

Exclusive Coverage MENA region – Coverage Summary (head line)

(Head line): **“Busworld Moscow ... Great start towards growth”**

Busworld team always in a search mode for new business opportunities worldwide – not only to look for extra profit chances, but also to support many countries worldwide with the latest bus and coach innovations and programs in cooperation with many active identities like busworld academy and IRU – and after the great success in Belgium, China, India ... the day come for Russia and soon for Colombia ...

With a recognizable growth in bus and coach business in Russia and in cooperation with the successful ITE-MF , busworld Moscow had born to add a new value for this sector in Russia, and which had been organized for the 1st time from 25 – 27 of Oct. this year 2016.

The event gained a great success by welcoming local and international business visitors and also had presented many big names as professional exhibitors, and we met many of them, and on the top were:

- GAZ Group.
- KAMAZ
- MAZ Group
- SCANIA
- MAN
- King Long
- YUTONG

And also many specialized feeding companies like VOITH, RABA, WEBASTO, FESTO, and Continental Tiers ...and more.

Fast interview with Didier Ramoudt – president of bosworld international:

- **How you evaluate the 1st round of busworld Moscow?**
Off course we are all happy to have such successful event in cooperation with **ITE-MF**, as they spent lot of efforts to organize this show, especially by **Mr. Sergey Alexandrov** – the managing director of the company.
Also, I’m happy for the grate support of busworld academy and IRU in this great event.
On the other hand busworld Moscow come to cover the missed opportunity of organizing busword Kiev, as you know that the current situation is not good there...
- **What about widens opportunities of busworld brand name?**
We are looking for many open chances in central of Asia as it’s very promising; especially that area is very active in bus and coach business now a day and in the nearest future... as well.

- So, what about Middle East and African Countries?

We think also that Middle East region is promising too, especially Egypt, but we still waiting for the full stability in its tourism and economic situation to start our project there.

Fast comments from Sergey Alexandrov – ITE-MF managing director & Michael Johannes – automechanika international brand manager:

As per our fast meeting with Sergey Alexandrov – ITE-MF managing director and the strong partner of busworld Moscow ... he commented on the exhibition with very positive impact and happiness of such gained success for its 1st time in Russia, especially with the great support of busworld international team and also Messe Frankfurt.

On the other hand, Michael Johannes was impressed with the grate job done in this event and also commented about their preparation next year for one of the biggest aftermarket events worldwide (automechanika Moscow) which will be organized from 21-24 Aug. 2017 and they expect more than 1100 company to participate and more than 40,000 trade visitors...