

Mexico's leading international trade fair for the automotive service industry targeting trade visitors from Latin and Central America

# 2018 Post Show Report

[www.INAPAACEAutomechanika.com](http://www.INAPAACEAutomechanika.com)

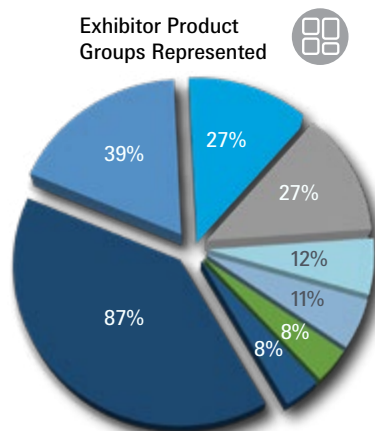
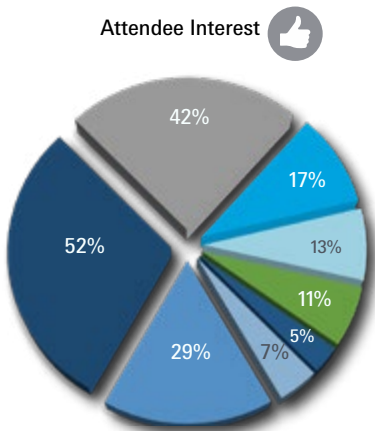
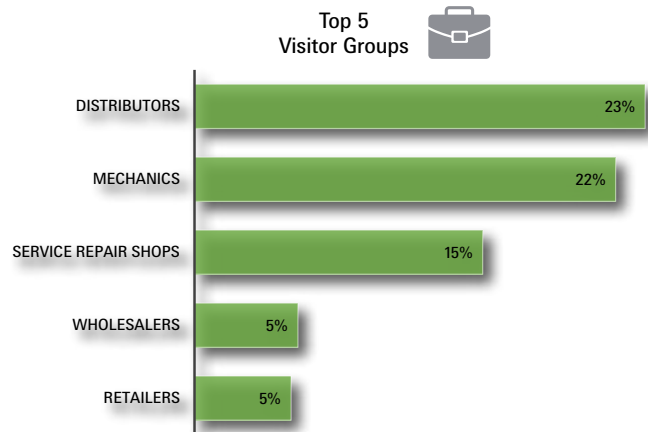


**EXHIBITORS 504** from 22 countries

**VISITORS 29,703** from 35 countries

**↑ 13% increase**  
in visitor attendance over 2017

INA PAACE Automechanika Mexico City is THE platform for connecting buyers with the newest tools, equipment and technology in the market. Its widely renowned technical training program hosts various seminars covering diagnostics and repair techniques to business best practices and much more.



- Parts & Components
- Repair & Maintenance
- Electronics & Systems
- Alternative Drive Systems & Digital Solutions (Tomorrow's Service & Mobility)
- Accessories & Customizing
- Dealer & Workshop Management
- Car Wash, Care & Reconditioning
- REIFEN / Tires

**96%**  
of attendees plan to return to the next event

**NEXT YEAR**  
July 10 – 12, 2019

# Special Features

## Automechanika Academy Seminar & Training Program

More than 12,000 technicians and shop owners attended **75+ SEMINARS** during the exhibition. Sessions were sponsored by exhibiting companies highlighting the newest technologies, diagnostic techniques, and various service and business solutions.



## CEDVA Repair Area

The automotive mechanic program held **HANDS-ON DEMONSTRATIONS** and training activities on the show floor. Techs could practice new diagnostic techniques, transmission repairs, oscilloscope tests and much more.



## Innovation Zone

The Product Innovation Showcase & Truck Competence Corner displayed exhibitors' **NEWEST PRODUCTS AND TECHNOLOGY** while Automotive Expert / Custom Painter, Gil Anchondo, energized attendees with raffles, autograph signings and photo ops to motivate visitor participation at the show.



**82%**  
of attendees are  
top management

**94%**  
of attendees reached  
their show objectives



## Automechanika Avenue & OE Guest

More than **100 CUSTOM VEHICLES** were showcased on the show floor. 2018 OE Guest, Daimler, offered exciting elements to the expo by displaying their latest vehicles and developments.



## Executive Training Track

The Executive Training Track featured speakers from Mercado Libre, MEMA and APRA as they provided insights into how **CHANGES IN THE MARKETPLACE** are affecting profitability in the Mexican and Latin American automotive industry.



## International Pavilions & Global Sourcing Hall

**9 COUNTRY PAVILIONS** including Argentina, China, Germany, Hong Kong, Spain, South Korea, Taiwan, Turkey and the United States expanded their presence in the Mexican market by showcasing their latest products and services.