

Press release

May, 2018

Carolina Del Pozo  
Tel. +54 9 11 4514 1400  
prensa@argentina.messefrankfurt.com  
www.argentina.messefrankfurt.com  
www.automechanika.com.ar  
Press and Communication Manager  
Natalia Porta

## A platform to the world

**With a network of 17 events in 15 countries, Automechanika offers companies access to international markets and a new group of visitors. The experience of exhibitors, in first person.**

A renowned brand with the worldwide support of 21,000 exhibitors, 600,000 visitors and approximately 50 years of experience: Automechanika is, undoubtedly, the main international meeting place of the industry.

In Buenos Aires, this year the fair celebrates ten editions, that is to say, two decades in which thousands of contacts and new businesses have been generated. "We have very successful cases of companies that engaged in important relationships, began to close sales with buyers and this enabled them to go on expanding both at local and at international level", says Fabián Natalini, Manager of the exhibition.



Automechanika Buenos Aires 2016

Companies such as **BDK Design**, for example, said regarding their participation in 2016: "This exhibition is very important for us, since we reach an audience from all parts of the country and even from abroad. We contacted potential customers, we strengthened the relationship we already have with customers from previous years, all in only one place", assured Pablo Maccione.

Also, Diego Borsani, Commercial Director of **Gates Sudamérica**, said: "It is a fair in which we think is essential to be present due to all that it

Indexport Messe Frankfurt  
Luis María Campos Av. 1061 - P 5°  
C1426BOI, Buenos Aires  
Argentina

represents, due to its organization, due to the type of audience that visits it, and due to the dedication devoted to it. It is a mutual complement that for us means a great benefit and we hope the same for Automechanika”.

From **Taranto**, they said that the event allows them to "get in contact with customers from all sectors of our country" and that have received "a great number of customers from South America, mainly from Brazil, a market in which we are present", stated its Director, Diego Taranto.

**Automóviles SRL** is another firm that has trusted in Automechanika for years. Its president, Néstor Ferrazzi, said: “we always take part in this exhibition, that one edition after the other, shows the latest news in our market. The expectations are, apart from winning the local market, to win the exterior market.”

All the companies will be present again in Automechanika Buenos Aires 2018, on November 7-10 in La Rural Trade Center of Buenos Aires.

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

**Further information:**

[www.automechanika.com.ar](http://www.automechanika.com.ar)

**Press information and photographic material:**

<https://ar.messefrankfurt.com/buenosaires/es/prensa/movilidadinfraestructura/automechanika-ba/prensa-foto-video.html>

**Links to websites:**

[www.facebook.com/AutomechanikaBuenosAires](https://www.facebook.com/AutomechanikaBuenosAires) |

[www.twitter.com/AutomechanikaBA](https://www.twitter.com/AutomechanikaBA)

**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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://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

Automechanika Buenos Aires  
10° Argentina's leading international  
trade fair for the automotive service  
industry targeting trade visitors from  
South America  
La Rural Trade Center  
Buenos Aires, November 7-10, 2018

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 Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, International Motorcycle Show of Argentina, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others. For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

Automechanika Buenos Aires  
10° Argentina's leading international  
trade fair for the automotive service  
industry targeting trade visitors from  
South America  
La Rural Trade Center  
Buenos Aires, November 7-10, 2018