

# Automechanika Joburg 2017 shares stage with three new shows

Next year's Automechanika trade fair for the automotive aftermarket, which takes place at the Johannesburg Expo Centre from 27-30 September, will be co-located with three new, related shows. The new shows are Futuroad Expo (Africa's international commercial vehicle show), Scalex Johannesburg (SA trade fair for transport systems, infrastructure and logistics solutions) and REIFEN (trade fair for the tyre industry).



Michael Johannes, vice president for mobility and logistics at Messe Frankfurt in Germany.

The announcement was made by Michael Johannes, vice president for mobility and logistics at Messe Frankfurt in Germany, at an Automechanika Johannesburg media conference held at the SA Festival of Motoring at Kyalami. All the shows will be organised by SA Shows Messe Frankfurt, a wholly owned subsidiary of Messe Frankfurt Exhibitions of Germany.

"This is a huge boost for businesses operating in the automotive and transport environments not only in South Africa, but also in sub-Saharan Africa," said show director Philip Otto.

"We believe this will now be a particularly attractive offering for business people north of our borders as we offer four specialised shows at one venue over a four-day period. The new arrangement enables us to optimise the synergies that exist between the industry sectors served by these related trade fairs," added Otto.

Next year's Automechanika Johannesburg will mark the fifth time that this trade fair for the automotive aftermarket has been staged in South Africa since the inaugural event in 2009. Over the years this biennial trade fair in Johannesburg, one of 15 in the world, has grown significantly both in terms of the number of exhibitors and visitors, but also regarding its importance in the African market.

## REIFEN co-location

Messe Frankfurt, the owner of the Automechanika brand, is in the process of co-locating the established REIFEN tyre expo brand with Automechanika trade fairs worldwide. Originally, REIFEN, which is owned by Messe Essen, was predominantly a German-based event although it had a subsidiary in China. It was first rolled out as a co-located Automechanika trade fair at the inaugural show in Birmingham in April this year and will be co-located at the premier Automechanika trade fair in Frankfurt from 2018. REIFEN provides a range of tyres and a spectrum of garage equipment and tools for the tyre sector.

Other product groups, besides tyres, which will be on display at the Johannesburg Expo Centre next year, will be: parts and components, repairs and maintenance, electronics and systems, accessories and customising, management and digital solutions, car wash, care and reconditioning, safari and off-road vehicles, government utility vehicles and trailers.

The various Automechanika product groups have been redefined to keep pace with the dynamics of the global automotive aftermarket. This includes developments such as electro mobility and the important factors of sustainability and care for the environment.

## **Futuroad Expo**

The Futuroad Expo replaces the Johannesburg Truck and Bus Show, which was previously co-located at the Johannesburg International Motor Show. The big change is that it will now be part of a four-day business-to-business trade fair instead of being located at an 11-day consumer exhibition and this change in direction has been welcomed by the local truck and bus industry.

Futuroad Expo will also include commercial vehicle body builders, suppliers of tracking and navigational systems, home base refuelling systems, fleet management systems, cross border services, hoists and cranes as well as specialised utility vehicles such as ambulances, police vehicles, first and rescue vehicles and waste compactors.

## **Scalex Johannesburg**

Scalex Johannesburg 2017 is a trade fair for the logistics sector to provide a dynamic business platform for this vital cog in the global economy. "The indispensable role of the logistic sector, with all the complexities it embraces, is a key contributor to business operations in the supply chain and a crucial element for economic growth," added Otto.

"Nowhere is this more apparent and necessary than in Sub Saharan Africa, with its large number of land-locked countries, where logistical services are very dependent on road transport and will remain so for decades to come," concluded the show director.

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