

Press release

September, 2018

Argentine delegation present in Automechanika Frankfurt 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

More than 30 national companies participate of the 25th edition of the leading international exhibition of the automotive sector, in a promising scenario that generates favorable expectations for the industry drive abroad.

From last September 11 and up to next Sunday 15, 31 Argentine companies are present in Automechanika Frankfurt 2018, the largest meeting of the spare part industry worldwide. The mission –organized by the Argentine Agency of Investment and International Trade and the Argentine Department of Foreign Relationships and Worship- is made up by representatives of the Association of Argentine Components Manufacturers and Messe Frankfurt Argentina, both organizers of Automechanika's local edition.

Throughout the Argentine pavilion, national exhibitors take part in several activities. They are accompanied by AFAC's president, Raúl Amil, Messe Frankfurt Argentina's president, Fernando Gorbarán and representatives of the bodies in charge of the delegation.

With the focus set on showing the news of the sector, in the exhibition you will find the latest advances in bodies; parts and components; electronics and systems; accessories for vehicles and customization; repair and maintenance, workshop and dealer management, vehicle wash and care.

Among the trends presented this year, they stand out the proposals for hybrids, Artificial Intelligence and 4.0 technology applied to industry. In this sense, Messe Frankfurt Argentina's CEO, Fernando Gorbarán, said that "the trend to digitalization is evident, not only for vehicle technology segment but also for dealers and workshops. Most of the news has to do with automotive connectivity and intelligence."

Regarding the delegation participation, the executive highlighted that "Argentine companies have a 20-year history being part of Automechanika Frankfurt and this year they came with great expectations for the competitiveness given by the current exchange. It is also worth mentioning the number of Argentine visitors that attend the fair."

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

Along this line, the current local economic situation and the high competitiveness of national manufacturers are favorable for the development of the industry in the foreign market.

Thus, on November 7-10 it will be carried out Automechanika Buenos Aires 2018, the most important event of the automotive industry in South America. Organized by Messe Frankfurt Argentina and the Association of Argentine Components Manufacturers (AFAC), the exhibition will have around 450 exhibitors and expects to receive more than 30,000 visitors in La Rural Trade Center.

Automechanika Buenos Aires will be carried out on November 7-10, 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 2,400 employees at 30 locations, the company generates annual sales of around €669 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).

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 Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, International Motorcycle Show of Argentina, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses

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

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

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