

# Press

## Press Release

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### **Strategic partnership between INA and Messe Frankfurt established**

### **PAACE Automechanika Mexico City moves to new dates**

Two prestigious institutions are merging to create the most important exhibition for auto parts in Mexico with a mutual objective to promote the industry on a global level to attract new investments in line with the significant investment that the automotive industry is realizing in Mexico, incorporating a major added value domestically and regionally.

In an effort to better serve the market, Industria Nacional de Autopartes (INA) and Messe Frankfurt have joined forces to produce one cohesive event serving the entire automotive OEM and aftermarket which will increase the number of exhibiting companies and visitors. This venture will showcase a new model of exhibition, communication and integration with buyers, distributors, retailers, mechanic shops and students. Broad based industry support across all segments is the driving force for the future growth and success of the show.

PAACE Automechanika Mexico City is currently produced in partnership with Messe Frankfurt, and US based associations; APRA, MEMA and SEMA. This event has served the Mexican automotive aftermarket for 17 years. Since 2008, ExpoINA has been the leading exhibition servicing the Tier 1 and Tier 2 OEM suppliers and aftermarket companies in the Mexican automotive aftermarket.

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**New Dates bring Combined Synergies**

PAACE Automechanika Mexico City was previously positioned in July. However, with the merger of the two individual events, the new combined tradeshow and seminar program will be held April 13 – 15, 2016. The new dates will better accommodate the buying cycles of many automotive industry segments. It will also allow for a greater number of automotive organizations to participate. The event will remain at Centro Banamex, expanding into more halls to accommodate the additional exhibiting companies interested in showcasing their product offerings.

“The cooperation between the partners of PAACE Automechanika Mexico City and ExpoINA is a vision fulfilled to bring the strength and success of the Automechanika brand and INA’s strong commitment to the evolving automotive market in Mexico and Central America,” stated Dennis Smith, President, Messe Frankfurt Inc. and Oscar Albin, President of the Industria Nacional de Autopartes, AC.

The next trade show will be held April 13 – 15, 2016. Industry leaders are already in support and the event expects more than 600 exhibitors from around the globe to present their latest products and services on 30,000 square meters of gross exhibition space. Supplying an extensive horizontal and vertical product spectrum, this new venture will be the largest and most important event for the automotive aftermarket.

For further information, please visit: [www.PAACEAutomechanika.com](http://www.PAACEAutomechanika.com) and [www.ExpoINA.mx](http://www.ExpoINA.mx)

**Upcoming Press Conference**

The new partnership between ExpoINA and PAACE Automechanika Mexico City will be formally announced to the media on Thursday, August 27, 2015, at 9:00 a.m. at Centro Banamex, Room Diezmo 1.

### **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 €554 million in sales and employing 2,130 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 30 locations around the globe. In 2014, Messe Frankfurt organized a total of 121 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).

**Automechanika Events Around the Globe**

Moscow, August 24 – 27, 2015

Shanghai, December 2 – 5, 2015

Jeddah, January 26 – 28, 2016

St. Petersburg, March 15 – 17, 2016

Istanbul, April 7 – 10, 2016

Dubai, May 8 – 10, 2016

Birmingham, June 7 – 9, 2016

Frankfurt am Main, September 13 – 17, 2016

Buenos Aires, November 9 – 12, 2016

New Delhi, March 21 – 23, 2017

Kuala Lumpur, March 23 – 25, 2017

Madrid, March 2017

Chicago, Spring 2017

Johannesburg, May 31 – June 2, 2017