

Press release

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Automechanika Buenos Aires 2020 launches its commercialization with an “early booking” for previous exhibitors

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The most important event of the Argentine automotive industry is getting ready for its 11th edition and starts with unmissable promotions: up to October 31, 2018 exhibitors have an exclusive benefit to book the same booth with a special launch price.

On November 4-7 next year, it comes back Automechanika Buenos Aires, the leading international exhibition in Argentina of services for the automotive industry, aimed at professional visitors from South America.

The organizers launched the space commercialization with benefits for those who took part in the previous edition. Up to October 31, 2018 exhibitors will be able to keep the same location with a preferential and exclusive launch price.

“We are working with great excitement and commitment. The results of the last exhibition were very good and for this reason we decided to start preparations for the next one giving priority to those who trusted and accompanied us previously”, said Fabián Natalini, Project Manager.

“We also know firsthand the difficulties that many companies are undergoing, and being aware of this, we decided to launch the *early booking*. We wish to encourage exhibitors to take advantage of this event as a platform to create new contacts, strengthen the relationship with their customers and access new markets, for example, through our International Matchmaking Programs”, explains the executive.

With the booth hiring, the exhibitors receive a series of tools that the organization provides for them to use before, during and after the event. “We develop training sessions, promotional material and digital marketing platforms totally free of charge. The aim is that companies maximize the investment”, adds Natalini.

In 2018, the event celebrated its 10 continuous editions, with excellent results: 451 exhibitors from 17 countries and the visit of 26,644 professionals and business professionals from 39 countries.

The satisfaction surveys done to exhibitors indicate that most of them took part with the idea of creating new commercial relationships (78%),

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strengthening existing commercial relationships (66%) and presenting innovations and new developments (33%) and that 85% succeeded in fulfilling said aims. While 80% was pleased with the visitors' *target group* achieved, and 81% of the surveyed people said to be "pleased" or "very pleased" with the event in general. Most importantly, 91% stated their intention to take part in the next edition.

Automechanika Buenos Aires is organized by Messe Frankfurt Argentina with the support of the Association of Argentine Components Manufacturers (AFAC). With a network of 17 events in 16 countries, it is the largest B2B exhibition brand worldwide.

The ones who are interested in reserving a space should contact the Organizing Committee by email at automechanika@argentina.messefrankfurt.com or by phone at (11) 4514 1400.

Automechanika Buenos Aires will be held from 4 to 7 November, 2020 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 |
www.instagram.com/automechanikabuenosaires

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 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently. Our 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. Headquartered 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.

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

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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, Salón Moto, 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 and Arminera, among others.

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

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