

Press release

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## Automechanika Buenos Aires celebrates successful 10<sup>th</sup> edition

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**Automechanika Buenos Aires finishes its 10th edition with 13 percent more exhibitors and 26.644 visitors. The leading event of the automotive industry celebrated 10 uninterrupted editions with more participating companies and floor space than previous years. The exhibition also offered ample opportunities for training and professional updating.**

Automechanika Buenos Aires 2018 closes its doors with results that follow the growing trend of previous editions. This year, Latin America's foremost trade fair for the spare parts sector presented 451 exhibiting companies (2016: 398) from 17 countries: Germany, Argentina, Brazil, Canada, China, South Korea, United Arab Emirates, Spain, United States, France, Greece, Hong Kong, India, Italy, Romania, Taiwan and Turkey.

In turn, the event was visited by 26.644 professionals of the sector (2016: 29,802) coming from 39 countries, who got the chance to see the variety of exhibitors.

This edition's growth resulted in 13 percent more exhibitors and 29 percent more floor space in relation to 2016, all the more relevant in view of the region's complex economic context.

### Opening Ceremony

Automechanika Buenos Aires started its first day with the "Meeting of Automotive Industry Leaders", organized by the Association of Argentine Components Manufacturers (AFAC). The sector's future and its insertion in the global chains of new technologies were the themes that brought together various specialists, members of the automotive value chain and government officials, who debated and exchanged ideas and experiences.

"We must project the industry with the year 2030 in mind but without neglecting our present situation, which requires the opening of new markets, a more dynamic and competitive agenda, and the positioning of Latin America as a business destination," said Mr. Dante Sica—Argentina's Minister of Production and Labor—who emphasized the need for "a lean, less bureaucratic State that works close together with

Indexport Messe Frankfurt  
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the private sector.”

Mr. Raúl Amil, President of AFAC, said that the Association is working “to promote the maximum integration in the automotive value chain and to develop of a world-class industry.”

The Meeting was followed by the official inauguration of Automechanika Buenos Aires, with opening words by Mr. Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina. “Since the year 2000 Automechanika Buenos Aires has become a business and exchange hub for the firms that accompany us. Celebrating ten editions in almost twenty years fills us with joy and satisfaction,” Mr. Gorbarán said.

The inauguration was also attended by Mr. Detlef Braun—Member of the Executive Board of Messe Frankfurt GmbH—who highlighted: “Throughout our company’s 778 years we have taken many decisions, some good, others not so much, but without a doubt it was a good decision to invest in this company and in Automechanika Buenos Aires in particular.”

### **Ten uninterrupted editions**

The exhibition’s second day culminated in a large celebration: More than 800 representatives of the automotive and spare parts industry met to celebrate Automechanika Buenos Aires’ tenth edition. The party had several emotionally charged moments—above all when the beginnings, back in 2000, were remembered—and acknowledgment was awarded to the persons and institutions that made it all possible. “Today, ten editions later,” Mr. Gorbarán said, “we continue working with the same alliances and partnerships while we follow the market’s changes. Luckily we have the support of more than 50 sector entities and 451 exhibitors that have made this great event possible.”

### **More and better markets**

Various matchmaking programs were carried out during Automechanika Buenos Aires, with the goal of promoting international trade and the integration of local spare parts.

### **4<sup>th</sup> Spare Part Localization Matchmaking Program**

Organized by the Association of Argentine Components Manufacturers (AFAC), the Association of Automotive Makers (ADEFA) and logistics provided by Messe Frankfurt Argentina, the Program brought together twelve automotive terminals that operate in the country—FCA Automobiles Argentina, Ford Argentina, General Motors of Argentina, Honda Motor of Argentina, Iveco Argentina, Mercedes Benz Argentina, Nissan Argentina, PSA Peugeot Citroën Argentina, Renault Argentina, Scania Argentina, Toyota Argentina and Volkswagen Argentina—with 27 national spare parts manufacturers, in order to achieve greater

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integration of local spare parts in the production of vehicles. For three days, 184 meetings were held.

### **7<sup>th</sup> International Matchmaking Program of Spare Parts Buyers**

Jointly coordinated by Messe Frankfurt Argentina and the Argentine Investment and Trade Promotion Agency and with the purpose of promoting international trade and the entry of SMEs into export markets the Program allowed 12 foreign buyers from 8 countries to hold 348 meetings with more than 60 local companies.

### **Exhibitors' Conferences**

During the four days of the exhibition there were 20 conferences on several topics of interest to the auto parts industry, which also served as a platform to present and launch new products and services.

### **Tuner Challenge VI**

The challenge that seeks to promote the customization of high-end vehicles in Argentina was carried out in the format of a live workshop. A team of 60 specialists including painters, mechanics, upholsterers, electricians and technicians made in record time modifications to the bodywork, engine, interior equipment and paintwork of two vehicles.

### **More Activities**

#### **Finals of the 6th Competition of Technical Skills of the Automotive Technological Institute (ITCA)**

The finals of ITCA's annual competition were held as part of the activities that support the training of new professionals. The event's goals are to reward the students' efforts and to encourage integration and companionship as values.

### **FAATRA Activities**

During the trade fair, the Argentine Federation of Associations of Automotive Repair Workshops (FAATRA) gave 6 talks discussing topics related to the sector.

### **Truck Competence**

The "Truck Competence" concept was present again: A special identification for exhibiting companies that commercialize products, accessories and services for heavy vehicles.

### **The exhibitors' opinion**

The companies that participated in Automechanika Buenos Aires 2018 took stock of their experiences during the four days of the exhibition, and

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these were some of their comments:

**Mauricio Bernardes - Advisor for the Commercial Promotion, Investments and Tourism Sector of the Embassy of Brazil in Buenos Aires.**

"It has been an honor to participate in Automechanika Buenos Aires. 45 Brazilian small and medium-sized companies came searching for their first export experience in the Argentine market and the results have been highly satisfactory. The feedback has been extremely positive with a lot of meetings, business contacts and budget requests."

**George Cano - Export Sales Representative  
Diamond Automotive USA**

"Our first participation in Automechanika Buenos Aires has far exceeded our expectations. It is very well organized and represented, allowing us to position our brand, learn about the market and contact future clients. We are sure that the results will be broadly satisfactory and that is why we will participate again in the next edition."

**David Jorba – Director  
E.E.M.I**

"The organization is excellent, comparable with Automechanika's other instances around the world. It is a worthwhile exhibition in terms of the contacts it generates, because among the exhibitors there are not only workshops and end users but also potential clients, manufacturers and integrators. As investors, this fair has everything we need. Because of our results, we have decided to return in 2020. "

**Rodrigo Calvo - Marketing Manager  
Ópticas LAM**

"We believe that this is the most important exhibition in our country because of everything it generates and how well organized it is. The staff was always eager to help us with everything, so we could approach our customers from other provinces and from abroad, and thus expand our market."

**Tomás Lago  
CARSA**

"Since our first participation in Automechanika Buenos Aires we've had a good response from the general public both from current and from potential clients and we've noticed that in this edition there has been more attention to details in terms of organization and distribution of the different exhibitors, and the type of audience has been more professional than in previous editions."

The next edition of Automechanika Buenos Aires will take place in 2020, from November 4 to 7 at La Rural Trade Center.

The exhibition is for professionals of the sector only. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

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**Further information:**

[www.automechanika.com.ar](http://www.automechanika.com.ar)

**Press information and photographic material [here](#)**

**Links to websites:**

[www.facebook.com/AutomechanikaBuenosAires](https://www.facebook.com/AutomechanikaBuenosAires) |

[www.twitter.com/AutomechanikaBA](https://www.twitter.com/AutomechanikaBA)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

**Background information on Messe Frankfurt Argentina**

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, International Motorcycle Show of Argentina, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at [Fehler! Hyperlink-Referenz ungültig.](#)

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