

Press

November, 2016

Final Report

Automechanika Buenos Aires 2016

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

La Rural Trade Center, Buenos Aires, Argentina

November 9 - 12, 2016

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With more exhibitors and visitors, Automechanika Buenos Aires consolidates as the main meeting point for the automotive industry.

The event closed its 2016 edition with the participation of 398 exhibitors from 18 countries and 29,802 professional visitors from 35 countries. Attending businessmen were satisfied with the results and optimistic for the coming year.

The sector's leading trade fair in Latin America concluded once again with positive numbers. In a 22% increase from the previous edition, Automechanika Buenos Aires welcomed 398 exhibiting companies (2014: 322) from 18 countries: Argentina, Brazil, Chile, Colombia, France, Germany, Hong Kong, India, Italy, Malaysia, Mexico, Pakistan, Poland, South Korea, Spain, Taiwan, Turkey, United States.

Visitors rose by 11%, with 29,802 professionals and entrepreneurs (2014: 27,064) coming from 35 countries: Germany, Argentina, Bolivia, Brazil, Canada, Chile, China, Colombia, Costa Rica, Ecuador, Egypt, El Salvador, United States, France, Guatemala, Honduras, India, England, Italy, Japan, South Korea, Mexico, Tunisia, Nigeria, Pakistan, Panama, Paraguay, Peru, Portugal, Saudi Arabia, Spain, Turkey, United Kingdom, Uruguay and Venezuela.

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The exhibition's growth was also evident by the increase of floor space, which at around 27,000 sqm was 17% larger than during the previous edition.

Opening Ceremony

The first day of Automechanika Buenos Aires began with the "Meeting of the Automotive Industry Leaders", organized by the Association of Argentine Components Manufacturers (AFAC). This year's topic was "Industrial Policy and Investment Generation", with the participation of Mr. Francisco Cabrera, Argentina's Minister of Production; Mr. Martín Etchegoyen, Secretary of Industry and Services from the Ministry of Production; Mr. Raúl Amil, President of AFAC; Mr. Besaluel Botelho, President of Bosch Latin America; Mr. Cristiano Rattazzi, President of FCA Automobiles Argentina; Mr. Enrique Alemañy; President of Ford Argentina S.C.A.; Mr. Luis María Ureta Saenz Peña, President of Grupo PSA Argentina, and Mr. Martín Berardi, General Director of Ternium Siderar, among other outstanding figures from the business and academic fields.

Minister Cabrera closed the talk highlighting the development of the country's automotive industry. "It has a very positive impact on our economy and productive structure," Mr. Cabrera said, "by directly employing 85,000 workers and providing 150,000 indirect jobs distributed among 11 automakers and more than 400 spare parts companies." Mr. Cabrera also highlighted that the Spare Parts Law recently approved by Congress aims to favor the investment process and promotes new platforms and exclusive car models for the Mercosur area.

After the meeting, the official opening ceremony of Automechanika Buenos Aires 2016 was held. In addition to the aforementioned authorities there were also present Dr. Thomas Schäfer, Minister of Finance of the State of Hesse; Mr. Wolfgang Marzin, President and CEO of Messe Frankfurt GmbH; Mr. Michael Johannes, Brand Manager Automechanika; Mr. Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina, and Ms. Nadina Sansolini, CFO of Messe Frankfurt Argentina.

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Mr. Gorbarán thanked the efforts and support provided by the organizations involved in the exhibition. "Today our country sees encouraging prospects," Mr. Gorbarán said. "We must seek new strategies to increase our productivity and competitiveness, and find new ways of connecting with our neighbors and the world."

Mr. Raúl Amil said that "there is a great expectation of growth for 2017" among companies in the sector, and that "we are working together with the government to promote its development." Mr. Amil also announced the elimination of the CHAS (Certificate of Homologation of Security Auto Parts), which favors the replacements market and encourages companies to certify their products.

More markets for argentine products

With the aim of promoting international trade and the integration of local spare parts, several rounds of business were carried out during Automechanika Buenos Aires.

- **3rd Spare Part Localization Matchmaking Program**

Jointly organized by the Association of Argentine Components Manufacturers (AFAC), the Association of Automotive Makers (ADEFA) and Messe Frankfurt Argentina, the 3rd installment of the Localization Matchmaking Program brought together the country's main automakers - Fiat, Ford, General Motors, Honda, Iveco, Mercedes Benz, Renault, Scania, Peugeot-Citroën, Toyota, Volkswagen and Yamaha - with national manufacturers of spare parts in order to achieve greater local integration.

- **6th International Matchmaking Program for Buyers of Spare Parts**

With the purpose of promoting international trade and facilitating the entry of SMEs into export markets, the 6th round of Buyers of Spare Parts Program was conducted by Messe Frankfurt Argentina, the ProArgentina program from the Foreign Trade Undersecretariat of the Ministry of Production, and the Exportar Division of the Investment and International Trade Agency of Argentina.

A total of 704 business meetings were held with buyers from Egypt, Brazil, Germany, Ecuador, Mexico, Tunisia, Peru, Guatemala,

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Colombia, Honduras and Bolivia, who were optimistic about the growth of the Argentine industry for the coming year.

Automechanika Academy

There was a variety of academic activities held in parallel to the main exhibition, where visitors had the opportunity to learn about the latest trends in the market. These included:

- **Exhibitors Conferences**

During four days, about 30 lectures were given on topics of interest to the spare parts industry, along with presentations and demonstrations of products, services and new technologies.

- **Tuner Challenge V**

Visitors could witness the complete transformation of a BMW Compact and a BMW 328 coupe. The modifications to the vehicles' bodywork, engine, interiors and paint job were done with components and tools provided by the exhibitors.

Other activities

- **Photographic exhibition: "Warnes Self-portraits"**

The photographer Facundo Pechervsky, son and grandson of spare parts specialists, exposed part of his work featuring the nearly mythical Warnes Avenue, where spare parts dealers have set shop for decades. His recently published book was sponsored by Automechanika Buenos Aires.

- **Charity**

The NGO "Conscious Driving" dedicated a stand to receiving donations for rural schools in the country. The organization promotes road safety as a State policy.

- **Truck Competence**

The concept of "Truck Competence" was again present in this edition of Automechanika Buenos Aires: a special identification for exhibiting companies that sell products, accessories and services for heavy vehicles.

Exhibitors' opinions

Some firms evaluated their participation in the trade fair.

Marcelo Gómez - President - Aniceto Gómez S.A.

"We participated again this year in Automechanika Buenos Aires after being absent for two editions and we are really happy. [...] We've received many visitors from Mercosur countries with very interesting proposals and we've participated in the Localization Program to see if we can focus at least part of our production to original equipment. [...] We will surely participate in the next edition because the results have been very good."

Néstor Ferrazzi - Owner - Automóviles SRL

"We always participate in this fair, which edition after edition shows the latest in our market. Our expectations are to get access to foreign markets and strengthen our position in our domestic market. The truth is that we are very happy; there are people from several countries and a lot of public. We always support the fair, and we all benefit if it grows. I thank the people of Automechanika Buenos Aires."

Elaine Colnago - Head the Department of Export Promotion - Sindipeças

"This year we participated in Automechanika Buenos Aires with 17 Brazilian manufacturers and the truth is that in general the companies are quite happy with the result of our visit. [...] For us it has been a great surprise; participating in the fair has been very positive for us. We look forward to returning to every edition to promote our products."

Osvaldo Serrat - Director - Jaime Serrat e Hijo

"When we started the negotiations to participate this year we did not believe our country would be, by today, in a situation for the fair to be as large as it was. I am amazed by the number of stands and the quantity and quality of the visitors that came here. The business round was excellent. [...] I always say that we are going to participate again, because this exhibition gives our company greater visibility within the market. We are happy and look forward to Automechanika Buenos Aires 2018."

Daniel Viana - Export Manager - Midwest Truck & Auto Parts

"We have come several times, but the truth is that this is a spectacular edition, because we were able to contact our customers, our distributors, and make our brand better known [...]. Now that the economy is improving we have a lot of hope in Argentina and we will surely be present in the next edition."

The next edition of **Automechanika Buenos Aires**, the leading international exhibition of the automotive service industry targeting trade visitors from South America, will take place on **November 7-10, 2018**, at **La Rural Trade Center** of Buenos Aires, Argentina.

Further information: www.automechanika.com.ar

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645* million in sales and employing 2,297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised a total of 132* trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

*preliminary numbers (2015)

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, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Intersec Buenos Aires, Seguriexpo Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo and Feria COAS de las Naciones, among others.

For more information, please visit our website at www.argentina.messefrankfurt.com