

Press

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Automechanika Johannesburg

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

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THREE NEW SHOWS TO CO-LOCATE WITH AUTOMECHANIKA JOHANNESBURG IN 2017

Next year's Automechanika trade fair for the automotive aftermarket, which takes place at the Johannesburg Expo Centre from September 27-30, will be co-located with three new, related shows. The new shows are Futuroad Expo (Africa's international commercial vehicle show), Scalex Johannesburg (SA's leading trade fair for transport systems, infrastructure and logistics solutions) and REIFEN (the world's largest trade fair for the tyre industry).

All the shows will be organised by SA Shows Messe Frankfurt, a wholly owned subsidiary of Messe Frankfurt Exhibitions of Germany. The local subsidiary, based in Sandton, is headed up by CEO Konstantin von Vieregge.



Konstantin von Vieregge, CEO, SA Shows Messe Frankfurt

The announcement was made by Michael Johannes, Vice President for Mobility and Logistics at Messe Frankfurt in Germany, at an Automechanika Johannesburg media conference held at the SA Festival of Motoring at Kyalami last week.



Michael Johannes, Vice President for Mobility and Logistics at Messe Frankfurt

“This is a huge boost for businesses operating in the automotive and transport environments not only in South Africa, but also in Sub Saharan Africa,” said Show Director Philip Otto. “We believe this will now be a particularly attractive offering for businesspeople north of our borders as we offer four specialised shows at one venue over a four-day period.

“We expect a significant jump in visitors from outside South Africa compared to the numbers that visited Automechanika Johannesburg when it was a standalone show. The new arrangement enables us to optimise the synergies that exist between the industry sectors served by these related trade fairs,” added Otto.

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P O Box 3175
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Next year's Automechanika Johannesburg will mark the fifth time that this world-renowned trade fair for the automotive aftermarket has been staged in South Africa since the inaugural event in 2009. Over the years this biennial trade fair in Johannesburg, one of 15 in the world, has grown significantly both in terms of the number of exhibitors and visitors, but also regarding its importance in the African market.

Messe Frankfurt, the owner of the Automechanika brand, is in the process of co-locating the established REIFEN tyre expo brand with Automechanika trade fairs worldwide. Originally, REIFEN, which is owned by Messe Essen, was predominantly a German-based event although it had a subsidiary in China.

It was first rolled out as a co-located Automechanika trade fair at the inaugural show in Birmingham in April this year and will be co-located at the premier Automechanika trade fair in Frankfurt from 2018. REIFEN provides not only a comprehensive range of tyres but also a wide spectrum of garage equipment and tools for the tyre sector.

Other product groups, besides tyres, which will be on display at the Johannesburg Expo Centre next year, will be: Parts and Components, Repairs and Maintenance, Electronics and Systems, Accessories and Customising, Management and Digital Solutions, Car Wash, Care and Reconditioning, Safari and Off-road vehicles, Government Utility Vehicles and Trailers.

The various Automechanika product groups have been redefined to keep pace with the dynamics of the global automotive aftermarket. This includes developments such as electro mobility and the important factors of sustainability and care for the environment.

The Futuroad Expo replaces the Johannesburg Truck and Bus Show, which was previously co-located at the Johannesburg International Motor Show. The big change is that it will now be part of a four-day business-to-business trade fair instead of being located at an 11-day consumer exhibition and this change in direction has been welcomed by the local truck and bus industry.

Futuroad Expo will also include commercial vehicle body builders, suppliers of tracking and navigational systems, home base refuelling systems, fleet management systems, cross border services, hoists and cranes as well as specialised utility vehicles such as ambulances, police vehicles, first and rescue vehicles and waste compactors.

Scalex Johannesburg 2017 is an innovative and pioneering trade fair for the logistics sector to provide a dynamic business platform for this vital cog in the global economy.

“The indispensable role of the logistic sector, with all the complexities it embraces, is a key contributor to business operations in the supply chain and a crucial element for economic growth. Logistics is very important in improving efficiencies and cost-effectiveness, particularly in the supply chain,” added Otto.

“Nowhere is this more apparent and necessary than in Sub Saharan Africa, with its large number of land-locked countries, where logistical services are very dependent on road transport and will remain so for decades to come,

“We at SA Shows Messe Frankfurt are delighted that we have been able to put together this combination of related shows which will be an important value add for both exhibitors and visitors when the gates open at the Johannesburg Expo Centre on September 27 next year,” concluded the show director.

2017 Automechanika Johannesburg at a glance

Dates	27 - 30 September 2017
Venue	Johannesburg Expo Centre Cnr Nasrec and Rand Show Roads, Nasrec, Johannesburg
Spokesperson	Philip Otto Show Director South African Shows Messe Frankfurt (Pty) Ltd Tel: +27 11 494 4287 e-mail: Philip.Otto@southafrica.messefrankfurt.com
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Tickets	Available at Computicket, www.computicket.com

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Background information on Automechanika Johannesburg

Automechanika Johannesburg is licensed to SA Shows Messe Frankfurt (Pty) Ltd, a subsidiary of the Messe Frankfurt Group. It is the largest event of its kind on the African continent serving South Africa and sub-Saharan Africa since 2009

For more information visit www.automechanikasa.co.za

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645* million in sales and employing 2 297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 International Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015 Messe Frankfurt organised a total of 132* trade fairs, of which more than half took place outside Germany.

Comprising an area of 592 127m², Messe Frankfurt's exhibition grounds are home to 10 exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the city of Frankfurt holding 60% and the State of Hesse 40%.

For more information, please visit our website at: www.messefrankfurt.com

*Preliminary numbers (2015).

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