

Press +++ Automechanika Buenos Aires

April 8 to 11, 2026



Automechanika Buenos Aires 2026 presents its agenda with more than 40 activities in parallel

Buenos Aires, April 2026.- The event will bring together manufacturers, distributors, workshops and professionals from all over the world. It will be held from April 8 to 11 at La Rural Predio Ferial de Buenos Aires. With more than 700 brands present, it will be the main point of updating, networking and business generation of the automotive and spare parts industry in the region.

Automechanika Buenos Aires 2026 is preparing to roll out an agenda with more than 40 activities that will take place in parallel to the exhibition. With an exhibition area of more than 33,000 sqm, four pavilions full of novelties and exhibitors from 30 countries, the event expects to receive 27,000 national and international visitors.

One of the outstanding events will be the **Automotive Industry Meeting**, organized by **the Association of Argentine Components Manufacturers (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 its part, the **Chamber of Automotive Parts Merchants (CCRA)**, the **Argentine Federation of Associations of Automotive Repair Shops (FAATRA)** and the **PROA Group (Spare Parts Business Chamber)** organize different conferences, talks and debate spaces. In addition, you will be able to witness the **Exhibitors' Conferences**: specialized talks with product launches and live demonstrations. To know the days and times of the activities, you can enter the following link: [Complete schedule](#).

At the same time, the **International Matchmaking Programme** will take place, promoted by **PromArgentina together with Messe Frankfurt Argentina**; as well as the **Terminal-Supplier Trade Rounds**, organized by **AFAC** and the **Association of Automotive Makers (ADEFMA)**.

Another of the great attractions will be **Proyecto EQ**, which during the four days of the event will develop a live workshop where a **1968 Ford Mustang Hardtop V8** will be assembled in real time. In this way, it will offer an immersive technical learning experience, where project professionals will share their knowledge and secrets of the restoration process. In turn, you will be able to see the Hot Rod Ford 1929 (V8 350), the jewel put together entirely at Automechanika Buenos Aires 2024.

Within the framework of the exhibition, the **Groupauto Latam One to One Congress will also be held**, a regional meeting that is once again based in Argentina after its previous successful edition. Under the slogan "**Groupauto: the future of the**

aftermarket is built in a network", the congress will bring together **200 participants**, including distributors from Latin America, leading aftermarket suppliers, workshops from the Eurotaller network and representatives of e-parts. There will be analysed topics such as **digitalisation, access to information, the development of workshop networks and the competitiveness of the sector**.

Organized by the Association of Argentine Components Manufacturers (AFAC) and Messe Frankfurt Argentina, Automechanika Buenos Aires is part of the most important international network of B2B fairs in the world and has established itself as the event that **sets the agenda of the automotive industry in the region**.

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