

# press

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Automechanika Moscow, International Trade Fair for Automotive Parts, Equipment and Service Suppliers

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## **MIMS and Automechanika Moscow under one roof from 2010**

Automechanika Moscow, the international trade fair for automotive parts, equipment and service suppliers, and MIMS, the international trade fair for automobiles, automobile parts and accessories, will unite in 2010 in response to the industry's demand to combine the strengths of the two events into a single trade fair.

Both events reflect the dynamic automobile market and aftermarket in Russia. Encompassing all sectors of the automobile industry, ranging from the latest models produced by international vehicle manufacturers to spare parts, accessories and workshop equipment.

The Russian automobile market is widely recognised as one of the most attractive in the world in terms of future potential. Its growth is driven by a mixture of domestic and international brands. This provides a huge number of suppliers and spare-parts manufacturers with opportunities for expansion. MIMS' expertise and focus on the Russian automobile industry, combined with Automechanika's global recognition and worldwide reach will benefit exhibitors and visitors from 2010.

Eugen Alles, Managing Director, Messe Frankfurt R.U.S. stated: "The positive experiences that we have had with the (MIMS organiser) ITE Group since 2007 has encouraged us to intensify our collaboration with them. First and foremost, it is our trade visitors who will gain from the merger: they will get to see all the sector's highlights at one time and in one place."

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Stephen Keen, Commercial Director for ITE said: "Automechanika is a very positive complement to MIMS. It presents the entire process chain of the automotive aftermarket and the experience gained from Messe Frankfurt organising 13 Automechanika events worldwide significantly improves the global exposure of this newly combined trade fair."

Ends.

**Background information on Messe Frankfurt**

Messe Frankfurt is Germany's leading trade fair organiser, with 440 million euros in sales in 2008 and more than 1,500 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2008, Messe Frankfurt organised more than 100 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background information on ITE Group plc**

ITE is recognised as one of the world's leading organisers of trade events in emerging markets. Founded in 1991, the company's initial objective was to host international standard exhibitions and conferences in the Former Soviet Union. ITE now organises over 180 events per year and employs 900 staff in 23 offices worldwide. The largest office in the ITE Group is based in Moscow.

ITE Group plc is listed on the London Stock Exchange and in 2008, generated revenues over £110 million.

For more information, please visit ITE's website at [www.ite-exhibitions.com](http://www.ite-exhibitions.com)