

# Press

## Press Release

INA PAACE Automechanika Mexico City

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## 2017 Edition Opens with a 35% Increase

**The annual meeting place for the Automotive Aftermarket, where more than 25,000 industry professionals and 512 exhibiting companies converged on Centro Citibanamex, June 14 - 16**

Opening the doors in a celebratory atmosphere, INA PAACE Automechanika welcomed an increase from 2016 across all areas of the show. Exhibitor participation increased by 20% from 22 countries and 35% in attendance from more than 33 countries. Technicians, shop owners, distributors, car enthusiasts and more lined up for Mexico and Central America's most important automotive aftermarket trade show and seminar program.

"Mexico is a very important region for the automotive industry and we are pleased to offer the ideal platform for the aftermarket with this event. Enjoying consistent growth, INA PAACE Automechanika Mexico City remains a leader in this global marketplace", stated Michael Johannes, Vice President and Brand Manager of Automechanika.

Now in its second year since partnering with INA, the annual trade show features a host of interactive exhibits from more than 500 automotive companies from 22 countries across the globe including Brazil, Argentina, Taiwan, United Kingdom, Spain, Malaysia, Turkey and Germany. Exciting new innovations, the latest advancements and the best of today's tools and equipment were on display at INA PAACE Automechanika – the show where the automotive industry

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meets. Key buyers and influencers also welcomed the opportunity to access additional resources at the show:

- OE guest, KIA, highlighted their newest vehicles on the show floor.
- The Innovation Zone featured automotive specialist, Gil Anchondo and upcoming artist, Jeremi Gopar as he showcased his skills painting unique designs on various pieces while visitors explored the host of products on display.
- CEDVA hosted a multitude of technicians as they enhanced their skill set directly on the show floor through various technologies offered.
- For the first time, INA PAACE Automechanika opened its Automotive Business Institute on the show floor. A seminar program specifically focused on offering business solutions to multi-shop owners, distributors and high-level executives. Speakers from Mercado Libre, Arturo Valladares Béjar and Mariano Vainstein engaged attendees with opportunities and insights on e-commerce. Flavio Huberto Borges Hidalgo left a captive audience wanting more as he presented a seminar focused on customer retention and quality service “Disney” style.

The trade show floor was complemented by a strong participation of buyers in the training program. Thousands of visitors seeking information on new equipment, technical advice and a forum to exchange new ideas took part in the educational seminar program. This program is supported by the distribution of a certificate of attendance for every class attended.

“We are elated at the amount of support that we have received this year. Our show floor has armed distributors, shop owners and technicians with the knowledge about new products, technology and the ability to become better trained and more efficient. This spectacular collection of automotive brands is a compelling reflection of INA PAACE Automechanika Mexico City’s position in the market” states Bridget Ferris, Show Director.

For more information on INA PAACE Automechanika Mexico City, visit [INAPAACEAutomechanika.com](http://INAPAACEAutomechanika.com).

### **About Industria Nacional de Autopartes (INA)**

The Industria Nacional de Autopartes, A.C. (INA) is a nonprofit association founded more than fifty years ago and is the largest organization of representation of companies in the auto parts manufacturing industry with interests in Mexico. INA has a membership of more than 70% of the national production of auto parts, an 85 billion dollar market, which is positioned as the fifth most important in the world. Based on the above, INA seeks to support sustainable growth and development of its members through the promotion of the global market and manufacturing of the automotive parts sector in Mexico.

### **About Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

The North American headquarters in Atlanta is currently producing eleven trade shows in the USA, Canada and Mexico across various

industries. For more information about Messe Frankfurt, please visit our web site at [www.MesseFrankfurt.us](http://www.MesseFrankfurt.us).