

Press release

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Registration has Officially Opened for INA PAACE Automechanika 2019

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New Features & Programs Extends Industry Reach

Registration for the 2019 edition of INA PAACE Automechanika Mexico City is now open. The event will take place July 10-12, 2019 at Centro Citibanamex in Mexico City. As Latin America's largest international trade show for the automotive aftermarket, OE manufacturing and service industry, the event will offer a showcase of eight product categories covering every segment within the market.

The events bring together product innovators, industry associations and research institutions to deliver a robust offering of networking and educational opportunities. With 500+ exhibiting companies, international media outlets and pavilions representing Germany, Italy, Taiwan, Argentina, Brazil and the USA to name a few, both visitors and exhibitors alike gain exposure to new opportunities to market their businesses.

The 2018 event attracted more than 29,000 visits. INA PAACE Automechanika Mexico City brings decision makers from across Latin and Central America that interact with every segment of the automotive aftermarket – together in one place to experience the latest in innovation. This event draws an array of visitors from industry executives and owners, to managers, distributors and mechanics.

“Each year, INA PAACE Automechanika Mexico City provides a diverse offering of products, services and technologies that represent the entire automotive aftermarket. We look forward to 2019 with an expanded show floor and even more features and networking opportunities for visitors to take advantage of,” said Bridget Ferris, Show Director, INA PAACE Automechanika Mexico City.

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Program Highlights

Educational Program: The popular training program gives attendees the opportunity to learn from industry leaders covering some of the principal advancements in the automotive aftermarket and specific to technicians – the most efficient ways to repair them. Those who attend will receive information on hot topics including diagnostics, transmissions, new mobile technology, lubricant, suspension, tools and more. In addition, you may receive a certificate following each session that you attend.

Innovation Zone: With the goal of encouraging more business interactions across the show floor, the Innovation Zone will not only be showcasing the latest products hitting the market, demonstrations of these innovations will be available during select hours.

Visitors interested in registering for the event, may do so [online here](#).

The cost of the event is \$100 pesos. Visitors are encouraged to register in advance to minimize wait times on-site for their badge and avoid the increased onsite price of \$200 pesos.

Additional information on the show and training sessions, including hotel information, can be found at link here.

www.INAPAACEAutomechanika.mx

Interested in exhibiting? For the USA or international pavilions, contact Jeffery Johnson at +1.678.732.2425. For Mexico, contact Jessica Ruiz, +011.52 (55) 5545 - 4488 ext. 116.

Connect with INA PAACE Automechanika Mexico City
(#AutomechanikaMexico)

- Twitter: <https://twitter.com/paaceammexico?lang=en>
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INA PAACE Automechanika Mexico City
Latin America's international trade show for the automotive aftermarket, OE manufacturing and service industry.
July 10 - 12, 2019

Press information and photographic material can be found [here](#)

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 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, organizing 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).

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces nine shows within the United States, Canada and Mexico. In addition to, INA PAACE Automechanika Mexico City, the North American portfolio of events includes Waste & Recycling Expo Canada, Municipal Equipment Expo Canada, Apparel Sourcing USA, Texworld USA, Home Textiles Sourcing Expo, Techtextil North America, Texprocess Americas and NACE Automechanika.

For more information, please visit our website at www.us.messefrankfurt.com.

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