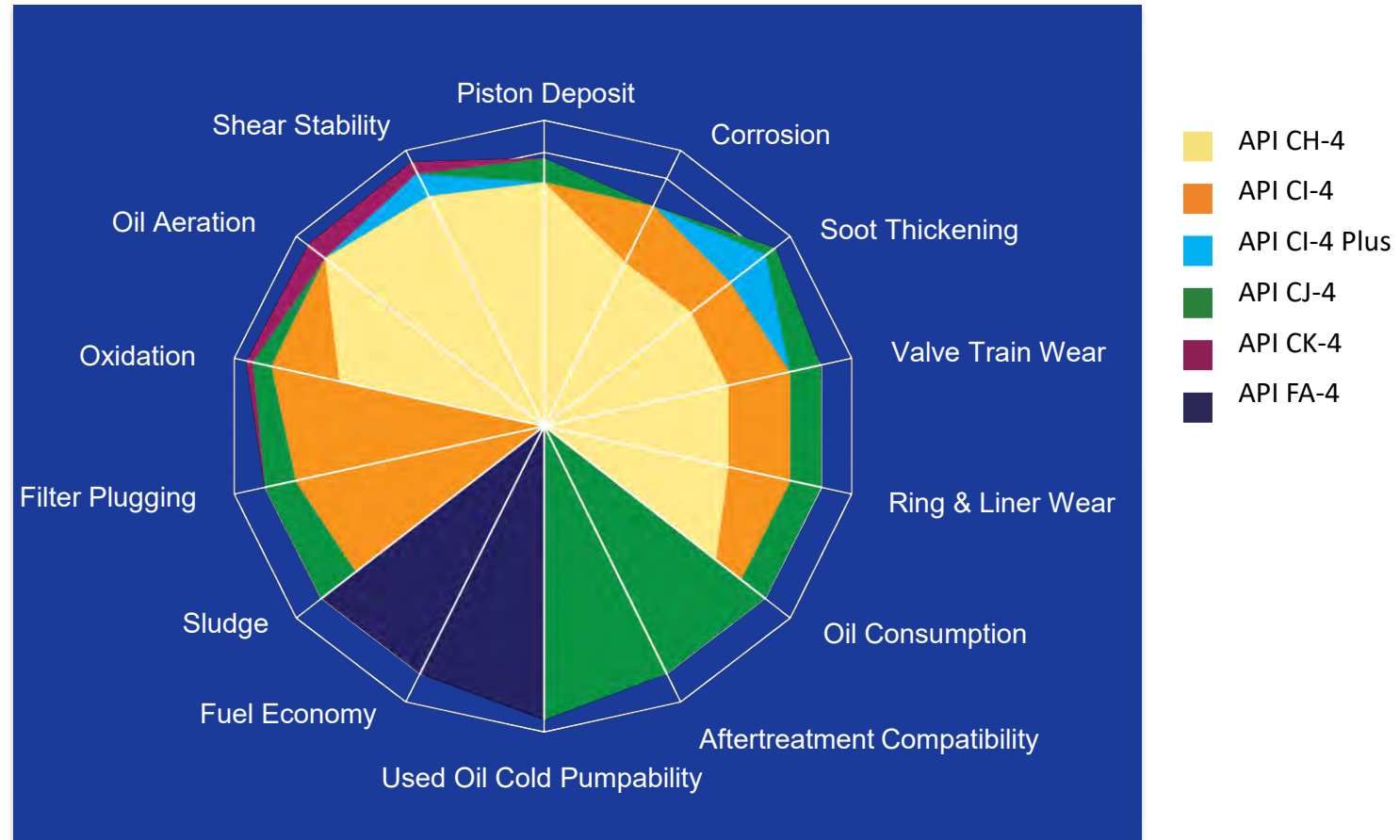


- **Development of non-metallic detergents**
- **Development of phosphorous-free ant-wear additives**
- **Sulfur reduction in fuels, base oils (GII, GIII and GIV) and additives**

Low SAPS oils contain different technology compared to High SAPS oils and DI's can no longer be cascaded between both product lines.

Lubricant specifications differing in focus

API CK-4 brings performance advantages over previous generation oils



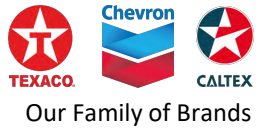
Latest API CK-4 oils perform better than previous oils with regards to shear stability, oil aeration and oxidation protection

Product Profiles



Our Family of Brands

Product profiles



Low SAPS							Low SAPS + Low HTHS	
Mineral		Semi-Synthetic			Synthetic		Semi-Synthetic	Synthetic
Delo 400 SLK	Delo 400 MGX	Delo 400 XLE	Delo 400 RDS	Delo 600 ADF	Delo 400 XLE HD	Delo 400 XSP	Delo 400 ZFA	Delo 400 XSP FA
CK-4/ 228.31	CJ-4/ 228.31	CK-4/ 228.51	CI-4/ 228.51	CK-4/ E6	CJ-4/ 228.51	CK-4/ 228.51	FA-4/ 228.61	FA-4/ 228.61
15W-40	15W-40/ 10W-30*	15W-40/ 10W-30	10W-40	15W-40/ 10W-30	10W-40/ 5W-30	5W-40/ 5W-30	5W-30/ 10W-30	5W-30

Engine Performance



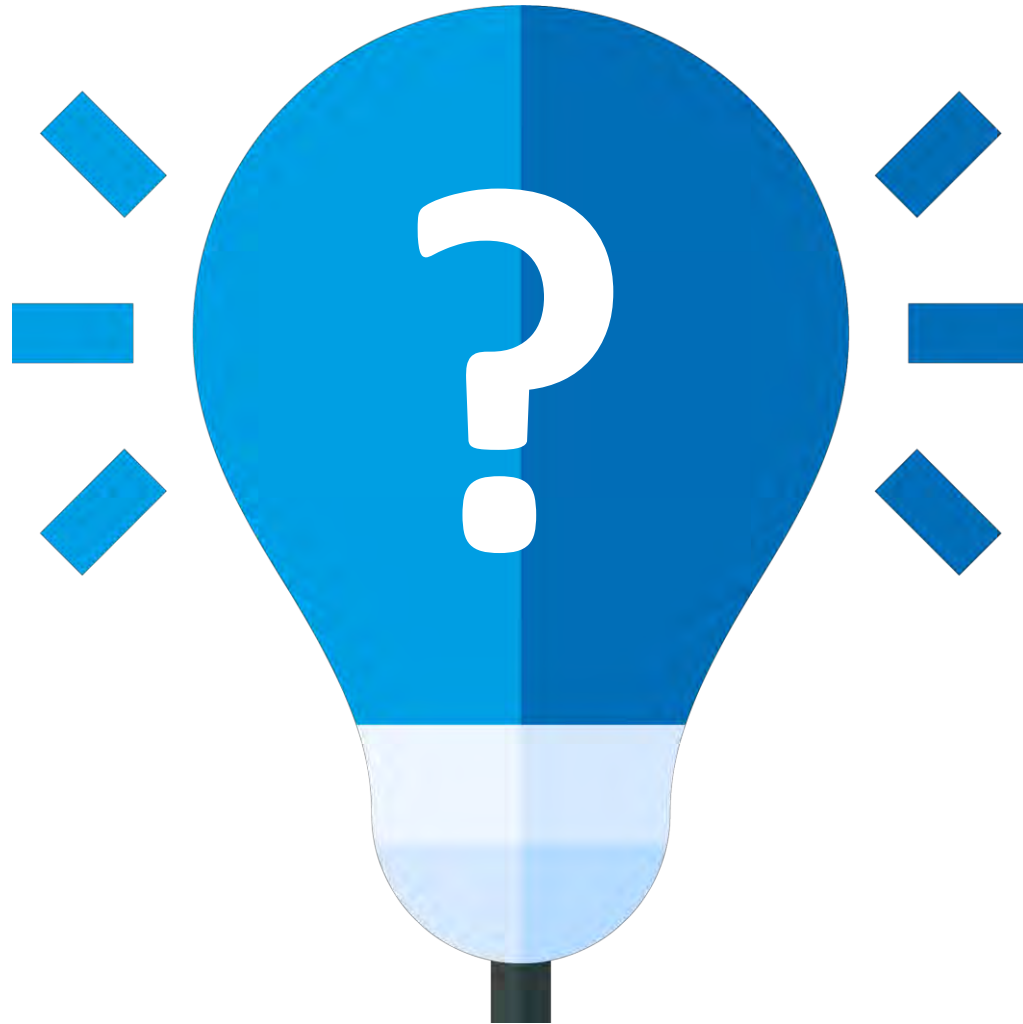
Our Family of Brands

Engine performance

- ✓ **Low ash packages developed for on-road & off-road diesel vehicles which require latest API CK-4, ACEA E9-16 specifications and OEM claims can be used backwards minimizing product complexity**
- ✓ **Low SAPS specifications that are compatible with the latest engine after-treatment devices such as Diesel Particulate Filters (DPF), Selective Catalytic Reduction (SCR) and/or Exhaust Gas Recirculation (EGR) will ensure protection for the entire fleet**
- ✓ **Long drain interval performance with possibility to achieve 100k KM ODI**
- ✓ **Optimized and cost competitive to reduce operating cost**

Summary

- Lower carbon emissions are driving engine technology changes – fast!
- Fleets are becoming a mix of older technology (non-catalyst engines) vs newer engines fitted with the latest catalytic converters
- Fleets can become more efficient by adopting oils that go longer
- Latest engine oils result in significant savings – long drains lower costs/km and lower viscosities mean better fuel efficiency



Our Family of Brands

Thank you



Our Family of Brands

MOMENTUM LOGISTICS



Part of the Gulftainer
Group of Companies

www.momentumlogistics.com

About Gulftainer (GT) - Parent Company



One of the world's leading privately-owned, independent port operator



First dedicated container terminal in the Middle East



Delivering first-class services since 1976



Building on an experience of over 40 years globally and almost a decade in the US



Providing logistics and port operation services to 15 locations globally



Awards

- Port Operator of the Year at the Sea trade and Lloyd's List (several times)
- Best Technology Implementation
- Best CSR Policy of the Year
- Employee Wellness Programme of the Year



What We Are



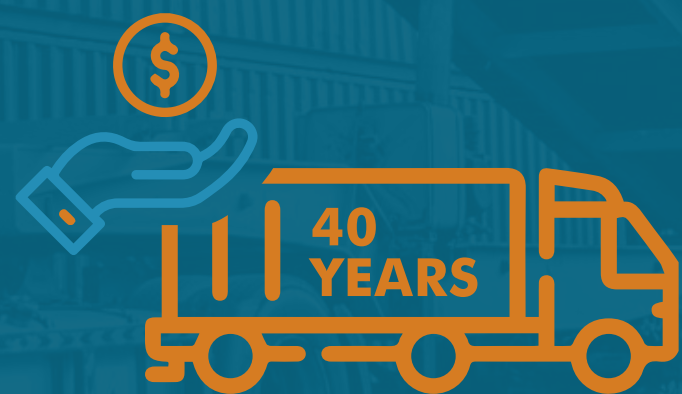
Momentum Logistics is a fully integrated third-party logistics provider



Headquartered in Sharjah, with branches in the US, Iraq and KSA

2008

Launched in 2008 to enhance Gulftainer's service offering



Cost-effective and safe inland transport and distribution for more than 40 years



What We Do



Customs Bonded Facility



Contract Logistics



Freight Forwarding



Container Sales and Repair Services (GCR)



Inland & Cross Border Transport



Logistics Cities

Inland & Cross Border Transport



- More than 110 tractors
- More than 300 trailers of different types
- Real time telematics
- Fleet younger than 5 years
- ISO 14001:2015, ISO 9001:2015, OHSAS 18001:2007
- Gulf SQAS assessed for Petrochem movements
- RosPA Gold Award for fleet safety



Improving Safety and Operational Efficiencies





Recruitment

Identifying the right professionals

- On-Site Driving Assessment
- Simulator Assessment to understand more about the driver temperament and focus levels



Onboarding

Aligning with Momentum's Mission

- Thorough induction regarding company procedures
- Mentoring sessions with existing staff

Equipment



Investment

Over 40m AED in the past 5 years

- Over 100 New Scania Tractor Heads compliant with Euro V standards
- Over 100 New Trailers with Air Suspension and ABS systems



Telematics

Our entire fleet is equipped with live telematics providing information from the vehicle Canbus connection, giving insights into:

- Understand driver behavior
- Vehicle locations
- Vehicle fuel efficiency
- Carbon Footprint
- Safety information, such as if the driver is wearing the seat belt
- Carbon Footprint



Process



Drivers Hand Book

Internal Drivers Hours restrictions
Emergency actions
Load securement



Daily Vehicle Checks

Drivers complete daily vehicle checks to ensure they are not operating unsafe vehicles on the public highway



Special training for transporting dangerous goods

Civil Defense approved training for the drivers for the carriage of dangerous good
One of very few qualified Dangerous Goods Safety Advisors in the region




Ongoing in cab training for drivers by Scania approved instructors


Monitoring

Once the Staff, Equipment and Processes are in place, we monitor to ensure continual improvements.



Monitoring include:

 KMs travelled per accident. (Note that this has increased by over 600% over the past 7 years)

 In house engineering team performing regular preventative maintenance in line with the manufacturer's recommendations

 Driver behaviour - Via our telematics system

 Fuel Consumption

 CO2 emissions



Finally, The Most Important Element- The People



At Momentum, whatever we do, we understand that it is a people business.



Our people are driven by our five 5 values as below:



Passion for Performance



Creating Customer Success



One Business



Respect Each Other



Think Outside of the Container



THANK YOU

www.momentumlogistics.com

Thank you for joining!



Replays will be available on www.automechanikaDubai.com/Webinars



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Email us at automechanika@uae.messefrankfurt.com

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