

# Press

## Press Release

INA PAACE Automechanika Mexico

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## **INA PAACE Automechanika Mexico City attracts top buyers at inaugural edition of combined show**

Nearly 20,000 automotive professionals from 36 countries across the globe crowded Centro Banamex in Mexico City for the inaugural exhibition, INA PAACE Automechanika Mexico City – the first edition of the combined event between ExpoINA and PAACE Automechanika Mexico City. Joining forces to produce one cohesive event serving the entire automotive OEM and aftermarket, the organizing associations APRA, INA, MEMA, SEMA and Messe Frankfurt, were pleased with the success of the show in both the size of the exhibition, as well as the quality of the visitors and international participation.

“The support from prominent exhibitors and the high quality of attendees demonstrate that INA PAACE Automechanika Mexico City will continue to be the one of the most important industry events for the automotive aftermarket in Latin and Central America,” says Oscar Albin, President of Industria Nacional de Autopartes, AC (INA). “We welcomed new and returning decision makers from renowned companies such as California, Calderon and Pronto, as well as the top automotive car manufacturers BMW, Ford, Volvo, Nissan, Toyota and others that benefit from the wide range of products, services and technologies offered at this event.”

The three day event, April 13 – 15, covered three halls, 452 exhibiting companies and more than 26,000 square meters of exhibit space – a substantial growth across both original events and a firm foundation for the new event’s future success. Key decision makers including distributors, shop owners and retailers connected with hundreds of the

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leading automotive aftermarket manufacturers from 21 countries as they announced new product launches, showcased the latest technologies and discussed the market trends.

The amount of global support for the 2016 event was overwhelming with participation from countries such as, Germany, Argentina, Turkey, Brazil and the United States. “The premier of INA PAACE Automechanika Mexico City was enhanced with the inclusion of exhibitors and attendees from more than 20 different countries around the world. The breadth of products and services showcased was comprehensive and set our event apart as the most important automotive event for the Latin market.” stated Dennis Smith, President of Messe Frankfurt, Inc. “Our global platform provides international manufacturers with a means to reach the market in Mexico and Latin America and be successful.”

#### **Educational Training Program receives positive feedback**

Creating a complete show experience and growing to 100 educational sessions, this much anticipated program offered more than 11,000 attendees the opportunity to gain practical training along with insight on the current trends facing the industry.

#### **High praise for special networking events**

In addition to the business on the trade show floor and the training in the seminar program, [INA PAACE Automechanika Mexico City](#) offered a host of activities for both the exhibitors and attendees alike to increase their opportunity to network.

The Procurement Roundtable was an excellent chance for exhibitors to converse with top automobile companies on the purchasing trends in the Latin market. Another event specifically focused on the exhibitor experience was our Automotive Cluster Pavilion. A prime platform for representatives across Mexico to spotlight their region's automotive activity and present opportunities for companies to become involved.

An added benefit to the attendees during INA PAACE Automechanika Mexico City was the student presentation. Focusing on the many methods to enter the automotive industry and ways to contribute to its growth, Ramon Zaragoza of General Motors was pleased to speak with the host of future automotive professionals.

The show floor also displayed a number of custom vehicles specifically for those interested in the personalization and specialty performance market, one of Mexico's fastest growing areas. New this year, a special area was carved out to meet the growing needs of our visitors interested in the heavy duty, commercial fleet segment. This area, the Truck Competence Corner, highlighted several products and services specific to this automotive sector.

[INA PAACE Automechanika Mexico City](#) is organized by Messe Frankfurt, Inc. in partnership with key industry associations [APRA](#), [INA](#), [MEMA](#) and [SEMA](#). Pleased with the commitment from sponsors [ANDELLAC](#), [ARIDRA](#), and the [US Commercial Service](#), among other groups, INA PAACE Automechanika Mexico City promises continued innovation, products and opportunities for exhibitors and attendees in the automotive aftermarket sector.

The second edition of [INA PAACE Automechanika Mexico City](#) will take place June 14 – 16, 2017 at Centro Banamex in Mexico City.

For further information, please visit:

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

### **Background information on 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.

### **Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organizers, 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 organized a total of 132\* trade fairs, of which more than half took place outside Germany. Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten 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 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 ten 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).