

January 2011- Present: International Market Research and Trade Shows

Market Research

New Zealand: Automotive Opportunities

- New Zealand's current economy is causing company fleet operators and private owners to hold onto their vehicles longer. This trend is spurring repair work and vehicle maintenance of aftermarket automotive parts and accessories.
- In 2010, New Zealand's imports of automotive parts and accessories totaled US\$363 million an increase of 14% on the previous year.
- New Zealand's 2010 car fleet comprises of 2,806,492 cars (total vehicles 3,395,897). New and pre-used Japanese vehicles are a significant part of the national fleet – almost all of New Zealand's vehicles are imported.
- http://www.buyusainfo.net/docs/x_3809685.pdf

Ecuador: Vehicle Automotive Parts and Accessories

- Since there is relatively little local production of parts in Ecuador, most of which are destined for the local assembly plants, this market is supplied principally by imports.
- Imports of P&A have closely followed the growth trends for the Ecuadorian vehicle fleet over the years. Following this tendency, the market for P&A is set to grow in the future, and since the vehicle fleet has an average age of nine years, it is probable that P&A demand will tend to grow faster than the vehicle fleet. The market has experienced continuous growth for the past several years.
- http://www.buyusainfo.net/docs/x_5834244.pdf

United Kingdom: Automotive Parts and Accessories Overview

- The UK automotive parts and accessories market is diverse and comprises two main sectors: original equipment (OE) and the aftermarket.
- There are approximately 35.8 million cars, vans and trucks registered in Britain, which provide a strong base for the sale of auto parts. Used-car sales are growing and car owners and operators are keeping their cars, on average, at least 6.8 years.
- Many of the leading UK manufacturers of automotive parts and accessories are dependent on overseas markets, as the UK market is not large enough to sustain the level of investment needed to maintain long-term competitiveness.
- http://www.buyusainfo.net/docs/x_8520744.pdf

Canada: Automotive Parts and Accessories Overview

- The Canadian Government is the second largest purchasing entity in the world after the U.S.
- Toronto generates almost 1/5 of Canada's GDP, and is rated as one of the top 5 global cities with economic power, and one of the top 5 cities for economic potential and infrastructure. Toronto provides the ideal business environment for U.S. companies looking for a competitive advantage.
- Toronto has the reputation as North America's leading economy and overall business cost savings of 6.5% over large U.S. cities and up to 12.2% when compared to Asian and European centers.
- http://www.buyusainfo.net/docs/x_9076453.pdf

Trade Events

U.S. Ambassador Round Table With The Canadian Auto Industry

The U.S. Ambassador Round Table with the Canadian Auto Industry is a trade promotion event organized by the US Commercial Service to help U.S. firms and economic development organizations find business partners and sell automotive components to Canadian auto manufacturers. The event will include meetings with the local auto manufacturers, primarily with Canadian subsidiaries of U.S. automotive corporations attending the Round Table.

U.S. firms that are Tier 1 or Tier 2 suppliers to the automotive manufacturing sector or that have the technical and financial capabilities to be at least a Tier 2 supplier. U.S. companies already doing business with Canadian automotive manufacturers, as well as U.S. companies seeking to enter the market for the first time are encouraged to apply.

The event is organized in conjunction with the Canadian International Auto Show (CIAS), Toronto, one of the world top auto shows. The participants of the Round Table will have access to the official opening of the CIAS in the day reserved for the industry with opportunities to network with the large number of Canadian auto industry representatives.

Location/Date: Toronto, Canada 02/16/2012 - 02/17/2012

For more information please visit:

http://export.gov/eac/show_detail_trade_events.asp?EventID=16914&InputType=CALEVENT

Automotive Parts and Components Business Development Mission to Russia

Russia is the fastest growing automotive market in Europe. Vehicles sales grew 30% in 2010, and are expected to continue at approximately 15% per year through 2015. As Russian and international OEMs ramp up production to meet demand for quality cars, there are significant opportunities for U.S. parts and component manufacturers. The Commercial Service will arrange for customized, pre-arranged appointments with prospective partners. Additionally, participants will receive expert briefings by Russian and international industry experts as they visit major international and Russian automotive assembly centers in St. Petersburg and Samara.

This trade mission will be most advantageous for U.S. manufacturers of engines, electric and electronic components, trim, exhaust systems, plastic parts and instrumentation. In addition, there are increasing opportunities for export of air conditioners, ABSs, airbags, power steering and automatic transmissions, that are currently not manufactured in Russia.

Location/Date: Moscow, Russia 04/23/2012 - 04/27/2012

For more information please visit: http://export.gov/eac/show_detail_trade_events.asp?EventID=31978&InputType=EVENT

Automotive Service & Repair Week (ASRW) 2012

Automotive Service & Repair Week (ASRW) is the premier event for automotive service, collision and repair professionals. ASRW was created to provide buyers and sellers within the automotive repair, collision and service community a place to network, an educational resource for learning about the technological advancements, and a unique marketplace to see all the products, services, equipment and technology available to industry professionals. ASRW is a showcase of top manufacturers and suppliers displaying the latest products and equipment needed to run mechanical shops effectively and efficiently. ASRW is the forum for new techniques, products, efficiencies, services, skills, technology, knowledge, networking, and equipment.

Location/Date: New Orleans, LA, United States 10/11/2012 - 10/13/2012

For more information please visit: http://export.gov/eac/show_detail_trade_events.asp?EventID=32195&InputType=EVENT