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Konu: Meksika Sektörel Alım Heyeti Hk

Bursa, 24/03/2023

ULUDAĞ OTOMOTİV ENDÜSTRİSİ İHRACATÇILARI BİRLİĞİ ÜYELERİ'NE
Sirküler No: 184

Uludağ Otomotiv Endüstrisi İhracatçıları Birliği tarafından 02 – 08 Nisan 2023 tarihleri arasında Meksika'dan ithalatçı Grupo Mayoreo Internacional Automotriz S.A. De C.V. firmasının katılımları ile otomotiv alım heyeti organizasyonu düzenlenmesi planlanmaktadır. Ticaret Müşavirliğimizin de desteği ile Meksika'lı firmadan 2 CEO ülkemizi ziyaret edecek olup aftermarket pazarına tedarik sağlayan firmalarımıza ziyaret ve ikili iş görüşmeleri düzenlenmesi öngörülmektedir.

Söz konusu heyet kapsamında Meksika'dan gelen alıcı firma ile 06 Nisan 2023 Perşembe günü 09:30 – 13:00 saatleri arasında Birliğimiz fuaye alanında ikili iş görüşmeleri gerçekleştirilecektir. Alıcı firmaya dair bilgiler ekte sunulmakta olup, **anılan heyete ücretsiz olarak katılım sağlamak isteyen üyelerimizin** 30 Mart 2023 Perşembe günü mesai saati bitimine kadar linki verilen online başvuru formunu doldurmaları gerekmektedir.

Bilgilerini ve gereğini rica ederim.

e-imzalıdır
Mümin KARACAKAYALILAR
Genel Sekreter

Online Başvuru Formu: <https://bit.ly/40ulEiw>

Ayrıntılı Bilgi İçin:
Hale Nur KIRMIZIKUŞAK
Fuarlar ve Heyetler Şubesi
E-posta: kirmizikusakh@uib.org.tr
Tel : 0224 – 219 10 00 / 1909

Taslak Program;
06 Nisan 2023, Perşembe
09:30 - 09:45 : Kayıt
09:45 -13:00 : Türk firmalar ile ikili iş görüşmeleri
Yer: Uludağ İhracatçı Birlikleri Genel Sekreterliği Fuaye Alanı
Organize San. Bölgesi II. Gelişim Sahası Kahverengi Cad. No:11
Nilüfer 16140/ BURSA

EK: Meksika Katılımcı Listesi (1 Sayfa)

Uludağ İhracatçı Birlikleri Genel Sekreterliği

Organize San. Bölgesi II. Gelişim Sahası Kahverengi Cad. No:11
Nilüfer 16140/ BURSA
Tel: +90 224 219 10 00 (PBX) Fax: +90 224 219 10 90
E-posta: uludag@uib.org.tr Elektronik Ağ: www.uib.org.tr
Kep: uib@hs01.kep.tr

Ayrıntılı bilgi için: Alpaz ÖZTÜRK - Şube Müdürü
Hale Nur KIRMIZIKUŞAK



MEXICO BUYERS MISSION
02 - 08 APRIL 2023
DELEGATION LIST

No:	Company Name	Company Website	Participant Name	Participant Title	Company Profile (Detailed)	Products Interested
1	Grupo Mayoreo Internacional Automatriz S.A. De C.V.	https://grupodai.com.mx/	Mr. Jose Luis Muniz Soler	President / CEO	Through commitment, technology and an unwavering work ethic, we daily provide our customers the necessary components to keep them rolling on the road at all	Fuel Injection Brakes Suspension Master cylinders Brake cylinders Slave cylinders Brake Discs Brake Pads Motor mounts Shock absorbers 5th door dampers Ball Joints
2	Grupo Mayoreo Internacional Automatriz S.A. De C.V.	https://grupodai.com.mx/	Mr. Jose Luis Muniz Cuevas	Managing Partner		Temperature sensor Oxygen sensors Injectors Thermostats Fuel Pumps Starters Alternator Ignition Modules



JANUARY 2023

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HOW WE GET HERE?



1994

Having consolidated its position as a sector leader, we focused our efforts to the local market by developing a solid distribution structure for Mexican products nationwide.



2015

Latam Brands, the Group's e-commerce vertical, was born as part of a restructuring in order to evolve into a more corporate and competitive company.

Grupo DAJ born with the objective of meeting the growing demand for imported products in the automotive market in view of the limited domestic supply.

2000



As an expansion strategy and identifying market gaps, Automottor was born, our own brand on which high value and quality products are developed.

2021



WHO WE ARE?

Miasa Group is the main engine through which our investors, partners, collaborators and customers find the vehicle to always go further...faster.

WHAT WE DO?

Through commitment, technology and an unwavering work ethic, we daily provide our customers the necessary components to keep them rolling on the road at all times.



WHO WE ARE?



- 28 years in the market.
- 86,000 ft² warehouse.
- 130 team members.
- 20 delivery vehicles.
- +750 clients nationwide.

OUR CULTURE



1

EMPATHY FIRST

We always look at the human side of any situation. Trusting, empowering and helping people grow.

2

SERVICE OBSESSED

Satisfied customers, always. Committed on creating the best experience at all times.

3

COMPETITIVENESS

We challenge ourselves every day by giving our best effort in pursuit of leadership in our industry to always offer the best value in price and quality to our customers.

4

INNOVATION FOCUSED

Always change the *Status Quo* to improve and grow. Be fast, agile and dynamic.

5

INTEGRITY

To guide us with honesty, rectitude and transparency in each and every daily work.

OUR TEAM MEMBERS



OUR BEST ASSET



Our excellence and the complete satisfaction of our clients is the result of the effort and dedication our team puts every day into their activities.

Our internal empowerment and personal growth philosophy allows us to continuously perpetuate our culture and instill the values that guide us to each member of the organization, where each of the members are fully trained, technically prepared and have the necessary skills to meet the demands of a leading customer service in the industry.

We owe it to our team!

THE MARKET



The auto parts industry is expanding

33M

Vehicles
nationwide



+ \$20 MMDD

Mexico
Aftermarket value



15^{Yrs.}

Average vehicles
age

THE MARKET

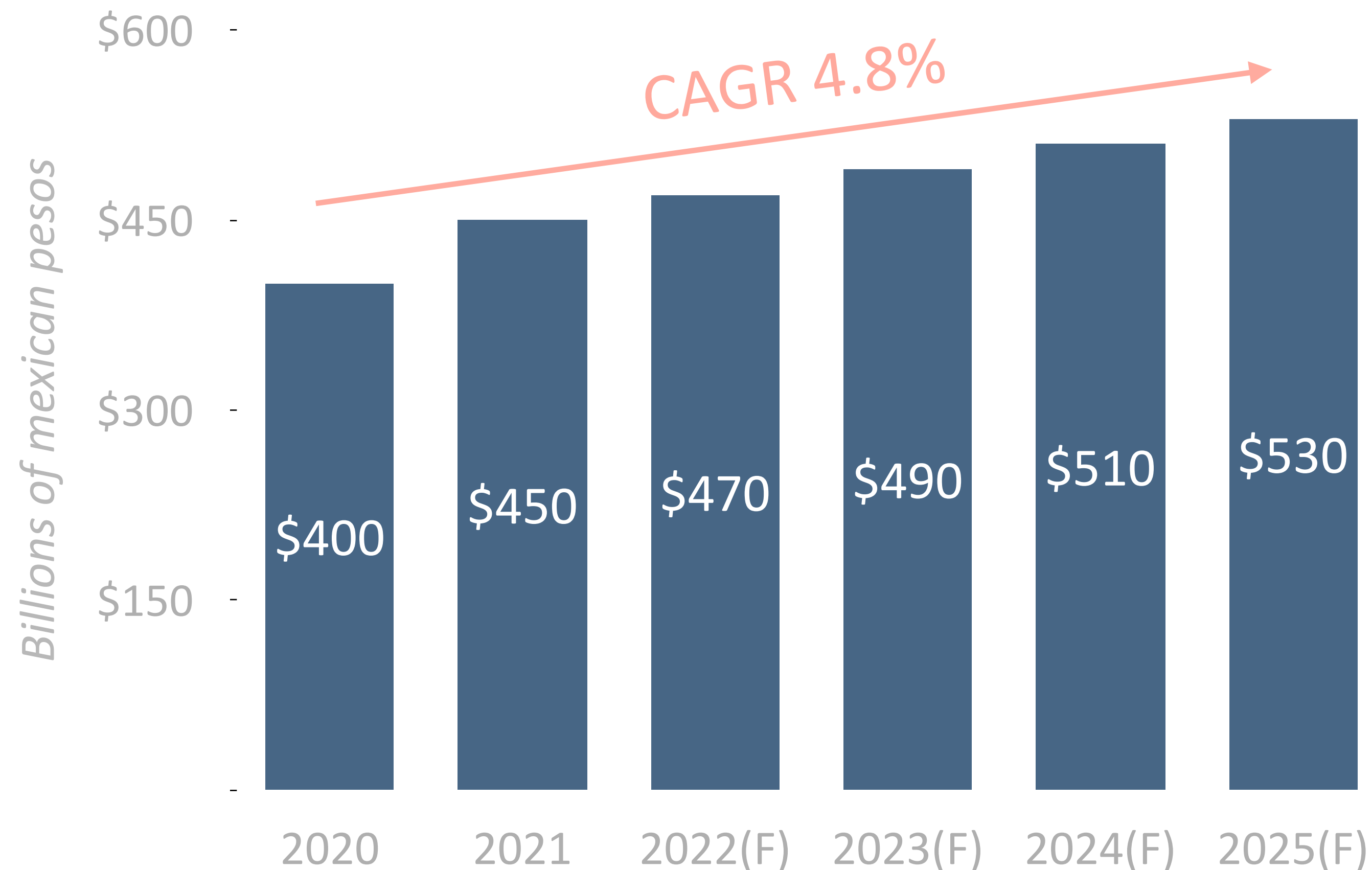


KEY DRIVERS

- Mexico has the 6th largest second-hand car market worldwide.
- Mexico City has the highest sold cars number per square meter worldwide.
- The auto parts aftermarket is highly fragmented, with no single participant having a market share higher than 4.0%.
- Mexico vehicle fleet age is around 15 years old, making it the 4th oldest in the world, which means that more vehicles need to be repaired more constantly.
- The aftermarket is noble and timeless, if there are new cars, the aftermarket grows as there are more cars in the market, if there are no new cars, it also grows as older cars need to be repaired.
- It is a market where vehicles are becoming more specialized and more electronic, requiring greater specialization and budget in their repair, also requiring a greater amount of spare parts or sensors to be repaired.

THE MARKET

Mexico Aftermarket Value



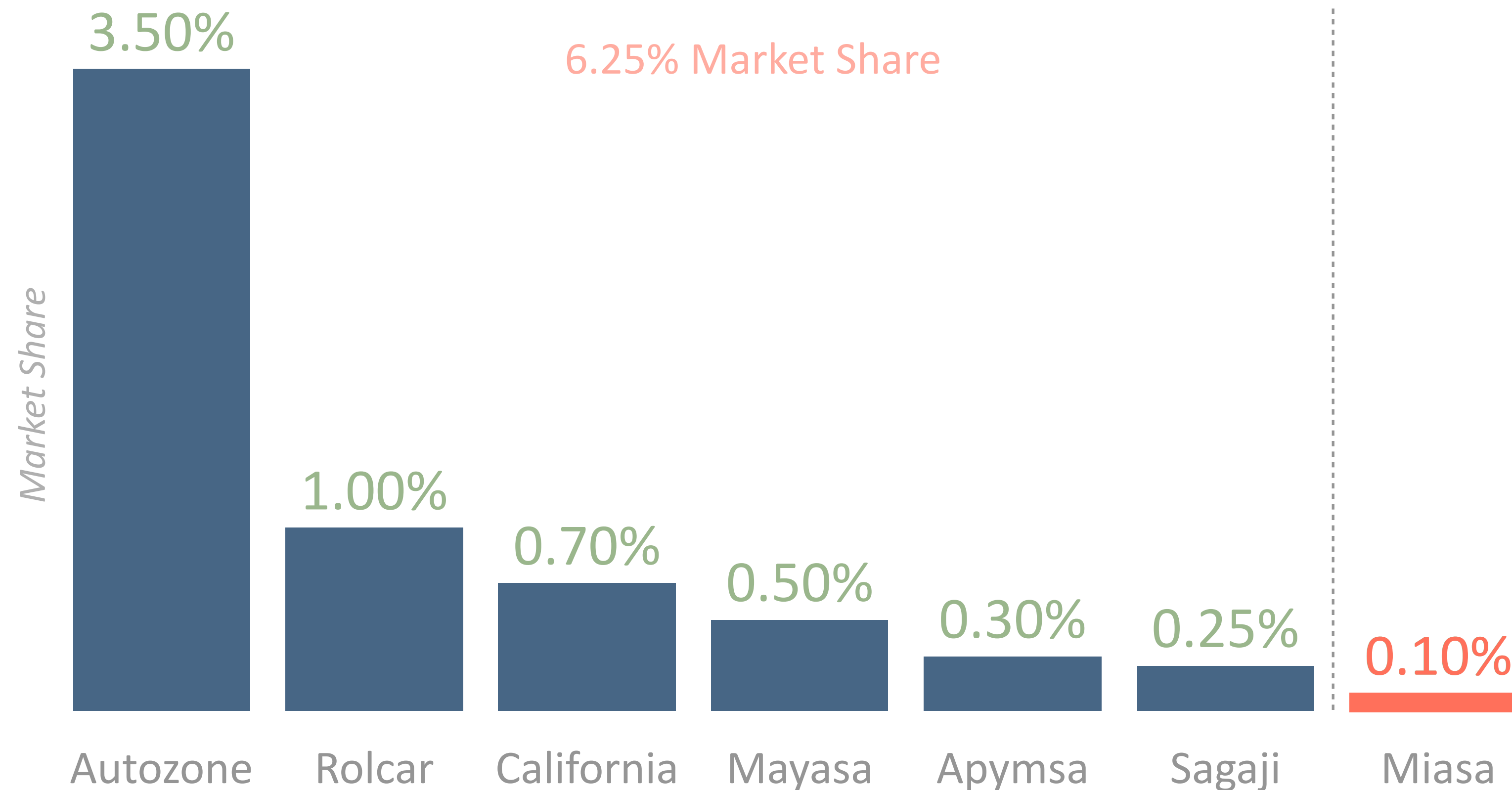
With a vehicle universe of **33M** cars nationwide, Mexico is among the **top 10** countries that consume the most auto parts around the world.

As Mexico's vehicle fleet grows, the aftermarket is expected to grow at a **CAGR of 4.8%** through 2025, and 4% through 2030 reaching a market value of **\$645 MMDP** (*billions of Mexican pesos*).

THE MARKET



Main Market Players



As a whole, the 6 main players in the spare parts aftermarket account for a total 6.25% of market share, with no single participant having more than 4.0% share individually.

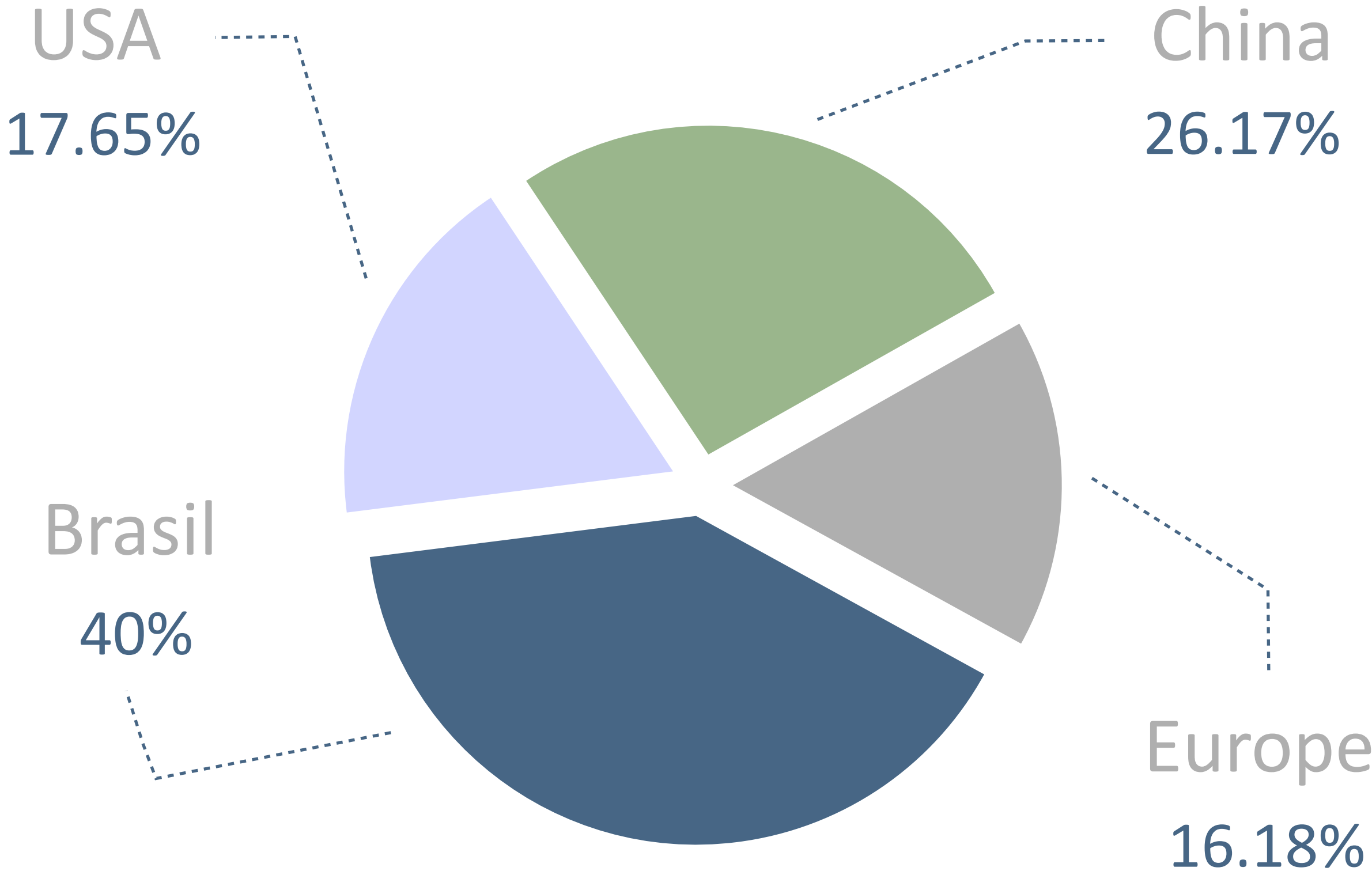
Being a highly fragmented market with a large number of small players with little to no added value, there is great potential for growth through a good value offer, customer service, broad product portfolio, price and regional presence.

Miasa Group has around 0.10% of the national market share, placing it among the top 20 players in the market.

MAIN SUPPLIERS



INTERNATIONAL



Since its beginnings, Miasa Group has had an **intense international commercial operation** in import products that concentrate a portfolio of products which are marketed under our own brands **DAJ** and **Automottor**.

From the whole portfolio marketed under the **DAJ** and **Automottor** brands, our main international trading partners where our products are manufactured are **Brazil with 40%**, **China with 26.17%**, the United States with **17.65%** and **Europe with 16.18%**.

OUR BRANDS



DAJ



DAJ, the Group's most representative brand, has consolidated its position as a leading brand in the auto parts market since the beginning of its commercialization, characterized by its high quality and competitive price, offering a range of products for different automotive systems such as: *engine, brakes, suspension, steering and clutch.*

Continuing with the expansion and development of the DAJ brand, Miasa Group is constantly looking for cross-border opportunities that allow the integration of new products to the portfolio, maintaining the quality for which it is known at every moment.

OUR BRANDS



AUTOMOTTOR

With rapid growth and market penetration, since 2015, the Automottor brand has been developed by offering a range of high quality products in *suspension, cooling, engine, filters and fuel injection* segments.

As a result of the market acceptance, the Group's priority is to strengthen the products marketed under the Automottor brand by making new investments and strategic alliances that will allow us to have a more consolidated portfolio to satisfy current and future market demand in key product lines.



OUR BRANDS



WHAT WE ARE LOOKING FOR?

Fuel Injection

- Temperature sensor
- Oxygen sensors
- Injectors
- Thermostats
- Fuel Pumps
- Starters
- Alternator
- Ignition Modules

Brakes

- Master cylinders
- Brake cylinders
- Slave cylinders
- Brake Discs
- Brake Pads

Suspension

- Motor mounts
- Shock absorbers
- 5th door dampers
- Ball Joints



THANKS!