

Press +++ Automechanika Buenos Aires April 8 to 11, 2026



Automechanika Buenos Aires 2026 reached record figures and surpassed 30,000 visitors

Buenos Aires, April 2026.- With more than 30,000 professionals from 42 countries and all Argentine provinces, the exhibition reaffirmed its federal and international scope in a context that highlights the strategic value of these spaces for the industry.

With more than **500 exhibitors from 30 countries, 750 brands** and an area of more than **33,000 m²**, Automechanika Buenos Aires once again positioned itself as a key area for business generation, professional exchange and technological updating in the automotive industry.

Compared to its last edition in 2024, the event recorded a **growth of 46% in exhibition space** and **49% in the number of exhibitors**, reflecting a sustained expansion and a higher level of business participation.

The **Executive President of the Association of Argentine Component Manufacturers (AFAC), Juan Cantarella**, said: *"We have seen a very thriving 2026 exhibition, with significant growth in all metrics. With many commercial activities and networking, which will undoubtedly translate into new business. After more than 25 years of relationship with Messe Frankfurt, we are proud to be able to collaborate with the great professionalism of the organizers for the success we have witnessed."*

In the same vein, the **President and CEO of Messe Frankfurt Argentina, Fernando Gorbarán**, said: *"Automechanika Buenos Aires 2026 was an absolute success. The exhibition reached a new record of visitors, with exhibitors coming from all continents and Argentine provinces. In a challenging global context, these events keep the industry moving, allow the exchange of ideas, open conversations and, above all, bring innovation closer to those who transform the market."*

The exhibition featured exclusive pavilions from Germany, Brazil, China and Turkey. In addition, companies from Australia, Cambodia, Canada, Chile, Croatia, Ecuador, the United States, Great Britain, Hong Kong, India, Italy, Japan, Lagos, Lithuania, Malaysia, Mexico, the Netherlands, Panama, Peru, Poland, Romania, Singapore, Spain, Switzerland and Taiwan participated.

In this regard, **Messe Frankfurt's Automechanika Brand Manager, Michael Johannes**, celebrated: *"The entire automotive industry gathered at the exhibition, with visitors from all over the world participating. Nowadays, networking and generating contacts are key aspects that we must keep in mind, and that could be experienced in an*

event full of proposals and content. As in all our events, there was one constant: it was a meeting place."

Program with a focus on professional updating

In parallel to the exhibition, more than 40 activities were developed. Among them, the **Automotive Industry Meeting**, organized by **AFAC**, where leaders of the sector discussed the present and future of the industry. The event was attended by 400 national and regional authorities who were also part of the opening ceremony, including: **the Argentine Industrial Union (UIA); the Association of Automotive Manufacturers (ADEFA); the National Union of Automotive Vehicle Components Industry of Brazil (SINDIPEÇAS); the National Association of Automotive Vehicle Manufacturers of Brazil (ANFAVEA); and the National Auto Parts Industry of Mexico (INA).**

For their part, within the **Exhibitors' Conferences** cycle, the companies offered specialized talks with product launches and live demonstrations. Among the central topics addressed were the development of new technologies such as humanoid robots, the incorporation of artificial intelligence in the field, market strategies, after-sales services, among others.

In addition, the **Chamber of Automotive Parts Merchants (CCRA); the Argentine Federation of Chambers of Automotive Parts Merchants (FACCERA) and the Argentine Federation of Associations of Automotive Repair Shops (FAATRA)** gave different talks and debate spaces in the auditoriums of the venue.

Young people also had their space at Automechanika Buenos Aires: 413 students toured the exhibition and were received by various companies. Among them, 75 students from technical schools specializing in automobiles 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, which was attended by Salvador Lupo, President of FAATRA; Christian Castañer, President of FACCERA and Pablo Ferrazzi, Vice President of AFAC Joven, as speakers.

The live workshop of **Proyecto EQ** was another of the outstanding spaces that brought together hundreds of fans. In this edition, more than 25 professionals assembled a **1968 Ford Mustang Hardtop V8** in real time and, after four days of work, on Saturday they started their engine before the astonished eyes of the public. At their booth they also offered talks and trainings and shared the secrets of restoration.

Business at the heart of the fair

The **International Matchmaking Program**, promoted by **PromArgentina together with Messe Frankfurt Argentina**, set the mood for the event. Throughout the exhibition, 250 meetings were held between national exhibiting companies and buyers from Ecuador, Peru, Chile, Guatemala, Brazil, El Salvador, Germany and Colombia. In this way, it sought to promote concrete commercial opportunities and promote the international expansion of Argentine products and services.

In turn, in the **Terminal-Supplier Trade Rounds**, organized by **AFAC** and **ADEFA**, prominent automotive companies met with auto parts companies in order to achieve

greater local integration and strengthen the national value chain. IVECO, Ford, Renault, Prestige, Stellantis, Scania, Mercedes-Benz Trucks, Volkswagen, General Motors and Toyota participated.

Another of the activities with a high international profile was the **Latam One to One Congress of Groupauto**, one of the largest auto parts distribution, service and repair networks in the world. Under the slogan "**Groupauto: the future of the aftermarket is built in a network**", more than 200 participants analysed topics such as digitalisation, access to information, the development of workshop networks and the competitiveness of the sector.

Automechanika Buenos Aires 2026 has ended but professionals still have the possibility of accessing the profiles and information of the exhibitors by entering the [digital catalog](#), where companies will continue to update the information of their products and services. **Organized by AFAC and Messe Frankfurt Argentina, Automechanika Buenos Aires will return in April 2028 with more technology, news and business.**

Social media:

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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

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