

PRESS RELEASE

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MIMS Automobility Moscow

International Exhibition of Spare Parts, Automotive Components, Equipment, and Products for Vehicle Maintenance

May 12–15, 2025, Expocentre Fairgrounds, Moscow

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The largest exhibition for the automotive industry in 2026 will be held in St. Petersburg

In 2026, the exhibition will take place from August 25 to 28 at Expoforum

1,667 companies took part in the exhibition from May 12 to 15

Organizers and partners participated in the MIMS Automobility Moscow business program

As part of MIMS ACADEMY, invited experts spoke about vehicle maintenance and repair, including electric vehicles

On the first day of the exhibition, May 12, the MIMS Automobility Awards ceremony was held

From May 12 to 15, the 29th international exhibition of spare parts, automotive components, equipment, and products for vehicle maintenance — **MIMS Automobility Moscow** — was held at Expocentre Fairgrounds in Moscow.

On the first day of the exhibition, during the official opening ceremony, Oksana Anikeeva, CEO of ITEMF Expo, announced further plans for the development of MIMS Automobility.

In 2026, the exhibition will take place in St. Petersburg from August 25 to 28. The event will return to its traditional dates, and the venue will be Russia's most modern exhibition complex — **ExpoForum Convention and Exhibition Centre**, which regularly hosts major congress and exhibition events attended by top officials (SPIEF, Gas Forum, and others).

In addition to the largest Russian manufacturers and distributors, the 2025 exhibition featured companies from Azerbaijan, the Republic of Belarus, Hungary, Germany, Hong Kong, India, Iran, Italy, Kazakhstan, China, Malaysia, the UAE, Poland, Singapore, Turkey, Thailand, Taiwan, Uzbekistan, and South Korea.

This year, the exhibition was attended by **47,440 visitors**, including employees and business owners from all segments of the automotive industry.

The general partner of MIMS Automobility Moscow 2025 was Unicom, a federal distributor of automotive goods. Since 2017, Unicom has been a member of Nexus Automotive International, a global alliance of market leaders in automotive components.

The largest exhibition of automotive components and maintenance products in Russia and the CIS

MIMS Automobility Moscow once again confirmed its status as the largest B2B platform for the automotive industry in Russia and the CIS. The scale of participating manufacturers and distributors of automotive products enables visitors to address any task in the automotive sector. In 2025, the exhibition brought together representatives of **1,667 companies**, showcasing the largest B2B exhibition of vehicle maintenance products in Russia.

At the exhibition, visitors signed contracts with companies under favorable terms for the supply of various products, and over the course of four days, they explored the latest offerings in the aftermarket segment to include in their product ranges.

Exhibition Halls

From May 12 to 15, all operating pavilions were open to visitors — Halls 1, 2, 5, 8, Forum, and the outdoor exhibition area. A large exposition was also presented in the lower gallery of the Expocentre Fairgrounds.

You can still explore the list of participating companies after the event in the online catalog. While it is no longer possible to visit their stands in

person, most companies have product descriptions and contact details available in the exhibition's interactive catalog.

<https://online.itemf.ru/info/MIMS25/catalog/>

Special Section: "Truck Competence"

Under the **"Truck Competence"** label, many exhibitors presented not only product lines for passenger cars but also spare parts and solutions for commercial vehicles.

This is a traditional section of the exhibition, with more than 500 companies participating. To find out which companies offered truck spare parts, apply the [corresponding filter in the catalog](#).

Business Program of MIMS Automobility Moscow

The 16th International Moscow Automotive Forum (IMAF 2025) was held on May 13. The forum brought together over 150 key representatives of the automotive industry. The forum sessions focused on strategies for the development of the automotive industry in Russia. The forum speakers discussed the most pressing topics in the automotive sector today:

- **Priority components for localization:** *identifying critical components for local production*
- **Electric and gas-powered vehicles:** *how they are already reshaping the automotive landscape*
- **Breakthrough innovations under support:** *measures to promote game-changing ideas in the automotive sector*
- **Regional policy as a catalyst:** *can it accelerate the localization of the automotive industry?*
- **Investing in the future:** *how to attract investment into automotive component production*

The full version of the program is [available at the link](#).

IMAF 2025 was organized by **ITEMF Expo** in cooperation with **the Association of European Businesses**.

Traditionally, the open **conference platform AGORA** featured speakers presenting market analytics for auto parts, sharing industry trends and insights. The platform hosted specialists and professionals in vehicle maintenance and repair, garage equipment, as well as analysts and experts in the automotive parts and components market.

Key Topics of the Platform:

- *Current state of the automotive aftersales service market*
- *Profitability of the automotive business*

- *Servicing Chinese commercial vehicles: interim results*
- *Digitalization of business processes in the field of auto service*
- *E-com under the hood: how online auto parts sales are evolving*
- *Opportunities for further growth of detailers' influence in the domestic car service market*
- *Corporate fleet service*
- *Auto parts market 2025: current situation and the future of purchasing alliances*

To explore the full agenda of the AGORA open conference platform, follow this link:

<https://mims.ru/agora#!/tab/619046093-1>

The **MIMS Academy project**, which debuted at the 2024 MIMS Automobility exhibition, continued with a series of business program sessions held in the Marble Hall of the "Forum" pavilion and on a special demonstration area in the outdoor exposition. Especially for service station managers and specialists, managers from leading companies conducted a series of seminars on attracting and training personnel in the auto service industry. In the outdoor zone, invited experts held competitions in electric vehicle maintenance, with valuable prizes awarded by contest sponsors.

To explore the full agenda of the **MIMS Academy** open conference platform, follow this link:

<https://mims.ru/academy>

MIMS Automobility Awards

The MIMS Automobility Awards, co-organized by Gruzdev-Analyze and Avtomarketolog along with the exhibition organizers, reached its final stage. The winners were announced on the first day of the exhibition, May 12, during a formal award ceremony.

The award was established to recognize outstanding achievements in the field of automotive aftersales service. It is an industry accolade for companies that produce automotive repair products, as well as for service providers.

The award is focused on professionals and their accomplishments, as it is people who drive companies and brands forward. Since 2024, with the introduction of new nominations, the award has also assessed the user-friendliness of working with leading brands in the automotive aftermarket. The award includes four categories:

“Person of the Year”

Automotive Business Person of the Year
Vitaly Kiselev — Vice President of ROAD

“Product. Passenger Car Parts”

Best Private Label

- *Metaco*

Best Domestic Brand

- *Trialli*

Best Foreign Brand

- *CTR*

“Product. Commercial Vehicle Parts”

- *ENTERPRISE*

Best Domestic Brand

- *Luzar*

Best Foreign Brand

- *STARTEC*

“eCommerce and Marketplaces”

Best Online Platform for Auto Products Sales

- *Avito*

As part of the main MIMS Automobility Awards, a special award — **“Auto Marketer of the Year”** — was presented. It was established to identify and honor the best professionals and companies in automotive marketing, sales, and service. The special award was organized by the company “Avtomarketolog.”

Awards were given in **5 categories**:

Marketing in New Car Sales
- *Daria Lyasova, Auto Broker Murmansk*

Marketing in Used Car Sales
- *Anastasia Kamyshnikova, FRESH Automotive Marketplace*

Service Marketing
- *Tatyana Porfiryeva, TransTechService*

Reputation Marketing
- *Natalia Shatalova, Boravt*

Grand Prix Marketer of the Year
- *Anastasia Kamyshnikova, FRESH Automotive Marketplace*

The exhibition is constantly being updated and expanded. To receive all the latest news and offers, visit the website www.mims.ru and follow our social media.

We look forward to seeing you in St. Petersburg at the EXPOFORUM Convention and Exhibition Centre from August 25 to 28, 2026!

Organizer:

ITEMF Expo — the organizer of leading B2B exhibitions and conferences for all sectors of the automotive industry, as well as commercial and passenger transport. The company's portfolio also includes the International Commercial Vehicle Exhibition **COMTRANS** and **Urbantrans** powered by **BW Expo** — an exhibition for buses and urban mobility technologies.

More information is available at www.mims.ru and www.itemfexpo.ru