

# automechanika

## JOHANNESBURG

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

27. – 30. 9. 2017

JHB Expo Centre, Nasrec

[www.automechanikasa.co.za](http://www.automechanikasa.co.za)



Co-located:



messe frankfurt



NO. 1 IN TYRES AND MORE  
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# The Largest Business Platform for the Automotive Sector on the African Continent

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



Part of the global Automechanika network of automotive trade fairs worldwide, Automechanika Johannesburg 2017, serving the sub-Saharan African Region, builds on its enviable reputation as the largest automotive trade fair and business platform on the African continent. The success of this unique business to business event offers a showcasing, branding, networking and selling opportunity unparalleled in any part of Africa and attracts trade visitors from the length and breadth of South Africa and the entire sub-Saharan African Region.

Organised by South African Shows Messe Frankfurt, a wholly – owned subsidiary of Messe Frankfurt Exhibition GmbH, a team of experienced industry specialists is 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.

## Huge opportunities in the automotive aftermarket

The average age of the South African vehicle park is 12 years and growing. This reflects the trend in other sub-Saharan African countries as well and indicates strong potential and huge opportunities for automotive aftermarket products and services in the Region.

## What's new in 2017?

Optimising synergies in exhibitor and visitor profiles

- Redefined product groups to keep pace with the dynamics of the automotive aftermarket
- Co-location of three business to business trade fairs with Automechanika Johannesburg:
  - Futuroad Expo Johannesburg, serving the Truck/Bus/Commercial Vehicle Body Sectors
  - Scalex Expo Johannesburg, serving the Logistics/Materials Handling Sectors
  - REIFEN, (under licence from Messe Essen) complements Automechanika Johannesburg by providing a special focus on tyres, adding to the value proposition for exhibitors and visitors.



# Why Exhibit?

Here are only twelve of the many reasons:

1. South Africa offers investors the stability of a country with first world standards in business infrastructure but also offers you emerging market vibrancy and opportunity; the ideal formula for growth and profitability.
2. Trade between South Africa and the sub-Saharan African Region is strong and ever-growing. Cross border trade is eased by various trade agreements with sub-Saharan African countries which positions South Africa as the ideal location to access the sub-Saharan African Region.
3. Automechanika Johannesburg targets trade visitors from the sub-Saharan African Region
4. Meet sub-Saharan African buyers in a neutral business environment to establish and strengthen business relations in the Region.
5. Explore new channels and generate sales leads at Automechanika Johannesburg 2017.
6. The targeted business to business visitor profile delivers genuine business enquiries and opportunities.
7. Source new agents, distributors and partners in sub-Saharan Africa.
8. Participate in the business matchmaking programme to meet targeted clients.
9. Gain exposure for your new innovative products and services through participation in the Innovations Award Competition.
10. The co-location of Futuroad Expo, Scalex Expo and REIFEN with Automechanika Johannesburg optimises trade visitor synergies that enhances the value proposition for you as an exhibitor.
11. Generate media exposure for your Company.
12. Launch new products and services in the market and gain media and PR exposure as part of your overall marketing strategy to build your brand.

## **Business Matchmaking**

A trade fair is about business and a professional business matchmaking programme will be in operation before and during the Show, supported by on-site assistance, to assist exhibitors in facilitating business meetings and matching exhibitor and trade visitor interests.

## **Automechanika Academy Conference and Workshop Programme**

The Automechanika Academy Programme will focus on the latest developments in automotive technology, business practice and new products and services, covering the complex automotive aftermarket. The Academy Programme is a prime venue for you, as an exhibitor, to participate by offering workshops, demonstration and training sessions for existing and prospective clients. We are ready to assist!

## **Automechanika Innovation Awards**

The Automechanika Innovation Award Competition presents a valuable opportunity for exhibitors to showcase new and innovative products and services and receive recognition and exposure for ground-breaking and game-changing developments and trends.

## **Truck Competence**

Sub-Saharan African transport infrastructure relies heavily on transport by trucks and due cognisance is given to exhibitors who offer support by way of products and services to the trucking/transport and fleet sectors through our "Truck Competence" identification system, to ease navigation by trade visitors.



**Truck  
Competence**



### **Electro Mobility**

What will the workshop of the future look like? A fascinating new automotive technology is developing around the concept of electro mobility and Automechanika Johannesburg provides the platform for showcasing the latest developments in this rapidly-growing and dynamic field. An invaluable opportunity for exhibitors to introduce their electro mobility concepts, products and services to Africa.

### **The Environment**

Sustainability in an environmentally friendly and supportive manner is the key to the future and Automechanika

Johannesburg's Green Directory listing of exhibitors who fulfil an active role in preserving and promoting the environment in business, are included in the Show's Green Directory Exhibitor Listing.

### **Training**

On-going training and development of manpower is an imperative to enable business to grow, function profitably, efficiently and to be fully prepared to face constant change at all levels. Automechanika Johannesburg brings focus to bear on this crucial aspect of business in skills-hungry Africa.

# Product Groups for 2017

Your target market at Automechanika Johannesburg 2017 will be there for:

### **Parts & Components**

When it comes to vehicle parts, nothing comes close to Automechanika. Leading component manufacturers and suppliers will be represented in Johannesburg, keen to present their innovations on the African stage.

The product group in detail:

- Powertrain (engine, transmission, exhaust)
- Chassis (axles, steering, brakes, wheels, mufflers)
- Bodywork (sheet metal parts, roof systems, mounting parts, car glass, bumpers)
- Standard parts (fixing elements, thread and fuse elements, sealing rings, rolling bearings)
- Interior (cockpits, instruments, airbags, seats, heating systems, air conditioning systems, electric adjusters, interior filters)
- Alternative drive systems; original equipment / retrofits / all-in-one solutions (electric drive, CNG, LNG, LPG, hydrogen)
- Charging accessories (plugs, cables, connectors)
- Regenerated, reconditioned and restored parts for passenger vehicles and utility vehicles
- Industry institutions and specialist publishers

### **Electronics & Systems**

One of the clearly discernible trends: electronic components are gaining in importance in the automotive service industry.

The product group in detail:

- Engine electronics (control units, bus systems, sensors, actuators)
- Vehicle illumination (headlights, LED / OLED, laser, exterior and interior lighting)
- On-board power supply systems (power supply, battery, battery management systems, cable harnesses, plug connections, sensors, on-board diagnostic)
- Intelligent traffic systems (ITS) / Vehicle safety (connected car, telematics systems, driver assistance systems, autonomous driving, camera systems)
- Comfort electronics (automatic air conditioning systems, seat heaters and seat ventilation, electric seat adjustment, keyless-go systems, steering systems)
- Industry institutions and specialist publishers

### **Repair & Maintenance:**

The A to Z of maintenance and repair tools and instrumentation.

Workshop equipment for repairs, testing, diagnostics and corrective maintenance is showcased at Automechanika Johannesburg with a unique breadth and depth of products and services. There was again particular interest in commercial vehicles and workshop systems and these areas are being further expanded in 2017.

The product group in detail:

- Workshop equipment and tools (lifting gear, test and measurement equipment, tyre fitting, work clothes)
- Bodywork repair (equipment and material)

- Painting and corrosion protection (facilities, equipment, paints, corrosion protection, spot repair, auxiliary material)
- Maintenance and repair of vehicle superstructures (caravan and motorhome superstructures, custom and special superstructures for light-duty and heavy-duty utility vehicles)
- Towing service, accident assistance, mobile services (equipment, material/consumables)
- Disposal and recycling (systems, equipment)
- Workshop and car dealer equipment (shop-fitting/ shop systems, sales facilities, office and storage furnishings)
- Oils and lubricants (facilities, equipment, lubricants, auxiliary materials and consumables, recycling)
- Industry institutions and specialist publishers

## Accessories & Customizing

Automechanika Johannesburg is stepping up its game in relation to Accessories & Customizing. Latest developments from the 3D printing sector, the future of wheel production and car wrapping and mobile infotainment.

Special vehicles, equipment and modifications are similarly highlighted to get the automotive pulse racing, enabling visitors with a passion for unique automotive technology and solutions to feed their passion for individualized retrofitting.

The product group in detail:

- Accessories for motor vehicles in general (carrier systems, tow couplings, roof boxes, protective covers, car jacks, technical textiles, car safety products, 3D prints)
- Technical customizing (sports exhaust systems, sports air filter, sports chassis, chip and engine tuning, sound design, seats, club sport)
- Visual customizing (interior, bodywork elements, car wrapping, spray films, airbrush systems)
- Infotainment (sound systems, navigation, multi-media, car media, interfaces)
- Special vehicles, equipment and retrofittings (off-road vehicle and pick-up accessories, taxis, police and ambulance service and municipal vehicles)
- Wheel rims, wheels, tyres, tyre pressure management systems
- Car trailers and small utility vehicle trailers, spare parts and accessory parts for trailers
- Industry institutions and specialist publishers

## Management & Digital Solutions

Whether for the planning of a repair and maintenance business, a car dealership or a filling station, for financing, franchise concepts or claims management and control, the Management & Digital Solutions product group is of particular interest, especially to car dealerships and fleet managers.

The product group in detail:

- Workshop / car dealer / filling station design and construction (business consultancy, certifications, environmental protection consulting)
- Financing, franchise concepts
- Claims management and claims control
- Dealer management systems (company organisation, EDP, data administration, customer retention schemes)
- Workshop management (technical monitoring and certification)
- Vocational training and advanced training (mechanics, mechatronics, car body construction, painting, sales, training)
- Workshop and car dealer marketing (outdoor advertising, advertising materials)
- Internet service providers and vehicle marketplaces
- Promotion of trade and industry, cluster initiatives
- Mobility concepts (mobility management (software/hardware), intermodal services, fleet management)
- Industry institutions and specialist publishers

## Car Wash, Care & Reconditioning:

Manufacturers of car wash systems, cleaning agents and accessories showcase the latest products and innovations. This product group provides service station owners and car wash operators with a unique overview of the sector.

The product group in detail:

- Washing (wash halls and wash tunnels, wash sites, wash facilities, accessories)
- Vehicle care (exterior and interior cleaning, equipment for vehicle care, cleaning and care products)
- Vehicle reconditioning (exterior and interior reconditioning, nano paint sealing, smart repair, upholstery and leather repair, ozone treatment)
- Charging infrastructure and refuelling (filling station equipment, filling systems for alternative fuels, charging stations, power generators and grids, services)
- Industry institutions and specialist publishers

## REIFEN

The co-location of REIFEN features a comprehensive platform for the tyre sector, in addition to the wide spectrum of garage equipment and tools for the tyre sector at Automechanika Johannesburg.

The product group in detail:

- Commercial wheel rims
- Commercial vehicle tyres
- Tyre pressure control systems
- Car wheel rims
- Car tyres
- Motorsport tyres
- Spare wheel covers
- Wheel studs
- Anti-theft devices for wheels
- Wheels, alloy
- Wheels, steel
- Hub caps
- Wheel nuts
- Wheel nut caps
- Wheel hubs
- Wheel bolts
- Wheel chocks
- Wheel trim rings
- Tyre inner tubes
- Tire protection chains
- Tire valves / Valve caps

## Safari and Off Road Vehicles, Government Utility Vehicles and Trailers:

Unique to Automechanika Johannesburg, the product group caters to products and technologies designed for African conditions and the African market.

The product group in detail:

- Customised Trailers
- Off Road 4X4 Trailers
- Safari Vehicles
- Customised Utility Vehicles

# Facts at a glance 2015

# Contact us

South Africa Gross Domestic Product:	R 3 991 billion
Population:	55 million
Automotive industry contribution to GDP:	7,5%
Vehicle and component production as % of South African manufacturing output:	33,5%
Average employment by motor vehicle manufacturers:	31 260
Average employment by automotive component manufacturing sector:	82 100
Average employment in the automotive aftermarket (retail and service):	200 000
Total South African vehicle production:	615 658 units
Total South African vehicle sales:	617 749 units
Total South African vehicle exports :	333 802 units, value R 101,9 billion
Total value of automotive component exports:	R 49,6 billion
Vehicle parc:	11,8 million units

Source: NAAMSA, AIEC, World bank

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# Automechanika Around the World

## Automechanika Frankfurt

13 – 17.9.2016, Germany (Biennial)

## Automechanika Buenos Aires

9 – 12.11.2016, Argentina (Biennial)

## Automechanika Shanghai

30.11 – 03.12.2016, China (Annual)

## Automechanika Jeddah

31.01 – 02.02.2017, Saudi Arabia

## Automechanika St Petersburg

Licensed to RESTEC Exhibition Company  
14 – 16.3.2017, Russian Federation (Annual)

## Motortec Automechanika Madrid

Licensed to IFEMA  
15 – 18.3.2017, Spain (Biennial)

## ACMA Automechanika New Delhi

21 – 24.3.2017, India (Biennial)

## Automechanika Kuala Lumpur

23 – 25.3.2017, Malaysia (Biennial)

## Automechanika Istanbul

6 – 9.4.2017, Turkey (Annual)

## Automechanika Dubai

7 – 9.5.2017, United Arab Emirates (Annual)

## Automechanika Birmingham

Licensed to Forest Exhibitions Ltd.  
6 – 8.6.2017, United Kingdom (Annual)

## INA PAACE Automechanika Mexico City

14 – 16.06.2017, Mexico (Annual)

## Automechanika Chicago

26 – 28.7.2017, USA (Biennial)

## MIMS Automechanika Moscow

21 – 24.8.2017, Russian Federation (Annual)

## Automechanika Johannesburg

27 – 30.9.2017, South Africa (Biennial)

Endorsed by:

