



automechanika
JOHANNESBURG

19-21 November 2024

Johannesburg Expo
Centre, Nasrec

**Join the Largest
Business Platform
for the Automotive
Sector on the African
Continent**

www.automechanikasa.co.za

Co-located event

futuroad expo
JOHANNESBURG



South Africa's leading international trade fair for the automotive aftermarket industry targeting trade visitors from the sub-Saharan region

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

The eight edition of the event is set to take place from 19 - 21 September 2024 at Johannesburg Expo Centre Nasrec.

Organised by Messe Frankfurt South Africa, 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 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 your latest products and innovative 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 2023 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.

“Great opportunity to get out post-COVID, I think people are desperate to engage with each other again. It has been great to see our customers on a big platform like this and also to have the opportunity to meet new ones”

- Lance

“We found this show very productive, we were very happy with the quality of people engaging with us at our stand. Also, the B2B meetings we’ve had was very fruitful, we have gained a lot of business prospects”

- Shell

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- Shell

“I have been extremely, extremely happy with the turnout this year, we have generated a lot of inquiries and leads”

- Bulldog

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

Who should exhibit?

- Parts & Components Suppliers
- Electronics & Systems
- Repair & Maintenance
- Accessories & Customizing
- Car Wash, Care & Reconditioning
- Management & Digital Solutions
- Tyre manufacturers 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?

- Local and international buyers
- Wholesalers
- Distributors
- Traders
- Managers
- Company Owners
- Industry Professionals
- 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

“We have been a part of Automechanika for the last 5 years, this year we could see the numbers are less, but the quality of people are excellent”

- Stucky Motors



Event Overview 2023



5 572

Attendees



18

Countries



670

Exhibitors



10 440sqm

Total exhibition space

"The event is going amazing, like really amazing and I would suggest to everyone to come next year"

- Multiply 10

"We feel Automechanika is the right platform for the industry we are in and we are looking to grow with the Automechanika brand"

- Africa Truck Parts



2 - in - 1 Co-located Events

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The leading trade fair brand for the
automotive service industry

Automotive Aftermarket Events

<p>Birmingham Automechanika Birmingham</p> <p>Buenos Aires Automechanika Buenos Aires</p>	<p>Dubai Automechanika Dubai</p> <p>Frankfurt Automechanika Frankfurt</p> <p>Ho Chi Minh City Automechanika Ho Chi Minh City</p>	<p>Istanbul Automechanika Istanbul</p> <p>Johannesburg Automechanika Johannesburg</p>	<p>Kuala Lumpur Automechanika Kuala Lumpur</p> <p>Mexico City INA PAACE Automechanika Mexico City</p>	<p>New Delhi ACMA Automechanika New Delhi</p> <p>Nur-Sultan Automechanika Astana licensed to Business Media Central Asia</p>	<p>Riyadh Automechanika Riyadh licensed to Al-Haniffy Company for Exhibitions Ltd</p> <p>Shanghai Automechanika Shanghai</p>
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