



**automechanika**  
BUENOS AIRES

**11 – 14.10.2022**  
La Rural Trade Center

# POST-EVENT REPORT 2022

Argentina's leading international trade fair for the automotive service industry targeting trade visitors from South America.

## Visitors



**95%**

met their visit's objectives



**75%**

with decision-making influence

## Exhibitors



**93%**

intends to participate in the next edition



**86%**

satisfied with the target group reached

## GENERAL INFORMATION

For four days, the leading exhibition for the spare parts and automotive service industry brought together **262 exhibitors – from 13 countries –** with more than **22,671 local and international visitors:** entrepreneurs, executives, professionals, mechanics, and workshop owners.

Date: October 11 – 14, 2022

Venue: **La Rural Trade Center, Buenos Aires, Argentina**

Organizer: **Messe Frankfurt Argentina**

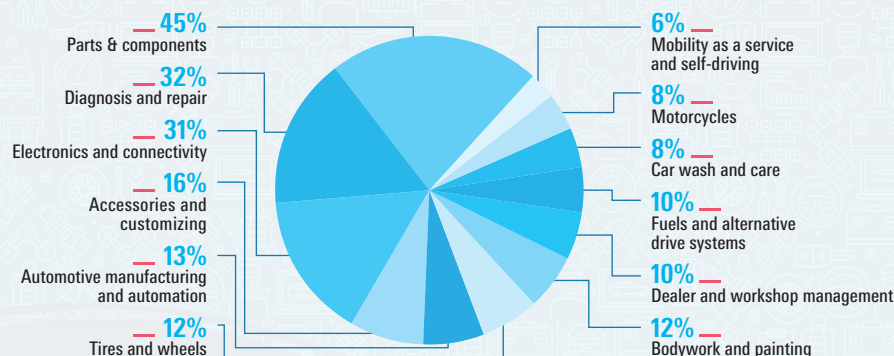
Convenes: **AFAC – Association of Argentine Components Manufacturers**

Total surface: **25.000 sqm**

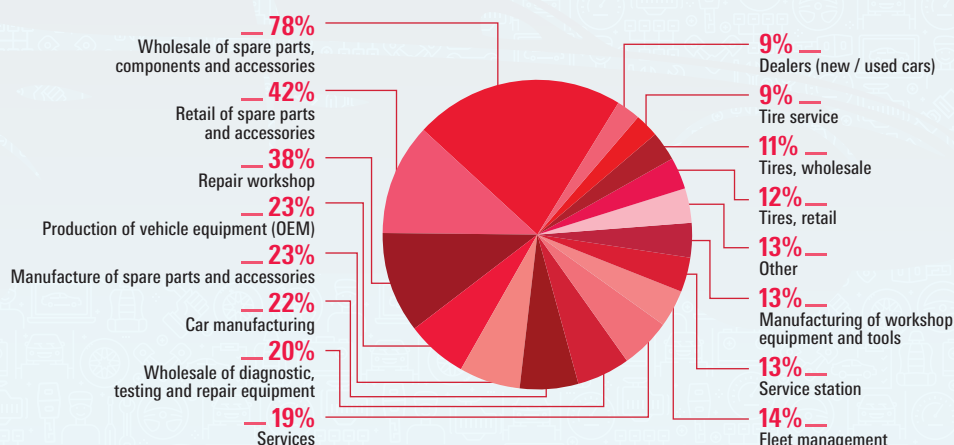
Exhibitors: **262**

Visitors: **22.671**

**Visitors:**  
product groups  
most interested in



**Exhibitors:**  
visitor target  
group



Multiple answers possible.  
Exhibitor survey result.

# Highlights of the 2022 edition

## AFAC SEMINAR

The Association of Argentine Components Manufacturers (AFAC) presented the "Transformation of production and human capital when facing technological change" seminar, discussing different topics concerning the industry's future, and culminating in a lunch with the presence of the most relevant authorities.

## MERCOPARTS MEETING

The Mercosur Auto Parts Council (Mercoparts) gathered the highest representatives from AFAC, the Chamber of Auto Parts and Motorcycle Parts Manufacturers from Paraguay (CAPAFAM), the Chamber of Automotive Component Manufacturers from Uruguay (CFCA), and the National Union of Automotive Vehicle Components Industry from Brazil (SINDIPEÇAS).

## 4TH MATCHMAKING PROGRAM FOR SPARE PARTS LOCALIZATION

AFAC and the Association of Automotive Makers (ADEFA) brought together prominent automakers with manufacturers of spare parts, seeking to achieve greater local integration and import substitution.

## 7TH INTERNATIONAL MATCHMAKING PROGRAM OF SPARE PARTS BUYERS

110 meetings were held, where buyers from Brazil, Chile, Ecuador, El Salvador, Mexico, and Paraguay met with Argentine companies wishing to export.

## AUTOMECHANIKA FUTURE PROFESSIONALS

Messe Frankfurt Argentina and the Ministry of Education of the City of Buenos Aires coordinated a program where 200 students from technical high schools visited Automechanika Buenos Aires, with exclusive activities designed for them.

## EQ PROJECT

As part of this reality show, a group of professionals restored the 1929 Ford Hotrod, which is being manufactured in the show's current season.

## EXHIBITORS' CONFERENCES

A series of lectures, product presentations, and demonstrations provided by the participating firms.



## ARGENTINE MARKET

### 12 Car Makers

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

Source: ADEFA – Association of Argentine Components Manufacturers.

## CAR POOL



14.564.842

vehicles



9.350

hybrid vehicles (gasoline/electric)

Source: AFAC – Association of Argentine Components Manufacturers (2021).

**Don't miss the next edition!**

**April 10 – 13, 2024**

**La Rural Trade Center,  
Buenos Aires**

For details and information regarding your participation as an exhibitor or sponsor, please go to [www.automechanika.com.ar](http://www.automechanika.com.ar) or get in touch with our Sales Team [@argentina.messefrankfurt.com](mailto:automechanika@argentina.messefrankfurt.com)

**Messe Frankfurt Argentina**

[www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)  
Phone: +54 11 7078 4800  
Sucre 1530 Piso 7 – C1428DUT – CABA

FINAL REPORT 2022

SAVE THE DATE 2024!

