

Press

March, 2018

Press Release

Automechanika Buenos Aires 2018

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 7 - 10, 2018

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Back to the future: Automechanika Buenos Aires throughout the years

This year the leading exhibition of the automotive industry celebrates its 10th anniversary and it reviews its history and its most iconic images.

The history of Automechanika Buenos Aires is undoubtedly the history of the national automotive industry. The event was born in 2000, months before the country went through one of the worst economic, political and social crisis of its history. However, is it well-known the saying that goes "with every crisis there is a new opportunity", and this was not the exception.

"Today it would be unexpected that in such a serious time as that one, somebody would take the risk to invest and go for a project of this kind and, yet, we made it", states Fabián Natalini, Manager of Automechanika Buenos Aires.

"That year we associated with Messe Frankfurt, a German company with a great history in exhibition organization, to bring the Automechanika brand to Argentina. We were aware of the need of having a great event that gathers the whole value chain of the sector. They have the knowledge about fair organization, we have the *know how* of the local industry and we knew its potential, thus the merger was really successful", remembers Natalini.

Besides, the brand had already been known in the country and many local firms traveled throughout the world to bring their products to the

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exhibition. Therefore, the Argentine edition was received as a great piece of news.

Ten editions, ten images

The history of Automechanika Buenos Aires can be seen through different ways, and one of them is through advertising images: from that simple one of the launching, with the car and key silhouette, to the most colorful ones of 2006 and 2008 and the futuristic ones of the latest editions.

Each of them represents certain key moments. "Automechanika has grown with the industry, accompanying it as a reflection of what was happening in the sector and, at the same time, as a platform to foster it", tells Natalini.

In 2002, for example, the concept Automechanika Academy was introduced, to gather under the same brand all the academic activities. In 2004, only four years after its birth, the fair doubled its area. From this onward, it went on progressing by leaps and bounds, up to the 2008 record.

In 2006, the International Matchmaking Program for Buyers of Spare Parts was carried out for the first time with great success, and in 2010 we worked together with AFAC, in a strong awareness campaign against illegal chop shops. 2014 was also another key year: the brand became Automechanika Buenos Aires instead of Argentina, in accordance with the rest of the Automechanika exhibitions throughout the world that are called after the cities in which they are carried out.

The exhibition experienced the economy jolts in the years that followed 2008, up to the last edition that showed recovery signs. "In 2016, we saw an important growth again, as well as optimism and expectations in the business professionals. And this year we see this reflected in sales, since we are having very good results. We are going to celebrate a very good 10th edition", states the executive. Technology was another protagonist that entered advertising in the last editions, together with the introduction of alternative energies and the latest advances in electronics. The image is clear: the future of mobility is in Automechanika Buenos Aires.

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Automechanika Buenos Aires 2018, the Argentina's leading international trade fair for the automotive service industry targeting trade visitors from South America, will take place on **November 7 - 10**, in **La Rural Trade Center**, Buenos Aires, Argentina.

Further information: www.automechanika.com.ar

Twitter: @AutomechanikaBA

Facebook: /AutomechanikaBuenosAires

Event exclusively planned for professionals and businessman of the sector. People under 16 years even attending with an adult will not be admitted.

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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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).

*preliminary numbers 2017

For more information, please visit our website at:

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

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