



**E. J. KRAUSE &  
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**TARSUS GROUP AND E.J. KRAUSE & ASSOCIATES ANNOUNCE THE LAUNCH OF AAITF MEXICO**

**Bethesda MD (August 6, 2014)** Tarsus Group, the international B2B Media Company and organiser of the **China International Automotive Aftermarket and Tuning Fair (AAITF)**, has announced the launch of **AAITF Mexico** which will take place from March 18 – 20, 2015 in a joint venture partnership with E.J. Krause & Associates, Inc. a worldwide leader in exhibition and conference management.

This represents the Group’s third launch of the **AAITF** brand outside of China following the launch of **AAITF Jakarta** in May 2014 and **AAITF Istanbul**, in June 2015. As with Indonesia and Turkey, fellow ‘MINT’ (Mexico, Indonesia, Nigeria and Turkey) countries, Mexico is one of the World’s fastest growing economies and has over recent years witnessed a surge in demand for low-cost, ecologically friendly second-hand vehicles.

Mexico has emerged as the front runner for aftermarket product sales over the past year in Latin America. With new car sales facing restrictions due to the availability of fewer financing options, fiscal incentives and higher taxes, the lack of new car sales has led to an average vehicle age of 13.7 years\*. This advanced vehicle age provides a great opportunity for full-service aftermarket suppliers, driving demand for aftermarket products including, multimedia, audio, electronics, lights, interior accessories, exterior decoration, modification, coatings and car care products.

**AAITF Mexico 2015** is strategically located to not only meet the needs of Mexico’s domestic auto aftermarket sector, but also focus on attracting trade buyers from Central America and the northern parts of South America.

This vibrant and innovative market provides cost effective and direct access to the above markets, expanding new sales opportunities for a wide range of aftermarket product suppliers.

Mexico has the world’s 8<sup>th</sup> largest automotive industry (2013) soon to be seventh, as production is rapidly overtaking Brazil. It is now a major vehicle export manufacturing centre, with giants such as Nissan, Mazda, Honda and Audi all racing to set up factories. In 2013 General Motors invested a further \$700m dollars in its existing Mexican operation.

Commenting on the launch Mr. Douglas Emslie, Group Managing Director of Tarsus Group, the British organising partner said, *“We are very excited by this opportunity to bring a major global brand like AAITF into Mexico’s dynamic automotive aftermarket sector.”* He went onto say, *“Our research has shown that the increased demand in this market represents a timely opportunity for the launch of AAITF Mexico by bringing international suppliers together with buyers from Mexico and the wider region.”*

*“Mexico is one of the largest and fastest-growing markets that has close trading ties with the US, it offers exciting potential for growth, if your company is looking to increase its presence in Mexico or to solidify its current position, then participating in AAITF Mexico 2015 is a must.”* said Ned Krause, President and CEO, E.J. Krause & Associates, Inc.

*\*University of California transportation centre statistics.*

## **About AAITF**

**AAITF Mexico** is jointly organised by Tarsus Group Plc, Jiuzhou International Media and Exhibition Group, the organisers of **AAITF Guangzhou**, the number one automotive aftermarket event in China, and E.J. Krause & Associates, Inc.

## **About Tarsus Group**

Tarsus Group plc (LSE:TRS) is an international business-to-business media group with interests in exhibitions, publishing and online media. The Group operates globally in key verticals including aviation, medical, labels and packaging, discount clothing (Off-Price), housewares and automotive. Tarsus runs more than 80 events and websites and its flagship brands include the **Labelexpo** exhibitions in Europe, the Americas, India and Asia and the Dubai Airshow.

The Group operates across a worldwide network of offices in Dublin, London, Paris, Milwaukee, Boca Raton (Florida), Dubai, Shanghai, New Delhi and Istanbul. Tarsus is building on its strong presence in the emerging markets of the Middle East, China, Turkey, India and South America. For more information visit [www.tarsus.com](http://www.tarsus.com)

## **About EJ Krause**

For more than 25 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)