



# Automechanika Middle East, Dubai 31<sup>st</sup> May – 2<sup>nd</sup> June 2009

**UK Pavilion Application**  
Exclusively Available From SMMT



Organised by  
**Society of Motor Manufacturers & Traders Ltd.**  
and supported by



## Why Should I Attend?

SMMT has once again organised a UK pavilion at Automechanika Middle East 09. This will be the second time the UK has exhibited as a group at this event.

As a consequence of representations made to UKTI by SMMT, for suitable applicants TAP grant support of £1400, subject to terms and conditions may be available for a maximum of six participating companies on a first applied basis.

Automechanika is the aftermarket trade event in the Middle East for automotive parts and systems, accessories and tuning, repair and maintenance, IT & management, service station & car wash, tyres, batteries and garage workshop equipment.

Held again at the impressive Dubai World Trade Centre, Dubai, UAE the show is the Middle East region's largest automobile aftermarket show. Last year exhibition (gross area of 31000 square metres) attracted visitor footfall of over 18,500 as more than 950 exhibitors from 45 countries conducted business during the three-day event registering a 30% growth over the previous year's figures.

There are 6 million vehicles in the GCC states; more than 1 million vehicles in Dubai alone increasing at a rate of 12% per annum. Dubai is rated the third most important re-export centre after Hong Kong and Singapore and 50-60% of spare parts and accessories imported into the Emirate are re-exported. Dubai's location at the tip of the Arabian Peninsula gives it access to trade routes to over 2 billion customers. Dubai is the central logistic and trading hub for the Middle East region – over 50% of automotive parts in Dubai are re-exported.

By participating in Automechanika Middle East 09 you can expect:

- New market breakthroughs
- Significant on-site sales
- Joint venture opportunities
- New trading partners and agent opportunities
- Improved regional profile
- Access to Africa and Asia, Far East markets / contacts

From last years show statistics:

- 57% of visitors main interest was parts and systems, 19% repairs and maintenance, 17% accessories and tuning, 7% service station and car wash.
- 74% of visitors expected to do business with a new supplier whilst at the show.
- 90% of visitors planned to attend again
- 89% of exhibitors stated the show had been successful in cultivating relations with clients in the region.

## SMMT Event Specification

The final design and layout of the UK pavilion is still being considered and negotiated and is dependent on numbers attending and space required. The picture below was taken at last years event and provides a guide on the likely layout / appearance but SMMT reserves the right to change the display appropriately to accommodate the needs and wishes of the majority of exhibitors participating and available budget.

SMMT offers a simple package detailed as below (excluding travel and accommodation). We anticipate the majority of exhibitors will select a 3m x 3m area but we will endeavour to accommodate as far as practicable all requirements by modifying the layout design or taking additional space as required. Early commitment and sign-up is required with a decision deadline of 20<sup>th</sup> February.

In addition to the individual desk / display areas participants will be able to use a small SMMT group meeting space provided with additional tables and chairs as available together with free use of group WiFi internet connection. A representative from SMMT will also be on hand, subject to prior arrangement, to “man your stand” if you are otherwise engaged on business 1:1 meetings or simply want to look around the show, take a break or stretch your legs.



David Croxson of SMMT with exhibitors from Portable Power and Haynes Publishing at Automechanika Dubai 2008.

## UK Pavilion stand proposal

### *9m<sup>2</sup> stand area*

- Prime designated area near entrance in Hall 7 Parts & Systems
- Company nameplate and distinctive UK/EU branding
- Free standing lockable desk / storage cabinet
- Three shelves
- Table and two chairs
- Carpet
- Spot lights & Electric supply and consumption
- Stand cleaning
- Freight allowance for literature
- Free catalogue entry
- Free WiFi access on shared group provision
- On site management and information point

Costs do **not** include rental of additional stand equipment, travel, accommodation, additional freight forwarding, etc.

SMMT will endeavour to accommodate and discuss other alternative arrangements to suit particular company needs but it will be subject to timing and cost and we will need early decisions and commitment to accommodate significant variations.

*Cost £2600 + management fee + VAT*

In addition to the exhibition costs SMMT will invoice a management fee of £100 for SMMT and MIA members and £400 for non-members.

VAT is charged on the total at the standard prevailing rate.

### **Cancellation due to limited group numbers**

Regrettably, in the unlikely event that by the 20th February 2009 fewer than 6 companies apply to join the SMMT UK Pavilion Group SMMT reserves the right to cancel the UK Pavilion as being economically unviable and in those circumstances SMMT will offer disappointed exhibitors a full refund of all fees paid to SMMT by the cancellation date. No consequential or additional costs including travel and accommodation costs incurred by disappointed exhibitors will be paid by SMMT. Where possible every effort will be made by SMMT to ensure that disappointed exhibitors still wishing to exhibit on a Solo basis will still be accommodated with suitable space at the exhibition by Messe Frankfurt on an individual company basis charged at the organiser's normal basic shell scheme rates, terms and conditions. Enhanced shell scheme services will be available but at additional cost to basic rates – please refer to Messe Frankfurt website for full details of their standard package rates.

### **Freight**

The inclusive rate quoted above includes a sum for literature etc equivalent in size and weight to 2x A4 sized boxes of paper. Additional arrangements at

separate extra cost can be made for larger and heavier elements to be forwarded by air or sea as time permits.

The literature will be sent in one consignment and samples of printed material would have to be sent loose for customs. Obviously no pictures of women or alcohol related subjects should be included.

The freight forwarder will be:  
Showcarriage Ltd  
Exhibit House  
Dunmow Road  
Felsted

<http://www.showcarriage.com/>

## Travel & Accommodation

No group travel arrangements are provided due to the tendency of exhibitors who want to travel from different airports and the ease of accessing cheap flights via the internet. We can recommend hotels and flights and provide general assistance and advice but guide prices as shown below are for budget purposes only until booked and confirmed in writing. Rates and availability cannot be guaranteed and to secure best rates, as always, participants should book early. If delegates wish to benefit from the discounted hotel rate negotiated please complete the section for Group Discounted Hotel Reservations on the Application Form.

We suggest the following flights as alternatives which are shown **at currently available group travel prices. If I can get a group of 10 to agree to fly on the same carrier by 20<sup>th</sup> February cut-off date then these fares can be made available otherwise individuals should book independently:**

### Flights

#### **BRITISH AIRWAYS - £393.90**

29 MAY	HEATHROW – DUBAI	DEP. 19.40	ARR. 05.40 (30 MAY)
03 JUN	DUBAI – HEATHROW	DEP. 07.20	ARR. 12.00

#### **EMIRATES - £319.90**

29 MAY	HEATHROW – DUBAI	DEP. 17.00	ARR. 02.55 (30 MAY)
03 JUN	DUBAI – HEATHROW	DEP. 09.50	ARR. 14.15

#### **VIRGIN ATLANTIC - £335.90**

29 MAY	HEATHROW – DUBAI	DEP. 21.00	ARR. 06.55 (30 MAY)
03 JUN	DUBAI – HEATHROW	DEP. 09.15	ARR. 13.45

In our experience the Virgin flight works out the best timings and usually fits with hotel early registration (subject to prior arrangement with hotel) if you want to freshen up at the hotel before going straight to the exhibition to check set-up on the 30<sup>th</sup> so avoiding arriving the day before and the cost of an additional night at the hotel. Also whilst it is possible to get a return night

flight by other carriers immediately after the show ends on 2<sup>nd</sup> June it is a real rush and best avoided if you can.

### **Hotel Accomodation:**

A Group discount has been negotiated through the organizers with a 3 star and a 4 star hotel immediately adjacent to the exhibition venue including breakfast and Airport Terminal shuttle as follows:

3 star	Dhms 525 single	Dhms 575 double
4 star	Dhms 725 single	Dhms 775 double

Using current rates, the single room at the 3\* Ibis converts to approximately £99.40 per night or £397.60 for four nights. These prices are very competitive for the convenience and quality of the hotel.

Alternatively we can recommend the 4 star **Crowne Plaza Hotel** with 560 room has more facilities and is better suited to a longer stay with swimming pool and beach shuttle. It is on Sheikh Zayed Road a short drive from the international airport and short 15 minute walk to the Trade Centre. Guests also have access to the Resort & Beach Club located nearby and the hotel provides a complementary shuttle service. Current price for deluxe room including breakfast is £152 per night.

### **Benefits of booking through SMMT include:**

In short we take the hassle out of exhibiting, leaving you to concentrate on marketing your company's products and services.

- enhanced shell scheme cheaper than standard space or basic shell scheme rates offered direct from the organiser
- £1400 TAP grant via SMMT from UKTI £400 higher than TAP Solo grant
- SMMT project management , one-stop package for space, stand design and build
- opportunity to be part of a significant UK group for impact, PR and networking
- a dedicated show manager, who will be on-site during set-up and throughout the show to deal with any exhibition, accommodation, freight and travel problems
- a single UK-based contact to deal with all your queries regarding exhibiting at the show
- all charges fixed in £ sterling
- exhibitor networking and briefing event with UKTI Local Post
- all inclusive cost includes catalogue and registration fee

### **Registration Fee**

The organisers charge all exhibitors a compulsory registration fee. This includes the cost of show catalogue, catalogue registration, internet listing and compulsory insurance. This cost is absorbed by SMMT as part of the enhanced shell scheme price offered.



## How do I join up?

To join the UK group at Automechanika 09 you need to:

- **Complete and return pages 8 and 9** - the SMMT Event Application Form and signed Terms & Conditions.
- **Send a cheque** made payable to SMMT Ltd for the **full** amount payable including calculated VAT. Any approved UKTI grants will be paid **after** the event.

## Deadline

SMMT needs to reserve space with the organisers by the end of March. To do this, we need your returned **SMMT Event Application Form to be received together with full payment by Friday 20<sup>th</sup> February 2008**. Applications received after this date may not be eligible.

## Government Grant

Circulated with this application is the current 2009 UKTI TAP application form plus UKTI TAP Terms and Conditions. You will need to complete these forms as soon as possible and return them to SMMT if you are eligible and are seeking TAP grant support. The UKTI grant is paid retrospectively to qualifying exhibitors. Grants are calculated at 100% of allowable exhibition costs including space rental, stand construction and some miscellaneous costs, with an upper limit of £1,400. The award of UKTI TAP grants is at the sole discretion of UKTI representatives and SMMT is not responsible for failure to secure grants that may have been anticipated.

**PLEASE READ THE TERMS AND CONDITIONS  
AND SIGN THE FORM AT THE BOTTOM OF PAGE 9**



**Sheikh Zayed Road** from near the exhibition centre



## SMMT EVENT APPLICATION FORM

**Automechanika, Dubai, UAE 31<sup>st</sup> May – 2<sup>nd</sup> June 2008**

<b>NAME:</b>			
<b>POSITION:</b>			
<b>COMPANY:</b>			
<b>ADDRESS:</b>			
<b>POSTCODE</b>			
<b>TELEPHONE:</b>		<b>FAX</b>	
<b>E-MAIL</b>			
<b>WEB SITE</b>			

**Complete one Participant Option below as required:**

<b>Option 1 9m<sup>2</sup> DISPLAY REQUIRED at £2600</b>	£
<b>Or Option 2 SPACE REQUIRED as below:</b>	
_____ square metres x £290 per m <sup>2</sup>	£
<b>Add: SMMT management fee (£100 SMMT/MIA Member / £400 non-Member)</b>	£
<b>Sub-Total</b>	£
<b>Add: VAT at 17.5%</b>	£
<b>Total payable cheque made payable to SMMT Ltd attached</b>	£

**UKTI support subject to UKTI approval, terms & conditions will be paid via BACS. Therefore kindly fill in your bank details below:**

<b>Bank Name</b>	
<b>Bank Account No</b>	
<b>Bank Sort Code</b>	

### Group discounted hotel reservation:

Please reserve the following room nights to be settled on my departure direct with the hotel

No. Nights	No. Guests	Grade	Arrival Date
		<b>3* accommodation booking</b>	
		<b>4* accommodation booking</b>	

# Automechanika Middle East 09, Dubai

## 31<sup>st</sup> May – 2<sup>nd</sup> June 2009

### SMMT Exhibitor Terms & Conditions

- 1) We appoint SMMT to act as our agent in connection with the above exhibition in order to exhibit as part of the British Group in accordance with and as described in the Event Specification.
- 2) We agree to comply with the general code of conduct and other requirements as described in UKTI "Exhibitors Terms & Conditions".
- 3) We understand and accept that UKTI financial support is available only for eligible companies as described in UKTI "Exhibitors Terms & Conditions" and if endorsed by our local International Trade Adviser.
- 4) If the exhibition or part thereof is cancelled by Messe Frankfurt the management fee will be returnable less £25 administration fee. SMMT will not be liable to recover or refund any fees for stand space or in respect of any other loss or expense incurred by us, directly or indirectly, in consequence of any withdrawal of support, cancellation, postponement or shortening of the exhibition other than to the extent that they have been recovered by SMMT from the exhibition organisers or other third parties.
- 5) We understand that if we decide after submitting our Application Form to withdraw as an exhibitor at the exhibition we remain liable to pay the full cost of Participant Option charge and SMMT Management Fee. Any payment made in respect of stand space cancelled by the exhibitor will be refunded by SMMT only if a suitable alternative replacement exhibitor can be found and to the extent that any loss incurred by SMMT arising from our withdrawal has been otherwise mitigated. The Management Fee is retained in the event of a cancellation and is non-refundable in any circumstance.
- 6) In the event that by the 20<sup>th</sup> February 2009 fewer than 6 companies apply to join the SMMT UK Pavilion Group SMMT reserves the right to cancel the UK Pavilion as being economically unviable and in those circumstances SMMT will offer disappointed exhibitors a full refund of all fees paid to SMMT by the cancellation date. No consequential or additional costs incurred by disappointed exhibitors will be paid by SMMT. Where possible disappointed exhibitors still wishing to exhibit will be accommodated by Messe Frankfurt at the show on an individual company basis at their normal basic shell scheme rates and terms. Enhanced shell scheme services will be available but at additional cost to basic rates – please refer to Messe Frankfurt website for full details of standard package rates.
- 7) We agree to indemnify SMMT to the extent of their legal liability for all losses claims or proceedings of any nature whatsoever including financial loss, personal injury or death which we, our staff, agents and / or subcontractors may incur or cause during the exhibition.

We agree to be bound by the above Terms and Conditions.

Signed: .....

Authorised to sign for and on behalf of:

..... Date .....

**Please return this form together with Page 7 and a cheque** in full payment addressed to David Croxson at SMMT Forbes House, Halkin Street, London, SW1X7DS.  
Contact David Croxson: Tel No. 020 7344 9230 Fax: 020 7344 1675.  
E mail [dcroxson@smmt.co.uk](mailto:dcroxson@smmt.co.uk)