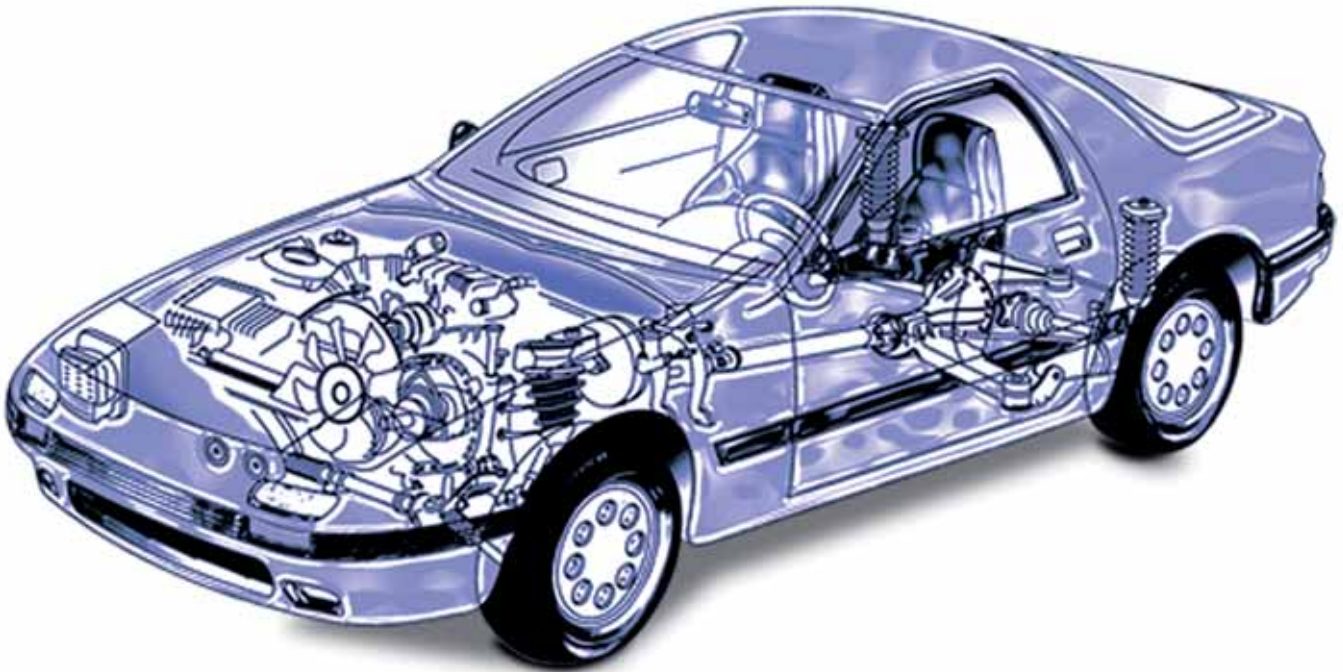




# OTOMOTIV 2010

## FINAL REPORT

**16<sup>th</sup> International Automotive Supply Industry  
Components, Accessories  
& Service Equipment Exhibition**



**CNREXPO** İSTANBUL

**İSTANBUL TRADE FAIRS INC.**

**CNR EXPO** Yeşilköy 34149 İstanbul, Turkey Tel: 0212 465 74 74 Faks: 0212 465 74 76 - 77 [www.cnrexpo.com](http://www.cnrexpo.com)

THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY,  
IN ACCORDANCE WITH THE LAW NUMBER 5174.



# OTOMOTIV 2010

# ABOUT THE FAIR

## 16<sup>th</sup> edition of OTOMOTIV Exhibition offered advantageous partnership again

Eurasia's leading trade fair of the automotive supplier industry, which was held by SINE Trade Fairs, achieved a serious success after the result. Trade show offered prime opportunities for networking. The 16th International Automotive Supply Industry Components, Accessories & Service Equipment Exhibition, which took place in CNR Expo, closed its doors on Monday, 28th November.

For four days professionals took advantage of 16-year experience of Otomotiv Exhibition in order to present their companies and showcase their products, innovations.

Compared to 2009, OTOMOTIV 2010 fair has not only succeeded in attracting more exhibitors, it has also drawn more visitors.





# OTOMOTIV 2010

# ABOUT THE FAIR

## OTOMOTIV 2010 Opened Its Doors For 21,091 Visitors

Sine Trade Fairs Inc. proudly says that Otomotiv 2010 was supported by Undersecretariat of Prime Ministry for Foreign Trade. The fair attracted attentions internationally. The buyer delegation groups and chamber of commerces came from fifty eight countries, mainly from Iran, Iraq, Syria, Egypt, Bulgaria, Russia, CIS countries, Libya, Romania, Germany, Italy, France and UK.

As the foreign investors see Turkey as a good place for permanent investments, they started to make long term investments for their global markets.

Having the highest growth rate among OECD countries for the past six years, Turkey is a rising star of the global economy. As a result of this, CNR Expo Center also hosted the members of various chamber of commerces and government institutions.

## Latest Technologies Exhibited: Save the Planet!

In Otomotiv 2010, not only supplier industry products but also eco-friendly vehicles were exhibited.

This caravan is a RV type vehicle, self-sustained living space complete with all the modern facilities. Fitted with a small wind turbine and an array of photovoltaic cells, it is able to produce its own electricity from wind and solar energy or from the stored hydrogen obtained through electrolysis during excess electricity production.

You can follow innovative creations or be the part of innovation in Otomotiv 2011!





# OTOMOTIV 2010

# ABOUT THE MARKET

## Welcome to the Advantageous World of Turkey

- Turkey is the biggest bus producer in Europe and the second biggest producer of light commercial vehicle, and the 6th biggest truck manufacturer in Europe.
- Automotive industry has the biggest share in Turkey's export in 2009.
- You are now in a strategic location which is preferred by the leading automobile manufacturers of the world such as VW, FORD, GM, OPEL, MERCEDES, BMW, TOYOTA, FORD, and FIAT. They have evaluated Turkey as the manufacturing base and have made outstanding investments due to its closeness to European, Middle-Eastern, Asian, and North African markets.
- Turkey has 4000 automotive supplier firms.
- The import of automobiles and its side industries occupy the fourth largest share in Turkey's whole importation.
- With the great knowledge in the automotive industry, large assortment, very high export potential and the advantages Turkey's geographical location, automotive supplier industry attracts strong interest.
- Turkey is the 16th largest economy in the world with an average GDP growth of 6,2% over the last 5 years.
- Turkey's attractive domestic market with inexpensive production cost provides the best conditions for partnership.



## R&D Has Made Them Win Turkey on the Global Scene

What is important about this industry is the fact that it includes a significant amount of R&D activity related to the manufacturing technologies within its body. As a result of the awareness of the importance of R&D, Turkish automotive suppliers have become the pioneers of the significant success in automotive manufacturers' getting European Quality Awards.

BRISA (The European Quality Award)

BEKSA (The European Quality Award, in the category of small and medium sized enterprises)

BOSCH Sanayi ve Tic. A.S. (was awarded with a prize in the operational units category by European Foundation for Quality Management)

BOSCH Bursa Diesel Plant (EFQM Excellence Award)



## Where Turkey Exports

Mainly France, Italy, Germany, England, USA, Slovenia, Belgium and Spain.



# OTOMOTIV 2010

# ABOUT THE MARKET

## What is next?

- The automotive industry has been attracting large amounts of foreign investment. By the end of the year 2010, the total foreign investment volume is expected to be 520 Million Euro.
- At the end of 2007, the production capacity of the Turkish automotive industry exceeded 1.3 million vehicles, making it the world's 16th largest automotive manufacturer and one of the leading production bases in Europe. The industry in Turkey is currently aiming to increase production to reach 2 million units by 2015.
- The next aim for Turkey is to export 1.5 million vehicles and generate 40 billion USD income by 2015. Thus, in production base, Turkey is expected to become the 3rd largest in Europe and the 10th largest in the world by the year 2015.

## Automotive Parts Turkey Imports

Turkish import regulations have been successively arranged to liberalize import policy since 1980. In 2009 the automotive parts imports in Turkey has reached to 8,022,388,70.

The top major supplier countries of Turkey: After the Customs Union Agreement between Turkey and the European Union, Turkey has signed free trade agreements with various countries which allow Turkey to import easier. Below the top five supplier countries of Turkey.

- Germany
- France
- UK
- Italy
- Japan





# OTOMOTIV 2010

# EXHIBITION FACTS

<b>Date</b>	: 25-28 November 2010
<b>Venue</b>	: CNR EXPO, Istanbul / Turkey
<b>Frequency</b>	: Annual
<b>Edition</b>	: 16th - (2010)
<b>Official supporter</b>	: KOSGEB (Small and Medium Industry Development Organization), DTM (Undersecretariat of Prime Ministry for Foreign Trade), ITO (Istanbul Chamber of Commerce)
<b>Organizer</b>	: SINE Trade Fairs Inc.

## Product Groups

- Motor and motor parts
- Inner tube and tyres
- Transmission components
- Brake systems and parts
- Hydraulic and pneumatic components
- Suspension components
- Safety components
- Rubber and rubber components
- Chassis components and parts
- Casting and casting parts
- Electrical equipments and lightening systems
- Accumulators
- Auto windows
- Motor oils and additives
- Auto Seats and upholstery
- Test checking devices
- Small tools
- Painting-Drying chambers
- Accessories
- Internal and external hard wares
- Filters



## Exhibitor Countries

Turkey, Italy, Egypt, UK, Germany, India, Spain, Denmark, Russia, USA, Bulgaria, Morocco, Romania, China, Iran, Pakistan, Iraq, Tunisia, Israel, Jordan, S. Africa, Austria, Malaysia, Czech Republic



# OTOMOTIV 2010

# EXHIBITION FACTS

## Visitor Profile

- Automotive Manufacturers and Importers,
- OEM's Buyers from the Main Industry,
- Garage and Service Station Executives and Proprietors,
- Electrical Engineers, Machinery Engineers, Industrial Engineers,
- Freight and Transport Companies,
- Public and Municipality Authorities,
- Top Management from Distributors and Marketing Companies,
- Technicians

## VISITOR BREAKDOWN

Middle East	40%
Eastern Europe	28%
Western Europe	18%
Eastern Asia	7%
Africa	5%
Other	2%

### NUMBER OF BRANDS (2009)

Domestic	542
International	428
Total	970

### NUMBER OF BRANDS (2010)

Domestic	671
International	514
Total	1185

### NUMBER OF VISITORS (2009)

Domestic	10,754
International	2,189
Total	12,943

### NUMBER OF VISITORS (2010)

Domestic	17,233
International	3,858
Total	21,091

**For further information  
please contact with**

**Int'l Sales Department**  
Mr.Umut Carboga Ext:2529  
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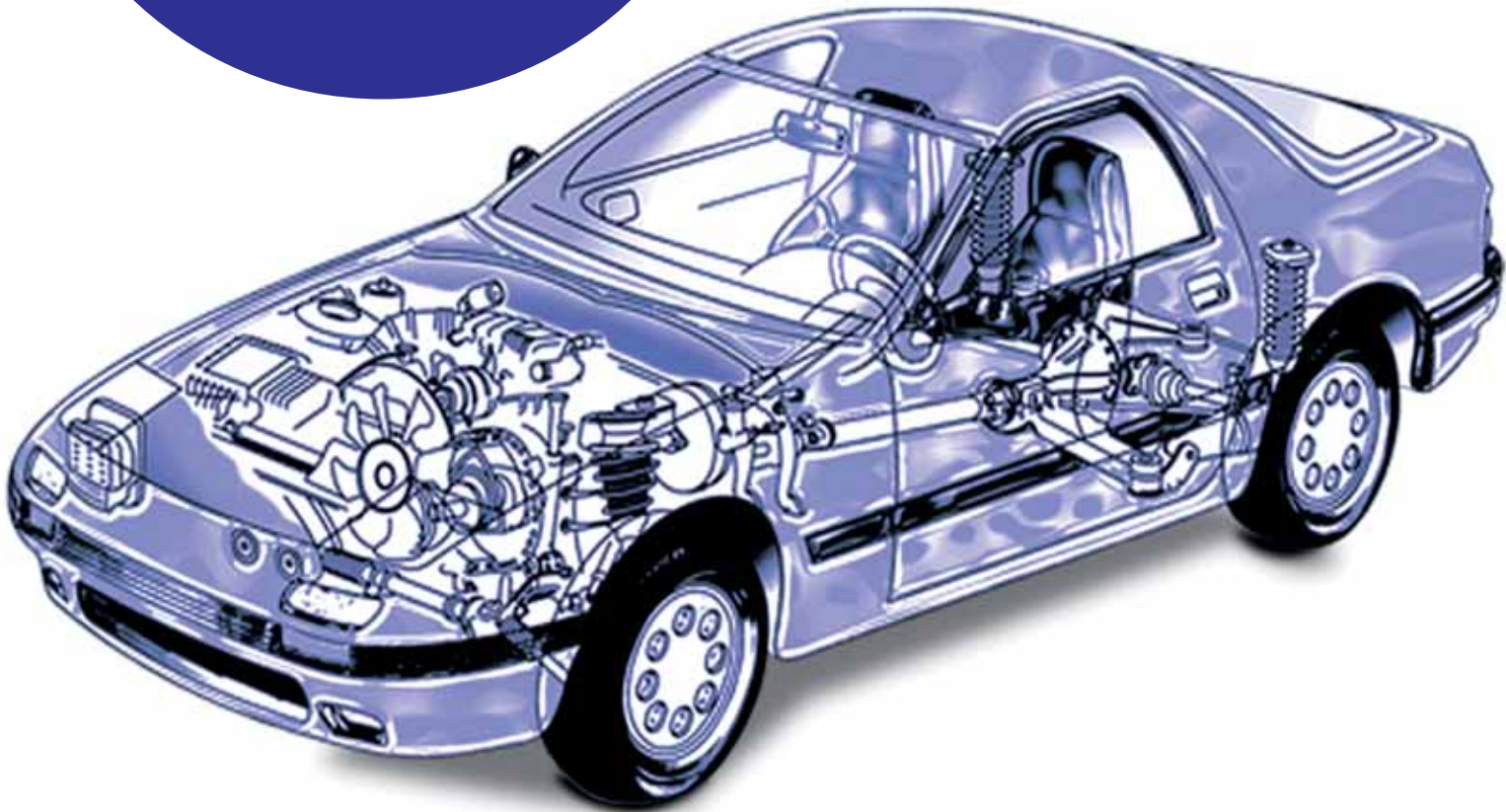
**Int'l Visitor Department**  
Ms. Gulnur Bilek Ext:3461  
gulnur.bilek@cnr.net

# 24 - 27 November 2011

17<sup>th</sup> INTERNATIONAL AUTOMOTIVE SUPPLY INDUSTRY  
COMPONENTS, ACCESSORIES  
& SERVICE EQUIPMENT EXHIBITION

OTOMOTIV  
2011

Ufi  
Approved  
Event



**CNREXPO** İSTANBUL

Sine Trade Fairs Inc. / İstanbul Trade Fairs Inc.

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BU FUAR 5174 KANUN GEREĞİNCE TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ (TOBB) İZİNİ İLE DÜZENLENMEKTEDİR.