

Press release

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A strategic alliance

The General Manager of AFAC, Juan Cantarella, speaks on the current situation of the sector, the participation in Automechanika Buenos Aires and the activities that they are preparing for the 10th edition.

Throughout the twenty years that have passed from the first Automechanika that took place in the country, a crucial relationship has developed for the success of the exhibition: it is the relationship between the organizer -Messe Frankfurt Argentina- and the Association of Argentine Component Manufacturers. The joint work was fundamental to summon the whole industry and offer tools for taking part in the major leagues of a very competitive global market.

“For AFAC, Automechanika Buenos Aires is the international exhibition that represents it par excellence, the proper place for the meeting of all the automotive value chain members and, mainly, the environment in which the spare part sector can exhibit their products to all the ones that take part in this business, both in our country, as in the region and the rest of the world”, explains its General Manager, Juan Cantarella.

Throughout the different editions, AFAC widened its participation, not only with the institutional booth, but also by incorporating services for their members and the sector. An example is the space for PMP (Program of PRODUCTIVITY Improvement). “The engineers’ team exhibited the Program updatings and the New WEB platform, that allows the viewing through cell phones, touch load systems and Andons setup by request, through a real time machine simulator built for the occasion”, said the executive.

Another important activity organized by the Association is the “**Matchmaking Program of Spare Part Localization**”, in which all the automotive terminals and spare parts companies of the country participate and that this year will have its 4th edition. For Cantarella, these have been very successful since “more than 190 meetings were celebrated and there were no vacant spaces. All this has been possible thanks to the strategic alliance between Messe Frankfurt and AFAC”.

As in every edition, AFAC is also organizing the “**Meeting of the Automotive Industry**”. This year the title will be: “The insertion of new technologies within the global chains”, and it will take place on November 7, the first day of the fair. “It is the most important automotive

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sector business event of the year, that gathers business professionals, chambers and related associations, professionals, national and provincial authorities, trade union representatives and journalists”, explains Cantarella. Taking part in this meeting allows a great interaction with key players, thus strengthening the *networking* process among the members of the automotive value chain. According to the executive, “more than 300 participants attended the latest meetings and they know it, for this reason, they decide to take part again.”

When assessing the path traveled by the exhibition until today, AFAC's Manager states that even though Automechanika Buenos Aires has been affected by Argentina and the region's economic situation ups and downs, “the important thing is the long term trend, which has shown a marked growth and undisputable consolidation.” About the future challenges, he says: “there will surely be new tools and instruments related to the exhibition with a strong technological content, thus making necessary to have a greater capacity for adapting to this new reality on the exhibitors' and organizers' part.”

Automechanika Buenos Aires will be held from 7 to 10 November, 2018 in La Rural Trade Center of Buenos Aires.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

Further information:

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 |

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 | www.congressfrankfurt.de | www.festhalle.de

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

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 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

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