



Automechanika Academy

Day 1, 2nd October 2023

11:00 Registration

11:10 Opening by the Conference Chair

[Ahmed Samir Elbermbali](#), Sustainability Market Leader Middle East | Bureau Veritas
Managing Director – MENA | CharIN

11:15 GSO Sustainable Partnership

[Eng. Mohammed Alzahrani](#), Senior Conformity Engineer GSO

11:45 Growth Opportunities in GCC Aftermarket

[Subhashree Ramarathnam](#), Principal Consultant, Frost & Sullivan

12:15 Passenger Car Leasing Market in Saudi Arabia

[Vishal Pandey](#), Director Glasgow Research & Consulting

12:45 Shaping a Sustainable Future of Mobility

[Gurhan Cevikel](#), Head of Marketing for the Middle East and Africa (MEA) Bridgestone EMIA

13:15 Driving Forward: Navigating the Transforming Automotive Aftermarket Landscape

Moderator: [Shailen Shukla](#), Chief Logistics Officer, Admiral Global DMCC

Panelists

[Sarang Sambare](#), Senior Director – New Business Development & Industry Solutions, Synchron

[Marc Kuntzsch](#), Vice President Aftermarket EMEA, Niterra EMEA GmbH

[Sheerhan Jeaudeen](#), Managing Director Middle East, ZF

[Gaurav Malhotra](#), Head of Consumer PBU Middle East & Africa, Bridgestone EMIA

[Shaun Smith](#), Group General Manager, Abdulla Al Masood & Sons (AMS)

14:00 Accelerating Change: Empowering Women in the Automotive Industry

Moderator: [Amal Hajjam](#), Engagement Manager, Kearney

Panelists

[Smriti Priya](#), Senior Project Manager, Roland Berger

[Nehla Azeez](#), Director of Operations, Zeez International

[Olga Rybakova](#), Head of Sales and Marketing, Vegachargers

[Catherine Isaac](#), Head of Human Resources MEA, Bridgestone EMIA

[Nesrine Darragi](#), CEO & Founder, Hive Electric

[Bhavika Sachdeva](#), Director, Trinity Lubes & Greases FZC

14:45 Electric Shared Mobility Activation: Opportunities and Challenges

[Michele Cicchiello](#), Principal, Kearney

15:15 The Road to a Greener Future: How 3D Printing and Recyclable Products are Changing the Automotive Game

[Dhanesh Sen](#), Group Operations Manager, Abdulla Al Masood & Sons

16:15 Tackling the Rising Challenge of Counterfeits in the Aftermarket Automobile Industry

[Ali Korri](#), General Manager, A&K Autoteile GmbH

16:40 Closing Remarks & End of Day 1

Find us at Hall 8

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