

# MIMS automechanika MOSCOW

International Trade Exhibition of Automotive Parts  
and Car Maintenance Equipment

24-27 August 2015  
IEC «Expocentre», Moscow

## 25 August 2015

# IMAF

## International Moscow Automotive Forum

### POST SHOW REPORT

Analytical Partner:



**AVTOSTAT**  
АНАЛИТИЧЕСКОЕ АГЕНТСТВО

Co-organizer:



Association  
of European  
Businesses

Organizers:



messe frankfurt



[www.imaf-forum.ru](http://www.imaf-forum.ru)

## FORUM RESULTS 2015

### Location

For the first time the forum took place at Skylight-hall.



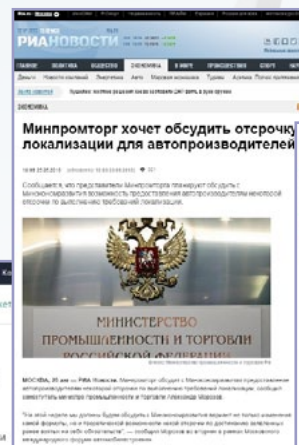
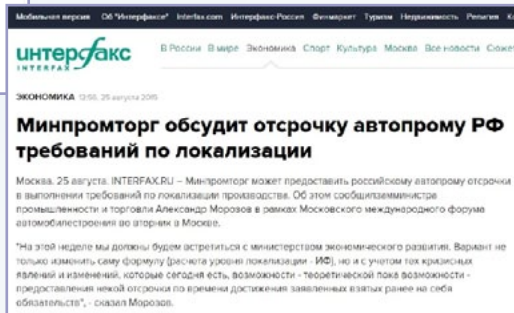
### Support

The Forum organizers thank "AUTO of Year" and Automotive Engineers Association, as well as Forum's partner - the "Concord" company for their support.



### Media

The event was highlighted by 15 leading mass media: ITAR-TASS, Interfax, RIA News, Izvestia, MIA "Russia Today", Kuzov, Auto Business Management, Dialog.ru - International Internet newspaper and others.



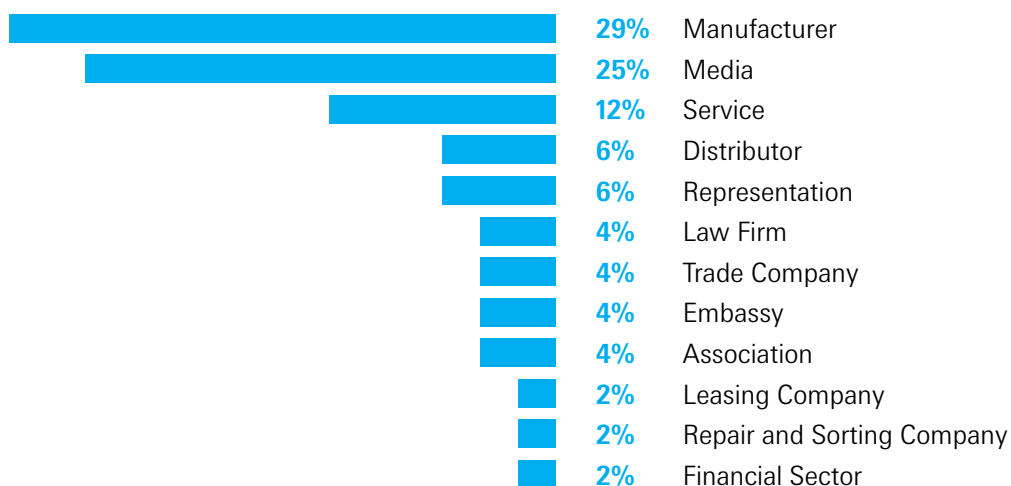
## FORUM RESULTS 2015

### Participants

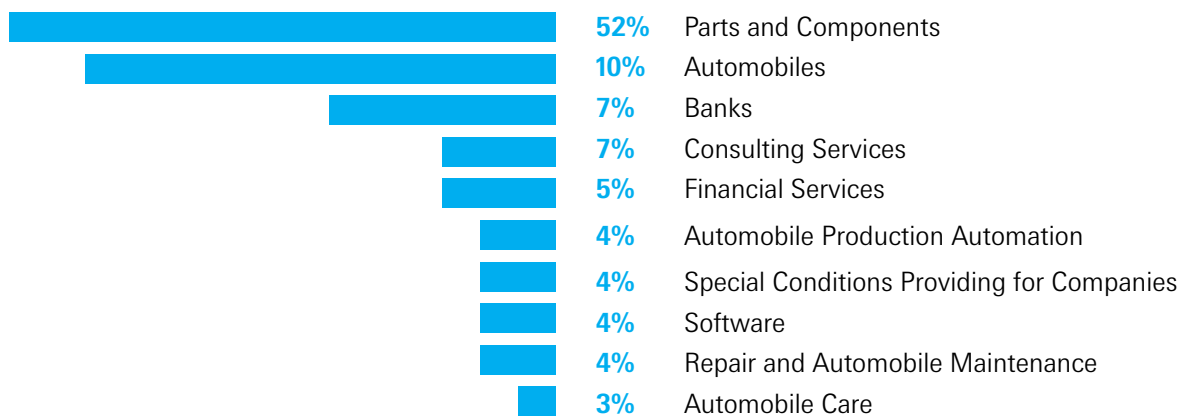
More than 180 representatives of the leading companies in automotive industry from Russia, France, Germany, Italy, Netherlands, Great Britain, India and Turkey took part in IMAF 2015.



### Business Profile



### Products



## SPEAKERS



**Eugen Alles**  
Messe Frankfurt RUS  
Managing Director



**Frank Schauff**  
Association of European Businesses (AEB)  
CEO



**Aleksandr Morozov**  
Ministry of Industry and Trade  
of the Russian Federation  
Deputy Minister



**Alex Zaguskin**  
AZ Enterprise  
Managing director



**Marcus Osegowitsch**  
Volkswagen Group Rus  
General director



**Bo Andersson**  
Avtovaz  
President



**Jaron Wiedmaier**  
Continental Tires  
General director



**Andrey Tomyshev**  
EY  
Automotive sector leader



**Kirill Epstein**  
«Gaz» group  
Managing director



**Alexey Kravtsov**  
Triteiskij Arbitration  
Court of Moscow  
Chairman



**Nikolay Khodosevich**  
Ford Sollers  
Директор по закупкам



**Wilhelmina Shavshina**  
DLA Piper  
Head of Foreign Trade Regulation



**Denis Khabarov**  
Baker & Mckenzie  
Partner



**Sergey Udalov**  
AA «Autostat»  
Director



**Igor Morzharetto**  
Vesti FM  
Automobile Expert



**Joerg Bongartz**  
Deutsche Bank Russia  
Chairman of the Board



**Georgy Ivanin**  
Deutsche Bank Russia  
Analyst on Transport and Industrials



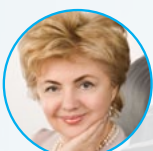
**Michael Ayoub**  
IFC  
Principle Investment Officer



**Alexander Temkin**  
EY  
Restructuring department



**Irina Tulupova**  
Tablogix  
Director of automotive operations



**Zhanna Martynova**  
VVS  
Founder of information-analytical company



**Sergey Solomatin**  
ALD Automotive  
Head of customer account management

## FORUM RESULTS 2015

### Key Topics of the Forum:

- State support actions and their effectiveness
- Production of new products as a contingency measure
- Adaptation of strategies and possible scenarios
- Localisation in times of crisis
- Aftermarket development in Russia
- The economic situation in Russia and the possibility of projects financing

### B2B meetings

B2B discussions provided participants with a unique opportunity to present their products and technologies to the largest purchasers of automotive components in Russia.

**There were more than 30 meetings with the companies' purchasing directors:**



**Avtovaz**  
Erik Barenthein  
Deputy head of the region's purchasing



**Ford Sollers**  
Nikolay Khodosevich  
Purchasing Director



**PCMA**  
Toshiyuki Sadoi  
Deputy Director of Purchasing



According to a conducted participant survey at IMAF 2015, more than 90% of the delegates are planning to participate in TIAF 2016 in Kazan and IMAF in 2016 in Moscow.



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