

Press release

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## Automechanika Buenos Aires launches its digital initiative with conferences and networking events for the automotive industry

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**Through #AutomechanikaBAConecta, the sector's largest exhibition in South America offers new opportunities and digital channels for all members of the automotive sector.**

Keeping in touch has never been more important. Automechanika Buenos Aires presents Conecta, a virtual venue where the community that usually attends the exhibition can gather and stay connected.

Through a series of live streams, conferences and workshops, #AutomechanikaBAConecta strives to link companies, professionals and associations, foster debate and disseminate the sector's news until the on-site, face-to-face event in September 2022 takes place. It is an excellent opportunity for networking and obtaining crucial information for decision-making in the current complex, uncertain context.

The cycle of digital conferences begins this **October 30** with "**Let's Talk Business**", an international talk organized by **Automechanika Frankfurt**. Executives of leading international companies—such as Robert Bosch GmbH, ContiTech, Delphi Technologies Aftermarket, Schaeffler AG and ZF AG—will meet to discuss the pandemic's impact on the industry and the challenges that distribution chains face in this new environment. The talk is free and **only in English**, and will be available from October 30 at the [Automechanika Global](https://www.automechanika.com.ar) website.

#AutomechanikaBAConecta continues on **November 18 and 19** with two must-see proposals. The presidents of Argentina's foremost industrial chambers will participate in the "**The new mobility and its effect on the local industry -- Industrial policy in the face of the pandemic**" live stream, where they will debate such issues as COVID-19 and industrial policy; new consumers; connectivity and digitization; electric and hybrid mobility; and autonomous mobility. On their part, the exhibitors of Automechanika Buenos Aires will offer various conferences, product presentations and workshops in the "**Between Colleagues**" segment. Both activities are free, although places are limited. Registration will be enabled soon at [www.automechanika.com.ar](https://www.automechanika.com.ar)

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**Further information:**

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

**Press information and photographic material:**

<https://automechanika.ar.messefrankfurt.com/buenosaires/en/press.html>

**Links to websites:**

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

**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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. 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](http://www.messefrankfurt.com)

\* preliminary figures 2019

**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, 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](http://www.argentina.messefrankfurt.com)

Automechanika Buenos Aires  
11° Argentina's leading international  
trade fair for the automotive service  
industry targeting trade visitors from  
South America  
La Rural Trade Center  
Buenos Aires, November 14 - 17, 2022