

automechanika

BUENOS AIRES

8 – 11.4.2026
La Rural Trade Center

Key Information

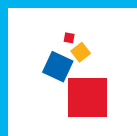
Date: April 8–11, 2026

Venue: La Rural Exhibition Center, Buenos Aires

Organized by: Messe Frankfurt Argentina

Hosted by: AFAC – Association of Argentine

Component Manufacturers



Record edition

More than 30,000 professionals, 42 countries, and participants from every province in Argentina: Automechanika Buenos Aires achieved record-breaking success at its latest edition!

We are part of a global network with more than 13 editions worldwide that raises the bar at every event: we incorporate the trends that are redefining the market, the challenges that drive innovation, and the opportunities that shape the future of the industry.

Automechanika Buenos Aires is Argentina's leading international trade show for the automotive and auto parts industry, bringing together the sector's most prominent representatives across the value chain. Discover the highlights of the 2026 edition.



The expo by the numbers

+30,000

Record number of visitors:
(business owners, professionals, and workshop leaders from Argentina and abroad)

42

Visiting countries
and all of Argentina's provinces

+700

Brands

+500

Exhibitors

+33,000

sqm surface

30

Exhibiting countries

49%

Growth in the number of exhibitors

46%

Growth compared with the previous edition

58,000

email marketing **Contacts**

+100,000

Visits to the digital catalog

Visitor's Profile

Manufacturers and distributors of replacement parts and accessories | Automotive service providers | Mechanical and electronic engineers | Skilled workers | Workshop owners and mechanics | Lubrication centers and others

Highlights of the 2026 edition



Automotive Industry Conference

The Association of Argentine Component Manufacturers (AFAC) hosted the seminar "Seeking Consensus for Sustainable Production."

Future Professionals



Seventy-five students from technical schools specializing in automotive technology participated. In addition, 413 students from various educational institutions visited the expo.

EQ Project



As part of the weekly reality TV show and within the event, a team of 20 specialists assembled a 1968 Ford Mustang Hardtop V8, piece by piece and in front of the public.

Exhibitor Conferences



More than 43 sessions were held, where suppliers and manufacturers gave presentations on new products, conducted product demonstrations, and delivered technical talks.

Groupauto's Latam One-to-One Conference



Under the theme "Groupauto: The Future of the Aftermarket Is Built Through Networking," more than 200 participants discussed topics such as digitization, access to information, the development of repair shop networks, and the sector's competitiveness.

International Matchmaking Program



Organized by PromArgentina in partnership with Messe Frankfurt Argentina, this roundtable set the tone for the event. Throughout the exhibition, 250 meetings took place between Argentine exhibitors and buyers from Ecuador, Peru, Chile, Guatemala, Brazil, El Salvador, Germany, and Colombia.

We look forward to seeing you April 5–8, 2028!

La Rural Trade Center - Buenos Aires, Argentina

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

