

automechanika

ARGENTINA

South America's International Automotive Trade Fair
from Design to Maintenance and Recycling

14 – 17.11.2012, La Rural Trade Center
Buenos Aires, Argentina



Metropolis of Mobility



messe frankfurt

Automechanika Argentina...

...a regional integration platform for the automotive industry

Every two years, the larger professional industrial fair of Spanish-speaking America shows the development and growth of the industry from design to recycling. During four days, the whole production chain gathers in this event which is considered essential in the decision-making process. It gives a global view of the market and allows the face to face meeting with the target audience.

In the seventh edition, the most important players of the local and international sector will exhibit their new products and services, and they will focus in generating business with the **40,000 businessmen and professionals of the sector** which will visit the fair. More than **500 exhibitors** coming from **20 countries** will participate in the fair, covering an area of **40,000 square meters**.

Automechanika Argentina is organized by **Messe Frankfurt Argentina** and has the summoning of the **Argentine Association of Autoparts Manufacturers (AFAC)**. Besides, it is supported by the following entities:

Automotive Parts Remanufacturers Association (APRA), Federal Association of Manufacturers and Importers of Automobile Service Equipment (ASA), Automotive Aftermarket Suppliers Association (AASA), European Garage Equipment Association (EGEA), Heavy Duty Manufacturers Association (HDMA), Motor & Equipment Manufacturers Association (MEMA), Overseas Automotive Council (OAC), German Federation for Motor Trades and Repairs (ZDK), apart from several institutions nationwide.

The Metropolis of mobility is a window to new business opportunities.



Throughout the world, Automechanika is present

One show in 10 countries

Automechanika is one of the most successful fair brands of Messe Frankfurt that is present worldwide. The network is made up by 11 events in 10 countries in the cities of Buenos Aires, Dubai, Frankfurt, Istanbul, Johannesburg, Kuala Lumpur, Madrid, Mexico City, Moscow, St. Petersburg and Shanghai. This strategy makes easier the access to new markets and the contact with local and international visitors. The event which is carried out in Argentina is the second one in relevance of Automechanika brand outside Germany.

The South America's International Automotive Trade Fair from Design to Maintenance and Recycling reflects the set of production chain by highlighting all innovations and solutions in:

Repair & Maintenance

Equipment for vehicle service and repair, bodywork repair and painting, vehicle repair shop: infrastructure and management. Tires.

Parts & Systems

Vehicle parts and components: engine, chassis, transmission, front and rear wheel assembly, bodywork, electricity and electronic. Systems and modules: interior, exterior, driving, dynamic driving and electronic steering.

Service Station & Car Wash

Equipment for service stations, car care and wash. Refueling.

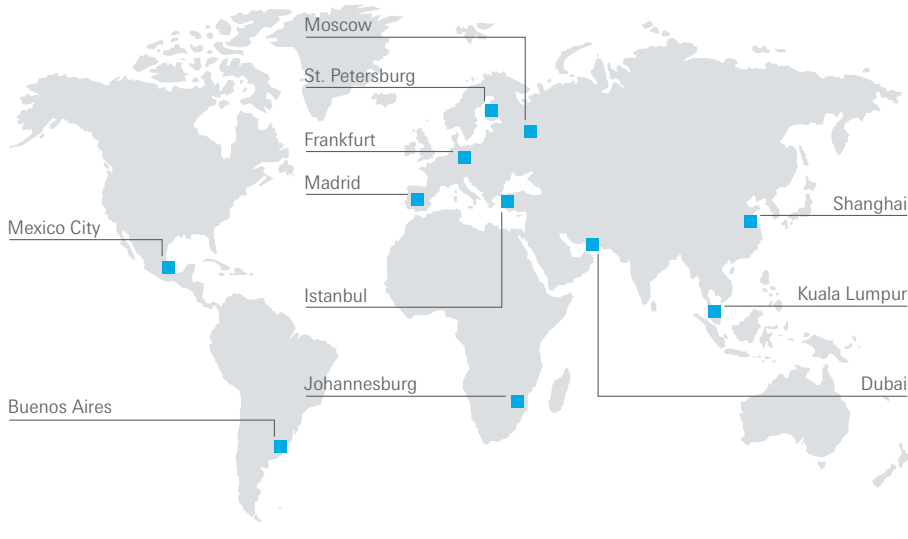
IT & Management

IT products, car dealers, insurance, finance, leasing, accident management, services of car inspection, systems for dealer management, dealer planning and construction, dealer commercialization.

Accessories & Tuning

Vehicle accessories, special equipment, tuning, performance systems, design improvement.

automechanika



Automotive industry...

Supported by more than 60 years. Today it is positioned in the second place in production volume in South America and it is one of the fundamental pillars of the Argentine industry

In Argentina, the automotive and spare part industry represents approximately 7% of the industrial production value and 1% of Gross Domestic Product (GDP). It was the sector which most contributed to factory expansion in the last eight years and it plays an essential role in employment generation.

Some estimations indicate that per each employee, a terminal has 4 to 6 people working indirectly for it. It has qualified labor with valuable knowledge for manufacturing and for meeting the international quality standards.

The most important terminals worldwide have installed in the country to produce and export, centralizing themselves mainly in Buenos Aires, Córdoba and Santa Fe. At present, 6 out of 10 vehicles which are manufactured are exported. The main destination is Brazil, followed by Mexico, Uruguay and some European countries.

In Argentina, there is 1 car every 4 inhabitants: the best ratio in Latin America, above Brazil and Mexico. The number of vehicles in the country is of 10 million units in circulation.

On its part, the national production of spare parts is under a marked growth and exports to several sectors such as transmission; engines and components; wheels and bodywork. This sector is made up by 400 firms and more than 64,000 direct workers with a 5.5% participation in industry employment.

Under a context which shows slowing down of economies, the region stays firm. In 2011, 2010's marks were easily exceeded, which up to the moment were record ones. It is expected for the automotive market to have a 30% growth compared to the previous year.

According to the Association of Automotive Manufacturers (ADEFA), in the first eleven months of 2011:

- » 776,359 vehicles were produced (+ 19.3%)*
- » 471,132 vehicles were exported (+ 15.5%)*
- » 800,495 units were sold to dealers (+ 27.3%)*
- » 1 out of 47 people bought a car
- » 1 out of 50 people bought a motorbike

** Comparison based to the same period of the previous year*



...engine of the Argentine economy

With a view to 2012

Argentina is among the 18 best markets in the world. For 2012, it is estimated that the sector will continue growing though below the exponential growth that it has registered in the last years. A 5 to 10% more than in 2011 is projected. The aim is to reach a production of approximately a million units.

Argentine automotive businessmen agree that the global crisis will not have a strong impact in the Argentine economy.

Opportunities which predict good business

- » Preferential access to Brazil and all MERCOSUR countries.
- » Several bilateral business agreements with countries of the region.
- » Between Mexico and Argentina, several barriers for automotive and spare part trade were removed.
- » Argentina and Brazil agreed that the vehicles they manufacture will have a greater component of local spare parts and parts.
- » Important investments of the sector.
- » Government programs aimed at strengthening the spare part sector.
- » Spare part segments with exporting potential.
- » Serial manufacturing of a vehicle: Auto Popular Argentino (APA).
- » Construction of an Italian tire plant which will be the largest in Latin America. It will generate 1,200 jobs and it will produce 4,000 units per day.

Source: AFAC; Aftermarket; Agencia Télam; Americaeconomia.com; Argentina.ar, Argentina en noticias; Bolido.com; Cronista.com; Info News; ProsperAr, Agencia Nacional de Desarrollo de Inversiones.



Messe Frankfurt Argentina believes in service

Messe Frankfurt Argentina works to give you all that you need to maximize your participation in Automechanika Argentina 2012

Thanks to its high quality of service and wide experience, it has been considered a leading company in the region. It integrally plans the fair to highlight the added value of its products and to guarantee successful transactions and access to new markets.

For this reason, before the event opening:

- » It provides professional support through a suitable team.
- » It plans and executes a precise communication campaign which covers advertising in mass media and in international and national specialized media, street notices and several direct marketing actions.
- » It advertises the fair internationally through its headquarters in Germany and its global network of 28 subsidiaries, 5 branches and 52 international business partners in more than 150 countries with the clear aim of promoting the visit of foreign businessmen.
- » It promotes the fair in other events of the sector both in the local and the international sphere.
- » It organizes strategic alliances with the media with the aim of establishing business relationships with the main players of the market and summoning qualified visitors.
- » It books the more suitable premises for carrying out the fair. Located in the City of Buenos Aires, La Rural Trade Center is the main center for fairs, exhibitions and events of the region. Its pavilions, convention rooms and auditorium are equipped with state-of-the-art technology.
- » It advises regarding services suppliers and stand design.
- » It organizes and coordinates matchmaking programs jointly with Fundación Export.Ar and PROARgentina
- » It promotes the development of academic activities for professional updating.
- » It proposes several attractions designed to conquer specific audiences.
- » It offers accommodation service with the company's official tourism agency. It includes preferential rates in hotels of the city and anticipates transfers airport - hotel - trade center.



Academic excellence in Automechanika Argentina

A world in constant evolution demands continuous learning.

The South America's International Automotive Trade Fair from Design to Maintenance and Recycling offers a unique space to keep updated your knowledge and professional skills

Within the framework of **Automechanika Academy**, a whole program of academic activities for updating and development new abilities will take place. As in previous editions, **AFAC** will organize a seminar focused in the most relevant topics for the future of the automotive industry and its potential business opportunities. On its part, the exhibiting companies will have the chance of offering interesting lectures for the spare part industry in which they will present products, services and the operation of new technologies. Besides, some federations will give technical training for automotive repair.

Simultaneously, there will be a **live workshop**. For third time in a row, Messe Frankfurt Argentina together with Tuner Magazine will carry out the **Tuner Challenge**. An interesting challenge which consist in developing a "project vehicle" with components, tools and the know-how provided by exhibitors, painters, mechanics, upholsterers, electricians and technicians which will work in the metamorphosis.

Furthermore, due to its international and local prestige, the fair is chosen by several entities as the venue to carry out meetings in which the actual situation of spare part industry will be discussed.



A platform to grow

To conquer new markets in only one day and in the same place

Among the variety of promotion tools, the fairs outstand for offering the favorable framework for local companies to enter the international business scenario.

Under this view, Messe Frankfurt Argentina jointly with Fundación Export.Ar and PROARgentina will develop the **4th International Matchmaking Program of Auto Parts Buyers** with the aim of facilitating the direct contact of exhibitors with prospects.

In the past edition, 675 meetings were celebrated among Argentine companies and foreign firms which are importers, distributors and/or possible business partners. International buyers coming from Bolivia, Brazil, Colombia, Egypt, Spain, France, Mexico, Russia and South Africa participated in the meetings.

Enter the exporting circuit and market your products competitively





Satisfied protagonists

The success of Automechanika Argentina is reflected in the exhibitors' opinions:

FRIC- ROT

Carolina Gotter, Marketing Manager

"We were able to successfully contact customers from the spare part sector. We trust in the exhibition because it is a meeting point in which customers come to see their suppliers, colleagues. (...) We will go on trusting in Messe Frankfurt and in Automechanika because we really believe it is an event that gathers the whole sector".

MAGNETI MARELLI

Cecilia Bañares, Marketing

"We are very grateful for participating. We received all our distributors, a lot of people from Venezuela, Mexico, Chile and Paraguay (...) It is the third fair in which we take part and we will surely go on participating".

MANN HUMMEL

Daniela del Prete, Marketing

"We received many of our customers, distributors and future customers (...) It was very positive regarding the visit of our distributors (...) from throughout the country, and from America and the United States. (...) We project taking part again in Automechanika, since it is one of the most important events".

SCHAEFFLER

Claudio Boggiano, Product Manager

"We use this fair as a communication vehicle to the market and to our customers which we deem excellent. This year, we are very pleased with the audience summoning, with our customers' commitment in relation to our products and we see that year after year Automechanika is improving. It gives us the chance of improving our businesses and contacting customers".

ZF SERVICES ARGENTINA

Carlos Alberto Contini, Commercial Manager

"This is the tenth edition of Automechanika. [We] are in it since the beginning. We really trust in this spare part fair which is the most important in Argentina and the one that represents us before customers, not only from our country but also from South America, who came here with good businesses. We are in an interesting situation from the country's and market's viewpoint, and this is shown by the stands quality and the professionals who visited us. We will obviously be present in Automechanika 2012".

VEMO (Alemania)

Uta Holzfuss, Export Division Head

"We have contacted many new customers. We are here for the first time and we have also found many customers from other countries such as Ecuador, Colombia and Chile. We will be present again in the next Automechanika because it is very well organized".

VOLKSWAGEN

Guillermo Agesta, Aftersales Manager

"In the event we have developed branding activities, very good brand diffusion apart from sales operations (...) The event has been very positive for us, we saw it was much better organized, wider, with a greater number of exhibitors than other years and it was really satisfactory for the brand. It constitutes the most important event for us regarding parts sales in the last two years".

WEGA

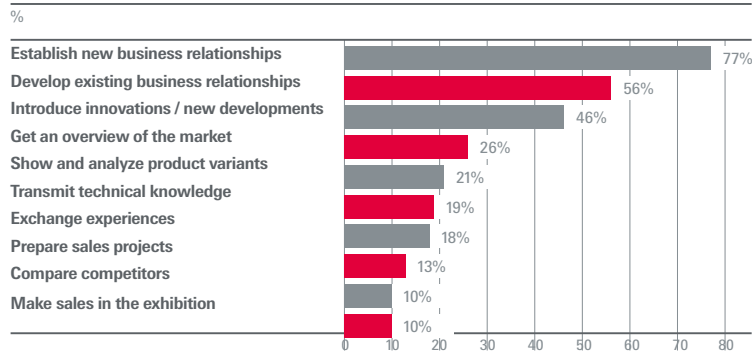
Rafael Neto, President

"It has been a real honor for us to take part in this international event, if we have to grade it, we should say it is excellent. We have received lots of visitors from abroad, got new contacts, people interested in our products, in Argentine products. We can also highlight that there is a very good level of stands (...) In our country, spare part manufacturers deserve to have such a fair".

Automechanika Argentina 2010 in numbers

About Exhibitors

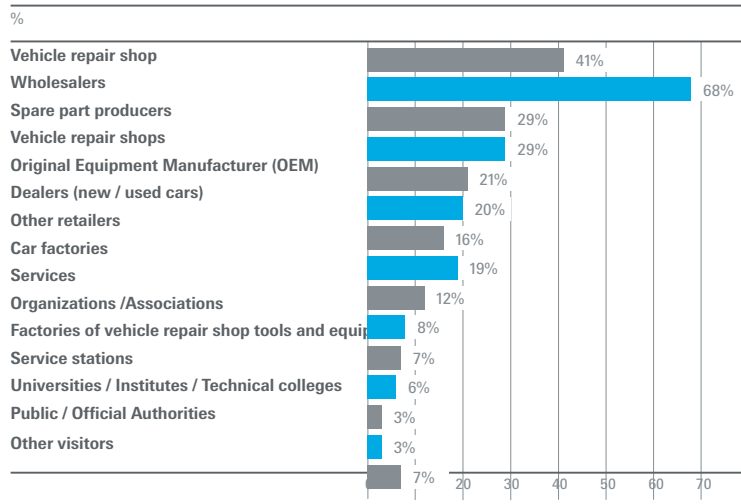
Participation goal



Multiple possible answers

93% of exhibitors met the expected goals.

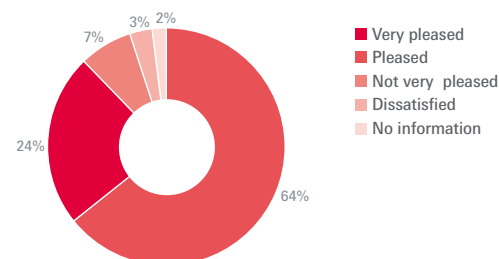
Specific groups of visitors to which they wish to contact



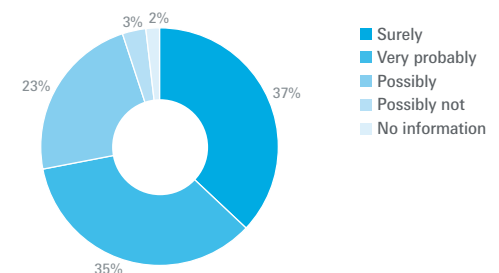
Multiple possible answers

71% of exhibitors considered they have contacted their target audience.

General assessment of the exhibition



Participation in Automechanika Argentina 2012

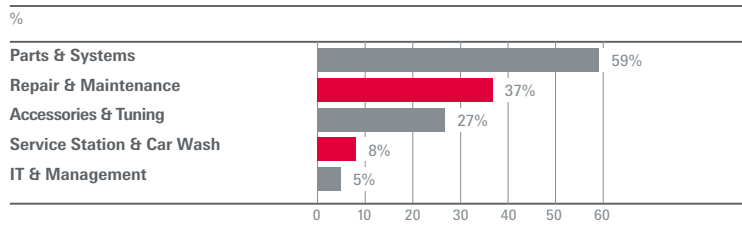


95% of exhibitors expressed their interest in taking part in Automechanika Argentina 2012.



About visitors

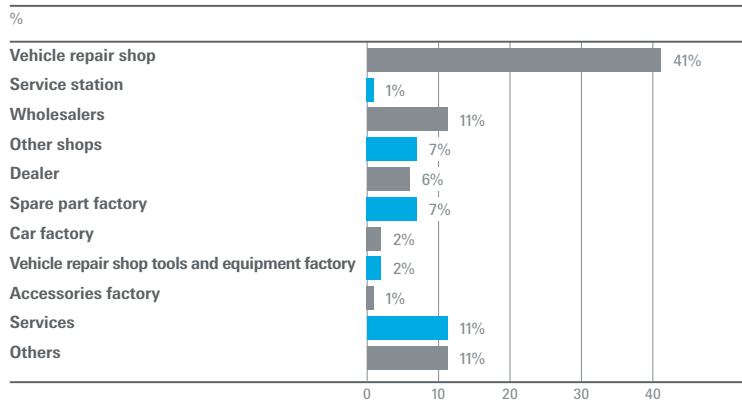
Interest in exhibited products



Multiple possible answers

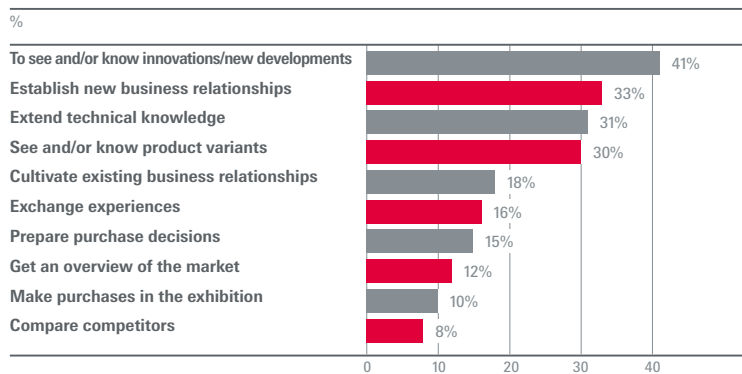
93% of visitors expressed their interest in visiting Automechanika Argentina 2012.

Business sector of the company



In 5 editions, the fair doubled the number of foreign visitors.

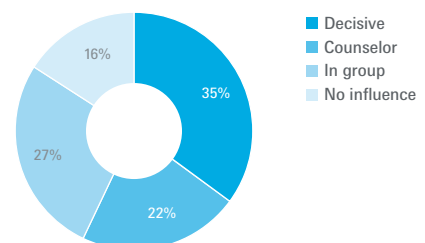
Visit Goals



Multiple possible answers

98% of the exhibitors is pleased with the achievement of the proposed goals.

Influence level on buying decisions



More than half of visitors hold a hierarchical position.



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