

news +++ Automechanika Frankfurt  
13 to 17 September 2022

**automechanika**  
FRANKFURT

## New kick-off event for Automechanika: CEO Breakfast with Formula One pros Mika Häkkinen and Mark Gallagher

**Frankfurt am Main, 1 August 2022. Automechanika Frankfurt is launching a brand new event on the morning of the first day of the trade fair that is designed to promote networking and dialogue amongst the industry's international key players. At the first Automechanika CEO Breakfast, racing professionals Mika Häkkinen and Mark Gallagher will be sharing insights on the topic of technological innovations and how they adapted. The event is being sponsored by ZF Aftermarket, which is providing a venue and equipment for the event. Leading international key players from the automotive industry have already reserved tables for inviting their top customers.**

This year's Automechanika Frankfurt, which runs from 13 to 17 September, is being kicked off by a CEO Breakfast on the first day of the fair featuring Formula One greats Mika Häkkinen and Mark Gallagher. In their fireside chats, these two racing pros will be talking about the right mindset for adapting to rapidly changing technologies, delving into lean and agile management, and exploring the team spirit necessary for people to work together and achieve their aims even under extreme pressure. There are many similarities with the automotive industry and with the challenges that digitalisation and diversification pose for the automotive aftermarket. That is because companies in the automotive industry have to adapt to the same rapid pace and react with the same speed and agility.

"We created the new CEO Breakfast format to offer a new opportunity for dialogue and inspiration. With these two guests from the world of Formula One, we want to help supply fresh insights for the industry," explained Detlef Braun, Member of the Executive Board of Messe Frankfurt. Philippe Colpron, Head of ZF Aftermarket, is delighted to be supporting this new format as a kick-off event for the trade fair: "It's up to us to leverage the opportunities that lie in the future challenges of our industry by working together to continue the servitization orientation of the mobility ecosystem."

The new interactive format is aimed in particular at exhibitors and at decision-makers, wholesalers, consultancies and associations in the automotive aftermarket who would like to invite their customers to this exclusive event. Tables can be booked in five different price categories. Various major players have already confirmed their participation, including Mahle, Continental, Schaeffler Automotive Aftermarket, LKQ Europe and DEKRA. Interested companies can find out how they can take part at [automechanika.com/ceo-breakfast](https://automechanika.com/ceo-breakfast).

## Press information and photographic material

<http://www.automechanika.com/press>

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### Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)