

automechanika

JOHANNESBURG

South Africa's leading international trade fair
for the automotive service industry targeting
trade visitors from the Sub-Saharan Region

18. – 21. 9. 2019

JHB Expo Centre, Nasrec
www.automechanikasa.co.za



3-in-1 co-located events

 messe frankfurt


NO. 1 IN TIRES AND MORE
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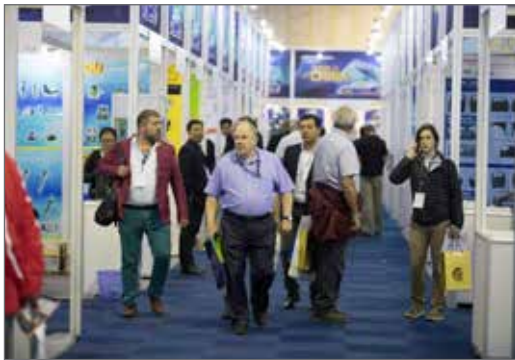
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JOHANNESBURG

The Largest Business Platform for the Automotive Sector on the African Continent

Automechanika Johannesburg has solidified its place in the market as the leading and largest automotive aftermarket trade fair on the African continent.

The sixth edition of the event is set to take place from 18-21 September 2019 at Johannesburg Expo Centre Nasrec.

Organised by Messe Frankfurt South Africa Pty Ltd, a subsidiary of Messe Frankfurt Exhibition GmbH, a team of experienced industry specialists are on hand to assist you in your exhibition needs and to provide you with the advice and assistance you require to optimise your exhibition experience.



Top 5 reasons to exhibit

- 1. Generate sales leads** – interact, face-to-face, with over 15,000 buyers, many of whom might not be aware of your company and its products and services
- 2. Launch products and solutions** – exhibitions provide the perfect platform to launch products and solutions to a captive audience of potential buyers.
- 3. Tap into an extensive pre-show marketing campaign** including: digital marketing, radio, posters, PR and advertising in all of the key trade publications.
- 4. Network and sell to buyers from the Sub-Saharan market** – this is a perfect opportunity to engage with the industry and boost sales. Many exhibitors in 2017 commented on their ability to generate sales during and after the event.
- 5. Automechanika academy** – with a range of industry hosted conferences, workshops and competitions taking place alongside the event, the event attracts key players in the industry, wanting to stay up-to-date with the latest trends and innovations in the industry.

“Our strategic objective was to meet independent workshops and we are pleased to say that we achieved this objective, and then some!”

Gary Kaiser, Marketing Manager, Robert Bosch Africa

“As an entrant to the Southern African market, we found our presence to be impactful and productive. The size of the show offered networking opportunities. We shall be back in 2019!”

Bogdan Shestopalov, Commercial Director, Euro Africa Trade Solutions

Who should exhibit?

- Parts & Components Suppliers
- Electronics & Systems
- Repair & Maintenance
- Accessories & Customizing
- Car Wash, Care & Reconditioning
- Management & Digital Solutions
- REIFEN (tires, rims and accessories)
- Safari and Off Road Vehicles, Government Utility Vehicles and Trailers
- Dealer & Workshop Management
- Alternative Drive Systems & Digital Solutions
- Logistic Suppliers

- Steel Engineering
- Material Handling
- Waste Compactors
- Banks/Finance/Insurance Houses
- Fuel Retailer
- Oils & Lubricants
- Industrial Equipment
- Vehicle Carriers
- Distribution / Warehousing / Storage

Who will you meet?

- Buyers
- Wholesalers
- Distributors
- Traders
- Managers
- Company Owners
- Industry Professionals
- Producers

- Manufacturers

Industry Professionals from the following industries:

- Retailers/Franchises
- Car Repair Shops
- Service Stations
- Production of Vehicle Fittings (OEM)
- Car Manufacturing
- Fleet Management
- Organisations / Associations
- Car Trading
- Garage Equipment and Tools
- Government Officials / Public Authorities
- Universities / Colleges / Polytechnics
- Dealerships



"Great to be part of a well organised exhibition. Our money and time was well spent and we had a very positive reaction from our Turkish suppliers and shareholders"

Jacques Laubscher, Managing Director, Hidros SA

Participate in a unique business opportunity, offering an unsurpassed value proposition.

What to expect in 2019



15 000+

Attendees



25+

Countries represented



700+

Exhibiting companies



400+

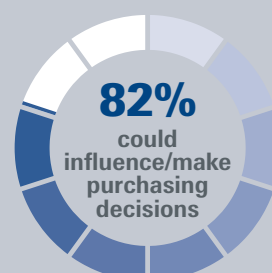
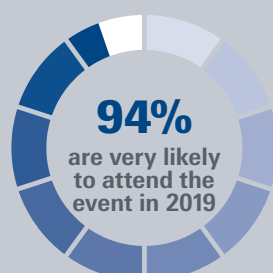
sub-Saharan visitors



18 000sqm

Total exhibition space

Visitor statistics from 2017





Automechanika around the world

MIMS automechanika

MOSCOW

27 – 30. 8. 2018, Russian Federation (annual)

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JEDDAH

26 – 28. 2. 2019, Saudi Arabia (biennial)

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ISTANBUL

4 – 7. 4. 2019, Turkey (annual)

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FRANKFURT

11 – 15. 9. 2018, Germany (biennial)

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HO CHI MINH CITY

28.2 – 2. 3. 2019, Vietnam (annual)

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BIRMINGHAM

licensed to Forest Exhibitions Ltd.
4 – 6. 6. 2019, United Kingdom (annual)

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DUBAI

10 – 12. 6. 2019, United Arab Emirates (annual)



11 – 13. 7. 2018, Mexico (annual)

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BUENOS AIRES

7 – 10. 11. 2018, Argentina (biennial)

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MADRID

licensed to IFEMA
13 – 16. 3. 2019, Spain (biennial)

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CHICAGO

8 – 10. 8. 2019, USA (biennial)

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SHANGHAI

28.11 – 1. 12. 2018, China (annual)

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18 – 21. 9. 2019, South Africa (biennial)

NACE automechanika

ATLANTA

8 – 10. 8. 2018, United States (biennial)

ACMA automechanika

NEW DELHI

14 – 17. 2. 2019, India (biennial)

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KUALA LUMPUR

21 – 23. 3. 2019, Malaysia (biennial)

Contact us

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Endorsed in 2017 by:

