

INA PAACE Automechanika Mexico 2024 – A Resounding Success

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Mexico City, Mexico – INA PAACE Automechanika Mexico 2024, held in Mexico City from July 10-12, concluded with exceptional success, further solidifying its position as the premier trade fair for the automotive aftermarket industry in Latin America.

Record number of Visitors and Exhibitor Satisfaction

This year's event drew over 24,000 visitors from 57 countries, with strong representation from Latin America and other regions. The top 10 visiting countries outside of Mexico included the United States, Guatemala, Colombia, Costa Rica, Brazil, Ecuador, Canada, Chile, Taiwan, and Turkey, highlighting the event's broad appeal. A total of 575 exhibitors from 33 countries presented their products, indicating a significant increase in participation and regional coverage. Visitor satisfaction reached an all-time high, with 98% of attendees successfully meeting their goals at the event and 93% planning to return next year. Exhibitors expressed high satisfaction, with 83% pleased with the show and 85% intending to participate in the next edition.

Visitor Job Functions

INA PAACE Automechanika Mexico 2024 attracted a wide range of professionals from the automotive aftermarket industry. Key visitors included top management positions such as Managing Directors, CEOs, and division managers, as well as professionals in retail and wholesale. Technicians and mechanics from vehicle workshops and garages also attended. This diverse attendee profile highlights the event's importance as a crucial gathering for decision-makers and industry influencers, with 86% of the attendees having influence in purchasing and procurement decisions.

Showcasing Innovation and Industry Leadership

INA PAACE Automechanika Mexico 2024 continued to be a hub for innovation, with 575 exhibitors showcasing cutting-edge products and services across key sectors such as Parts & Components, Diagnostics & Repair, and Digital Solutions & Services. A significant highlight of the event was the Innovation4Mobility zone, which attracted 3,847 registered attendees over three days and reached over 2.35 million people digitally. This area featured exclusive giveaways, including high-value diagnostic equipment such as the PDL3300 scanner, injector pulse tester, signal simulator, and business model books, underscoring the event's commitment to supporting industry professionals with the latest tools and knowledge.

In addition, the Electric Vehicle Training Zone offered hands-on training and education, reflecting the growing importance of electric mobility in the industry. The focus on innovation was well-received, with a substantial majority of both visitors and exhibitors rating the representation of innovative products as "exceptionally satisfied." This year's event underscored its crucial role in driving innovation and setting industry trends within the Latin American market.

Ambassador Lounge

The Ambassador Lounge was a standout feature of INA PAACE Automechanika Mexico 2024, specifically designed to celebrate and support mechanics and other key members of the automotive industry. This special area created an exciting and dynamic space for professionals to network, collaborate, and carry on the valuable discussions started at the Automechanika Academy. Supported by top exhibitors in the industry, the lounge organized daily events where participants could have drinks, receive giveaways, and gain exclusive insights into the newest products and innovations that are influencing the automotive aftermarket.

Educational Excellence

The educational program, featuring the Automechanika Academy and specialized seminars, was a standout aspect of the event. It featured more than 90 sessions across the three days and attracted over 8,000 participants. These sessions, led by industry experts, covered essential topics such as digital transformation, sustainability, and market trends, which were highly valued by participants. Many attendees cited these educational opportunities as a key reason for attending, highlighting the event's significant role in professional development and industry education in the region.

International Aftermarket Summit

A highlight of INA PAACE Automechanika Mexico 2024 was the debut of the International Aftermarket Summit, held on July 9 and 10 as part of the Automechanika Automotive Week. This premier event brought together over 30 distinguished speakers and featured more than 20 sessions that explored pivotal trends and challenges shaping the automotive aftermarket. Industry leaders and experts engaged in high-level presentations and panel discussions covering critical topics such as digital transformation, the evolving global supply chain, and the impact of sustainability initiatives. With deep insights from prominent figures in major companies and organizations, the summit provided a valuable platform for thought leadership and strategic dialogue, further solidifying its status as an essential gathering for professionals eager to navigate and lead in a rapidly changing market.

“The auto parts and accessories industry is crucial for the growth of the automotive sector and is experiencing robust expansion. In this context, we face unprecedented challenges and opportunities such as digitalization, electromobility, and smart mobility, which require us to adapt, reinvent ourselves, and collaborate as an industry to overcome these challenges. In Mexico and Latin America, there was an urgent need for an event that would bring together leaders from the North American and Latin American parts sectors. I am pleased that IAS is now a reality, uniting leaders like Paul McCarthy, Bill Hanvey, Thomas Kerkhoff, Linus Holzwarth, and Teresa Carral, strengthening market connections and reinforcing our global leadership.” – Francisco González, Executive President at INA.

Economic Impact and Networking Opportunities

INA PAACE Automechanika Mexico 2024 also facilitated significant business opportunities, with 98% of attendees reporting successful reaching of their objectives. The event's role as a networking platform was further highlighted by the fact that 93% of visitors intend to return for the next edition, driven by the event's effectiveness in connecting them with new suppliers and business partners from across Latin America.

Looking Ahead

Building on this year's success, preparations are already underway for INA PAACE Automechanika Mexico Automotive Week, scheduled for July 15 to July 18, 2025. The next edition promises to deliver even more value, with expanded exhibition space, a broader range of products, and enhanced networking opportunities, ensuring it remains the key event for the automotive aftermarket industry in Latin America.

Bridget Ferris, Vice President of Mobility and Logistics Shows at Messe Frankfurt North America shared her enthusiasm: "We're absolutely delighted with the remarkable success of INA PAACE Automechanika Mexico 2024, which has firmly established itself as the premier trade fair for the automotive aftermarket industry in Latin America. The energy and engagement from everyone were truly outstanding, showcasing the growth and innovation that define our industry. We're already deep into preparations for next year's event, and we're committed to taking it to the next level, ensuring an even greater show."

About INA PAACE Automechanika Mexico

INA PAACE Automechanika Mexico is the leading international trade fair for the automotive aftermarket industry in Latin America, offering a comprehensive platform for business, networking, and education. It is part of the global Automechanika brand, organized by Messe Frankfurt.

To view the complete post-show report for INA PAACE Automechanika Mexico 2024, or to learn more about the 2025 edition, please visit our [[website](#)].

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