

POST EVENT REPORT 2018



The foremost event of the automotive industry
in Spanish-speaking Americas

GENERAL INFORMATION

The leading meeting of the automotive industry celebrated its uninterrupted, 10-editions trajectory with a 13% growth in the number of participating companies and a 29% increase of exhibition space.

Edition: 10th

Date: 7 – 10 November 2018

Venue: La Rural Trade Center

Organizer: Messe Frankfurt Argentina

Summoned by: Association of Argentine Components Manufacturers (AFAC)

Total surface: 30,000 sqm

Exhibitors: 451 from 17 countries

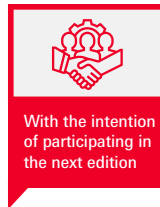
Visitors: 26,644 professionals and entrepreneurs from 39 countries

2018 Survey results

EXHIBITORS

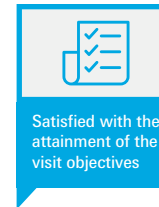


80 %

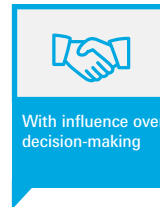


91 %

VISITORS

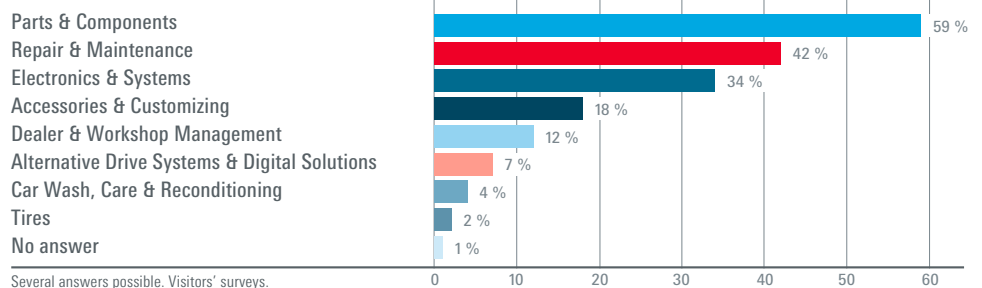


96 %

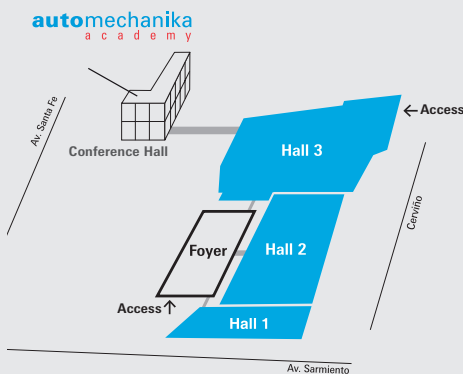


87 %

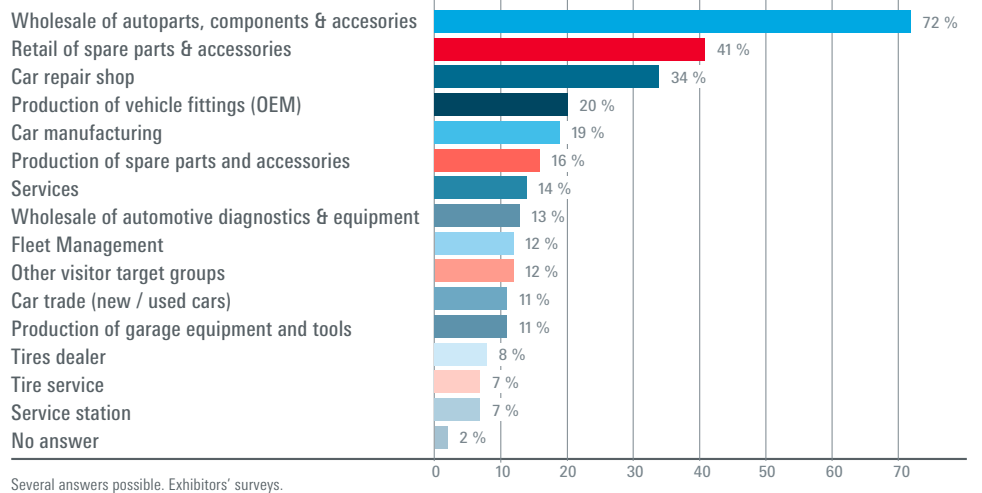
Visitors: main products of interest



EXHIBITION GROUNDS 2018



Exhibitors: target visitor groups



12 AUTOMOTIVE MANUFACTURERS

Fiat Chrysler Automobiles
| Ford | General Motors |
Honda Motor | Iveco |
Mercedes-Benz | Nissan |
PSA Peugeot Citroën |
Renault | Scania | Toyota |
Volkswagen

ARGENTINA'S AUTOMOTIVE MARKET



15.000.000
vehicles



500
spare parts SMEs



1.000
official dealers



200.000
jobs

10th Edition Celebration

More than 800 people from the automotive and spare parts industry gathered to commemorate the ten editions of Automechanika Buenos Aires.



4th Spare Part Localization Matchmaking Program

Seeking greater integration of local spare parts in the production of vehicles, twelve auto makers that operate in the country met with 27 national spare parts manufacturers. For three days, 184 meetings were held.

Tuner Challenge VI

A challenge that promotes the customization of high-end vehicles in Argentina. A team of 60 specialists modified in record time the bodywork, engine, interior equipment and paintwork of two vehicles (a Mitsubishi Eclipse GSX—an icon from the 1990s—and a BMW 330 M) with components and know-how provided by the exhibiting brands.

7th International Matchmaking Program of Spare Parts Buyers

With the aim of promoting international trade and the entry of SMEs into export markets, 12 buyers from 8 countries held 348 meetings with more than 60 Argentine companies.

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

Three pairs of students reassembled car engines and put them in motion, while other two solved the issues that prevented a motorbike from functioning.



FAATRA Activities

The Argentine Federation of Associations of Automotive Repair Workshops (FAATRA) gave talks discussing sector-related topics.

Truck Competence

A special identification for exhibiting companies that commercialize products, accessories and services for heavy vehicles.

**Don't miss the
next edition!**
4 – 7.11.2020
La Rural Trade Center

For details and information regarding your participation as exhibitor or sponsor, please visit www.automechanika.com.ar or contact our Sales Team automechanika@argentina.messefrankfurt.com

- **Final Report 2018**
- **Video from the last edition**
- **Save the date 2020!**