

# 2014 Post Show Report

## INDOAUTOMOTIVE 2014

### The 7<sup>th</sup> Indonesian International Automotive Components, Spare Parts, Tools & Accessories Exhibition

14-16 May 2014

Jakarta International Expo, Hall B - Kemayoran

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Thank you for your Participation!

We would like to take this opportunity to thank your company for your kind participation towards INDOAUTOMOTIVE 2014. Your support was very much appreciated and there is no doubt that our event on 14-16 May 2014 would not be a successful event without your participation.

Read on to find out the success of the show and SECURE your booth space now at IndoAutomotive 2015!

#### Facts & Figures IndoAutomotive 2014



#### Exhibitors

Number of exhibitors : Over than 70 companies from Indonesia, Singapore, Taiwan, China, and others.

#### Visitors

Traffic : 9594 trade buyers from Brazil, China, Germany, Hongkong, Japan, Malaysia, Mexico, Pakistan, Philippines, Poland, Portugal, Russia, Saudi Arabia, Singapore, South Korea, Taiwan, Thailand, Vietnam and Yemen .

#### Comprehensive Advertising and Promotions Efforts

Over 50,000 direct mail have sent to trade buyers across Indonesia

Electronic direct mailings : 400,000 across to Indonesia (60%) and worldwide (40%)

Newspaper & Magazines : We establish and maintain good relationships with over 35 national & international, regional and professional newspaper and magazines. The coverage of IndoAutomotive will include the publicity and advertisements.

IndoAutomotive 2014 gained full support from:

- ➔ The Ministry of Industry, Republic of Indonesia
- ➔ Indonesian Automotive Parts & Components Industries Association (GIAMM)
- ➔ Indonesian Automotive Centre (SOI)
- ➔ Kaigo Taiwan Exhibition
- ➔ Indonesian Auto Workshop Association (ASBEKINDO)
- ➔ Indonesian Automotive Body Repair Association (ABBA)
- ➔ Indonesian Chamber of Commerce and Industry (KADIN)
- ➔ Indonesian Exhibition Companies Association (ASPERAPI)
- ➔ Indonesian Automotive Component Industry Cooperative (KIKO)
- ➔ Astra-patronized automotive workshop association (HBBA)
- ➔ AsiaNusa (MobNas) and
- ➔ Dharma Bhakti Astra Foundation (YDBA)

.. which positioning IndoAutomotive 2014 as one of the most prestigious automotive exhibitions in Indonesia.

## ANALYSIS OF EXHIBITORS

- 97% of exhibitors rated the prospects of follow-up business as being “excellent”, “good” or “fair”
- 97% of exhibitors rated the general outcome as being “excellent”, “good” or “fair”
- 94% of exhibitors rated the visitor quality as “excellent”, “good” or “fair”

### **Mitra Metal** **Mr. Franky Yuhenda F.** **Marketing Department**

“I think IndoAutomotive this year is pretty good. And I’m interested to join this exhibition next year.”

### **KIKO (Koperasi Industri Komponen Otomotif Indonesia)** **Mr. M Kosasih** **Chairman KIKO**

“This exhibition is good because automotive market in Indonesia is growing up today. Both industry and component of automotive will continue to thrive here. I saw there are potential customers but we should wait till this exhibition finished and evaluate realization of the transaction.”

### **PT. SANDMASTER ASIA** **Mr. Muhammad Farkhan**

“For me, this exhibition is good because we can find so many potential customer here. In addition, this exhibition support us to met with new customers.”

### **PT. BAKRIE TOSANJAYA** **Mr. Maryanto**

“In my opinion, IndoAutomotive this year is pretty good because, there are many visitors and potential buyers. After this exhibition we should call them back to continue the transaction.”

### **PT. Konecranes** **Mrs. Wita Wasdianti** **Marcom Administrator**

“We find potential buyer here and we don’t rule out the possibility to join this exhibition again next year. But we will be more selective in choosing our exhibition will follow next year.”

### **PROXIMA** **Mr. Harun Tanjung**

“I’ve join this exhibition last year and now I join again. And for me this exhibition is good because I could find so many potential buyers here. The organizer and official contractor services is good, convince me to join this exhibition next year.”

## **Upcoming Show**

### **Further Information:**

The 8th Indonesian Automotive Components, Spare Parts , Tools & Accessories Exhibition 2015 is coming your way soon. INDOAUTOMOTIVE 2015, Indonesia's premier exhibition for automotive components, spare parts, accessories, auto tuning and modification, tools and maintenance service, will take place from 17 to 19 September 2015 at the Jakarta International Expo. The Eight edition of IndoAutomotive will feature in parallel with Indofastener 2015 ( The International Indonesia Fastener Exhibition). Don't miss this opportunity to showcase your latest innovations.

## **See You in 2015!**

**New show date from 17 to 19 September 2015**

Venue: Jakarta International Expo, Kemayoran

### Further Information:

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