

Press +++ Automechanika Buenos Aires

April 8 to 11, 2026

automechanika
BUENOS AIRES

With the engines at full capacity, Automechanika Buenos Aires 2026 began

Buenos Aires, April 2026.- This Wednesday began the most important event for the automotive industry in Spanish-speaking Latin America. With the participation of prominent figures and sectoral authorities, it displays its agenda of activities until Saturday, April 11 at La Rural Trade Center.

Edition after edition, **Automechanika Buenos Aires** consolidates itself as the meeting point of the industry par excellence. 2026 is no exception, more than **700 brands from 30 countries are present** to show their offer of products and services to a specialized audience that congregates to network, close deals, train and meet colleagues.

Throughout the first day, professional updating marked the agenda. Among the activities was Groupauto's **Latam One to One Congress**, under the slogan "**Groupauto: the future of the aftermarket is built in a network**". Until this Thursday, April 9, more than 200 participants analyze topics such as **digitalization, access to information, the development of workshop networks and the competitiveness of the sector**. Distributors from Latin America, leading aftermarket suppliers, workshops from the Eurotaller network and representatives of e-parts attend.

Young people also had their space within this day: 413 students toured the exhibition and were received by various exhibiting companies. Among them, 75 students from technical schools specializing in automotive participated in the Future Professionals program, an educational activity organized by Messe Frankfurt Argentina together with the Ministry of Education of the City of Buenos Aires. There, they were part of an academic conference with specialized speakers, including Salvador Lupo, President of FAATRA; Christian Castañer, President of FACCERA; and Pablo Ferrazzi, Vice President of AFAC Joven.

For its part, the **Matchmaking Program**, promoted by **PromArgentina together with Messe Frankfurt Argentina**, marked the business climate of the event, which was also replicated in the **Terminal-Supplier Trade Rounds**, organized by **AFAC** and the **Association of Automotive Manufacturers (ADEFA)**, and in each hall of the exhibition.

The live workshop of **Proyecto EQ** is another of the spaces that steals all eyes, this time with the live assembly of a **1968 Ford Mustang Hardtop V8** in real time. Tomorrow will take place **the Automotive Industry Meeting**, organized by the **Association of Argentine Component Factories (AFAC)**, where leaders of the sector

will discuss the present and future of the industry in a context of technological transformation and new market challenges.

For their part, the **Chamber of Automotive Parts Merchants (CCRA)**, the **Argentine Federation of Associations of Automotive Repair Shops (FAATRA)** and the **PROA Group (Auto-Parts Business Chamber)** will offer different conferences, talks and spaces for debate.

Organized by the Association of Argentine Component Factories (AFAC) and Messe Frankfurt Argentina, Automechanika Buenos Aires 2026 continues until Saturday, April 11 at La Rural Predio Ferial Buenos Aires. Learn about the schedule for the next few days at this link: [Full program](#).

To see more details of the event's activities, go to:

<https://automechanika.ar.messefrankfurt.com/buenosaires/es/eventos.html>

Social media:

www.facebook.com/AutomechanikaBuenosAires

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Information about Messe Frankfurt Argentina

It is the local subsidiary of Messe Frankfurt GmbH, the world's leading professional exhibition organization company. The objective of its events is to promote real business meetings that stimulate regional markets, encourage the domestic market and in turn urge the development of the technological pole in each area. Currently the portfolio of events of Messe Frankfurt Argentina includes the exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera. In addition, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and ExpoEFI, among others.

More information in www.ar.messefrankfurt.com

Learn more about the Messe Frankfurt Group

www.messefrankfurt.com/background-information