

# International showcase for commercial vehicle sector

Organisers of Automechanika 2017 say that trucks, vans, buses, the transport and logistics industries, as well as materials handling will feature strongly at the show, which takes place at the Johannesburg Expo Centre, Nasrec, from September 27-30.



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Serving not only SA but also the sub-Saharan African region and occurring only every two years, this year's Automechanika Johannesburg trade fair for the automotive aftermarket is the fifth edition of the show. For the first time, it will be colocated with related exhibitions, Futuroad Expo, Africa's first truly global commercial vehicle show and Scalex Johannesburg, serving the logistics and materials handling sectors.

Another first say the organisers as the show is the pioneer trade and business platform for the road transport-focused logistics sector.

The show organiser and brand owner of Automechanika Johannesburg are Messe Frankfurt, a subsidiary of Messe Frankfurt Exhibition, Germany.

The fact that the National Association of Automobile Manufacturers SA-supported Futuroad Expo is part of the offering will be seen by many in the industry as a significant development. The expo is a new commercial vehicle show that has evolved from the former Johannesburg Truck and Bus Show, which was held alongside the Johannesburg International Motor Show until its demise in 2013.

## From consumer facing event to business-to-business trade show

"The fact that Futuroad is now a four-day business-to-business trade show with a large, potential sub-Saharan trade visitor reach is more appropriate for local truck and bus manufacturers and distributors than the previous 11-day consumer-facing event," says Joshua Low, group exhibitions director at Messe Frankfurt.

This year's Automechanika Johannesburg will mark the fifth time since 2009 that this world-renowned brand for the automotive aftermarket has been staged in SA.

Over the years this biennial trade fair has established itself as a major event for the key players in the motor and related industries. It has grown not only in stature locally and internationally, but also in terms of the number of exhibitors that participate and trade visitor attendance.

## **Truck Competence signifies growing importance of transport sector**

Automechanika's Truck Competence sub brand, which distinguishes exhibitors offering products and services to the fleet and trucking sector, will once again be a feature, as it has at most global Automechanika trade fairs for the past five years. Truck Competence, which focuses on replacement parts, accessories, services and garage equipment for trucks and buses signifies the growing importance of the transport sector for aftermarket service providers.

At the Automechanika show in Frankfurt - the birthplace of the trade fair brand - more than 1,000 of the 4,820 exhibitors offered components, replacement parts, tools and equipment for servicing and maintaining trucks and buses in the retail industry.

The identification sign - an orange Truck Competence logo - will appear on all the relevant display stands where products and services for the truck and transport sectors are displayed, promoted, and demonstrated.

In addition to the exhibition, several conferences and events hosted by various trade associations will take place at Expo Centre, linked to the three shows, as part of the Automechanika Academy Programme.

*Source: Business Day*

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