

Press Release

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The return of Automechanika Buenos Aires: a true reunion party for the sector

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For four days, the leading international trade fair for the spare parts and automotive industry brought together supply and demand at La Rural Trade Center, receiving more than 22,671 visitors from 33 countries in its 25,000 sqm of exhibition space.

With its return to face-to-face meetings, the corridors of **Automechanika Buenos Aires 2022** burst with business, news and reunions with colleagues and clients. More than 700 national and international brands exhibited their products, with the participation of top-level international companies from Turkey, Thailand, India, Japan, Italy, Germany, Lithuania, Poland, Romania, Brazil, Chile, the United States and Egypt. In addition, the trade fair featured **distinguished international pavilions from Germany, Brazil and Turkey.**

The meeting – jointly organized by **Messe Frankfurt Argentina** and the **Association of Argentine Components Manufacturers (AFAC)** – generated great enthusiasm and showcased the sector's positive situation, reflecting a favorable projection for the industry's development.

“This edition exceeded our expectations,” said the **exhibition's Project Manager, Mr. Fabián Natalini.** “After four years and with a pandemic in between, the spare parts sector was eager to meet, establish face-to-face relationships and leave aside virtual meetings. This type of business event allows you to interact with colleagues, generate new contacts, do business, find out about the latest developments in the sector and update your professional knowledge. They are the perfect setting to



demonstrate the potential of the entire automotive value chain, with both supply and demand gathered in one place.”

For his part, **AFAC President Mr. Raúl Amil** highlighted that: “After a brief interruption, we are very happy to meet again at Automechanika Buenos Aires, which since 2000 has consolidated its role within the automotive value chain. Around 400 companies make up the Argentine spare parts sector, and of those, about 260 were present at the exhibition, with the full commitment, time, investment and technology that an event like this requires.”

Among the more than 22,000 visitors were entrepreneurs, professionals and workshop foremen from more than 30 countries, who toured the exhibition and attended the different activities available.

AFAC offered the "Transformation of production and human capital in the face of technological change" seminar, discussing several topics concerning the industry's future and culminating with a lunch where the sector's foremost authorities were present. Meanwhile, the **Argentine Federation of the Automotive and Related Repair Shops Association** (FAATRA) offered talks and competitions at its booth. In addition, the classic **exhibitors' conferences** presented the latest trends and developments.

The **7th International Matchmaking Program of Spare Parts Buyers** also took place – organized by **Messe Frankfurt Argentina** and the **Investment and International Trade Agency of Argentina** – where, through more than **110 meetings**, national companies presented their goods and services to foreign buyers from Brazil, Paraguay, Ecuador, Chile, Mexico and El Salvador.

In addition, the **4th Spare Parts Localizations Round** was carried out, organized by **AFAC** together with the **Association of Automotive Makers** (ADEFA), in which leading terminals met with auto parts manufacturers to achieve greater local integration and import substitution.

This year, Automechanika Buenos Aires 2022 presented novelties such as the participation, for the first time, of the competition sector, which had an exclusive area for 12 exhibiting companies belonging to the **Chamber of Autoparts Manufacturers for Competition Cars (CAFAEC)**.

Another of this edition's notable additions was the "**Future Professionals at Automechanika Buenos Aires**" initiative, a program that allowed 200 students from technical high schools from CABA to visit Automechanika Buenos Aires, with special activities for them, which was jointly organized by **Messe Frankfurt Argentina** and the **Ministry of Education of the Autonomous City of Buenos Aires**. Additionally, fourteen educational entities from all over the country also toured the venue during the exhibition.

Also during the event, the **meeting of the Mercosur Autoparts Council** (Mercoparts) was held, attended by the highest authorities of the regional spare parts entities. The Council is composed by AFAC from Argentina, the Paraguayan Chamber of Auto and Motorcycle Parts Manufacturers (CAPAFAM), the Chamber of Automotive Component Manufacturers – Uruguay (CFCA), and the National Union of the Automotive Vehicle Components Industry – Brazil (SINDIPEÇAS).

Another attraction to highlight was the **EQ Project**, a weekly reality show broadcasted by Canal de La Ciudad. A group of professionals restored a 1929 Ford Hot Rod, which is being built in the show's current season.

Although the face-to-face meeting ended, **Automechanika Buenos Aires continues to expand in its digital format**: the **interactive catalog of Exhibitors & Products** will remain active and permanently updated, connecting the entire automotive and spare parts industry.

All visiting mechanics who registered online will participate in the raffle organized by Messe Frankfurt Argentina and FAATRA, where the following prizes will be distributed: four Niwa high-recovery compressors (2.5HP x 100L), four Niwa 5-piece compressor kits, one Niwa MULTI-MIG-180EX welder, one Metabo BS 175 double-combined grinder, and three Navigator NANO multi-brand car scanners from TEXA. The

winners will be announced on the Automechanika Buenos Aires networks on October 24 and 31, and November 7.

Visiting the exhibition is an enriching experience for all industry members. This is how the exhibitors experienced it:

ZF Aftermarket

Marcelo Aiscar, Country Manager: “We are very happy to be once again at ABA 2022. At our booth, we wanted to show a bit of our company's digitization, future vision and innovation – we also wanted to support the exhibition, which is so important for our industry. Extremely happy to participate in our country's most important expo!”

Corven

Gabriela Massari, Marketing Manager: “We are very happy to have been part of this iconic venue of the spare parts industry, after a four-year hiatus. We were able to meet with friends, customers, allies and suppliers to share all our news and additions to new product lines.”

Clevers - Estavilus

Martín Somma: “We are very happy to have participated in the fair – we had the chance to meet again with clients after a very long time, and generate new opportunities and contacts. We thank everyone who stopped by.”

Collino

Leonardo Collino: “This event is ideal for all the people involved in the spare parts and automotive industry. We exhibited in the competition area to present many of our innovations in terms of suspensions for Pro-touring vehicles, such as American cars, flatbeds and pick-ups, among others. In addition, we brought the entire Collino products line.”

The next edition of Automechanika Buenos Aires will be held from April 10 to 13, 2024 at La Rural Trade Center.

Exclusive event for professionals and business professionals of the sector. With invitation: free of charge. To register, you must submit your ID. Children under 16 years old will not be allowed even if accompanied by an adult.

More Information:

www.automechanika.com.ar

Press kit and graphic material:

<https://automechanika.ar.messefrankfurt.com/buenosaires/es/prensa/material-prensa.html>

Social Media:

[Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#)

Additional information about Messe Frankfurt

Messe Frankfurt is the world's largest organizer of exhibitions, congresses and events with its own venue. The Messe Frankfurt group of companies has around 2,500* employees in 30 subsidiaries. In 2020, the company generated a turnover of around 250* million euros after ending the 2019 financial year with a turnover of 738 million euros. Even in the difficult times of the coronavirus pandemic, Messe Frankfurt maintains its international connection with its fields of activity. Thanks to its close links with different sectors, it effectively and efficiently represents the business interests of its customers within the framework of «Fairs & Events», «Locations» and «Services» business areas. One of the main differentiating features of Messe Frankfurt is the global marketing network that spans all regions of the world. A complete offer of services —both face-to-face and online— guarantees high quality and constant flexibility in the services of planning, organizing and carrying out the events of its customers around the world. In addition, it is expanding its digital experience with new business models. The range of services includes from the rental of the venue, the assembly of the exhibition, and marketing services to the hiring of personnel and the gastronomy service. The company headquarters are located in Frankfurt am Main. The partners are the city of Frankfurt, with 60 percent, and the state of Hesse, with 40 percent.

More information at: www.messefrankfurt.com

*preliminary figures 2020

Additional information about Messe Frankfurt Argentina

It is the subsidiary of the world's leading organization of professional exhibitions. The aim of the exhibitions is to promote real business meetings that stimulate regional markets, encourage internal market and, in turn, encourage the development of the technological pole in each area. Currently, the event portfolio of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Busworld Latin America, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Intersec Buenos Aires, Salón Moto, Simatex, Tecno Fidta. Besides, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and Arminera, among others.

You will find more information in www.argentina.messefrankfurt.com