

Press Release – Automechanika Buenos Aires  
Buenos Aires, April 10th to 13th, 2024



## Visitor Record: Automechanika Buenos Aires 2024 Exceeded All Expectations

Buenos Aires, April 2024 - **For four days, the leading international trade fair in South America for the automotive service industry became the epicenter of the entire value chain. 27,120 visitors attended, coming from 35 countries. Professionals, distributors, dealers, and mechanics toured the aisles and enjoyed a varied agenda of activities, workshops, and conferences.**

The 12th edition of Automechanika Buenos Aires once again highlighted the importance of in-person events, enhancing industrial sectors by serving as the industry's largest showcase while providing spaces for networking and professional training. **Covering an area of 22,500 sqm, the exhibition featured 343 exhibitors from 18 countries showcasing products and services from over 600 brands.** The exhibiting countries were: Germany, Saudi Arabia, Argentina, Brazil, Chile, China, Colombia, South Korea, United Arab Emirates, Spain, United States, Hong Kong, Italy, India, Poland, Thailand, Taiwan, and Turkey.

The number of exhibitors increased by 26%, and the exhibition area expanded by 22% compared to the previous edition, with the participation of international exhibitors doubling. *"We are thrilled with the success of this edition of Automechanika Buenos Aires,"* said Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina. *"We surpassed the record number of visitors from 35 countries, and we are delighted to have attendees not just from Latin America but from virtually all over the world, along with exhibitors from 18 countries who support this industry."*

It is worth noting that the over 27,000 visitors who attended the event will retain access to exhibitor information through the digital catalog. Companies will continue to update details about their products and services until the next edition of Automechanika Buenos Aires.

*"We are very pleased to be back in Buenos Aires with Automechanika,"* said Michael Johannes, Automechanika's Brand Manager. *"I can confirm that it is an outstanding exhibition. We have had great success with visitors from all over South America who were able to see and learn about what is happening in the auto parts market industry. We are very proud of this achievement."*

Entrepreneurs, professionals, technicians, and students from the sector had the opportunity to tour the exhibition and participate in various talks, conferences, and demonstrations held over the four days.

Younger attendees had their space in **"Future Professionals,"** an educational initiative jointly organized by Messe Frankfurt Argentina and the Ministry of Education

of the City of Buenos Aires. One hundred students from technical schools specializing in automotive studies participated in an academic conference led by industry experts, followed by a guided tour of the exhibition courtesy of professionals from AFAC Young. Moreover, approximately 400 students from diverse educational institutions visited the trade fair.

Professional training and updates took center stage: **over 30 Exhibitor Conferences** were held, where suppliers and manufacturers provided technical talks and live product demonstrations. Furthermore, in the Conference Rooms of Hall 5, specialists discussed relevant topics for the industry such as **E-mobility and Sustainability**. The **Argentine Federation of Associations of Automotive Repair Shops and Related Activities** (FAATRA) also provided open talks covering the latest market trends, problem analysis, and training.

Other noteworthy events included the **Terminal-Supplier Business Rounds**, jointly organized by AFAC and ADEFA. The two associations coordinated this event's 5th edition, where leading automakers met with auto parts suppliers in order to enhance local integration and reduce dependence on imports. Participants included FCA, GM, Honda, Iveco, Mercedes Benz trucks and buses, Nissan, PSA, Renault, Scania, Toyota, and Volkswagen.

AFAC also held the seminar: "**Automotive Industry Meeting: Adaptation and Competitiveness for Sustainable Activity.**" In one of its panels, KPMG Argentina presented the results of the 24th Global Survey of Automotive Industry Executives.

**Groupauto**, one of the world's largest networks for distribution, service, and auto parts repair, convened its meeting with over 250 participants. Organized by Groupauto Latam Austral – representing Argentina, Bolivia, Chile, Paraguay, Peru, and Uruguay – the congress welcomed over 20 distributors from the Latam Austral block, as well as from Brazil, Colombia, Guatemala, Panama, and Venezuela. More than 70 members of the Eurotaller network of automotive repair shops, both local and international, also joined the event.

A new company joined the **Automechanika Lovers** program: Gates received recognition after participating in more than three editions worldwide and thus joins ZF Group and BOSCH, who were already part of the program.

The weekly reality show "**Project EQ**" was once again present at the exhibition, along with a team of more than 25 mechanics who, on the last day of the exhibition, worked live to present the final results of the restoration of a 1929 Ford Hotrod. Glasurit, Rosmi, Sika, and other prominent companies also took part.

#### **How the exhibitors experienced this edition of Automechanika Buenos Aires:**

**Mariel Andersen, responsible for the Bosch Service workshop network:** "We are very happy to have participated once again in Automechanika Buenos Aires. We have done so continuously for over 20 years. The exhibition is an opportunity to reconnect with the auto parts market."

**Luciano Fornaro, Head of the Ranpak Division:** "We are very happy to participate in Automechanika Buenos Aires, where there are many opportunities for our business."

**Federico Yansen, Marketing Manager of Lusqtoff:** "The experience was very positive. Many users and customers approached us to learn about the tools and our booth."

**Pablo Carbonelli, City of Buenos Aires Sales Manager, Nosso Electropartes:** "Automechanika Buenos Aires is a high-level exhibition with very interesting things to see. The fact that all distributors, manufacturers, and importers are present is very important to bring them the latest market developments."

**Rafael Neto, CEO and Founder of Wega Filters:** "Automechanika Buenos Aires is South America's showcase, and it allows us to demonstrate our products, our advancements, and our brand. Automechanika is the opportunity to show the latest achievements of the automotive industry, which grows daily and elevates us in the world along with the Argentine industry."

**Amilcar Altopiedi, Commercial Manager of ZF Argentina:** "We are very satisfied with the participation. We'd like to thank Messe Frankfurt Argentina, which always does everything possible to make this event a success."

**The next edition of Automechanika Buenos Aires will take place in April 2026 at La Rural Trade Center, Buenos Aires, Argentina.**

**Press information and photographic material:**

<https://automechanika.ar.messefrankfurt.com/buenosaires/es/prensa/material-prensa.html>

**Social media:**

<https://www.facebook.com/AutomechanikaBuenosAires>

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