

Press release

March 9, 2023

## Registration Opens for INA PAACE Automechanika Mexico 2023

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### 25th Anniversary Edition offers New Features & Programs Extending Industry Reach

Registration for the 25<sup>th</sup> Anniversary edition of [INA PAACE Automechanika Mexico](#) is now open. The event will take place July 12 - 14, 2023 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 [ten diverse product categories](#) covering every segment within the market.

"We are thrilled to be celebrating 25 years in the Latin American automotive aftermarket and are looking forward to the next 25," stated show organizer, Bridget Ferris, Vice President, Mobility & Logistics, Messe Frankfurt Inc. "We invite the industry to come and join us as we launch new features and initiatives this year to continue serving as the premier platform for automotive suppliers, distributors, shops and techs to connect."

With an estimated 400+ [exhibiting companies](#), international media outlets and pavilions representing Germany, Spain, 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 events bring together product innovators, industry associations and institutions to deliver a robust offering of networking and educational opportunities.

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## **Event Highlights**

INA PAACE Automechanika Mexico also serves as a forum for the industry to learn and stay up to date on the latest innovations and state-of-the-industry education. The 2023 edition is designed to offer insightful and informative sessions for every role and level of experience across all segments of the industry.

## **Collision Pavilion**

A new feature on the show floor, the Collision Pavilion area is hosted by [IBIS, the International Bodyshop Industry Symposium](#). This area will contain a collection of exhibitors showcasing products and services specifically for the collision and repair industry. In addition, seminars designed to cover the latest news and trends for this segment will be offered. IBIS will also be hosting their annual Summit, IBIS LATAM on Thursday, July 13 at the show. For more details on the Summit, visit the [IBIS website](#).

## **Delivery Competence**

Expanding into the area of motor bikes, motorcycles and small delivery vehicles, Delivery Competence opens up onto the floor with a variety of exhibits, showcases, tools and equipment catering to this unique market segment.

**Educational Program:** From the newly created, [Future Forum](#) – educational insight for the C-level executives to the uber popular training program – [Automechanika Academy](#) for the shop owners and technicians, INA PAACE Automechanika Mexico covers it all.

The variety of educational programs 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 new trends, diagnostics,

transmissions, new mobile technology, lubricant, suspension, tools and more. In addition, there is a certificate provided at the completion of each session.

Registration is open. Visitors interested in attending the event, may sign up [online here](#).

The cost of the event is \$150 pesos. Visitors are encouraged to register in advance to minimize wait times on-site for their badge and avoid the increased onsite price of \$300 pesos.

Additional information on the show and training sessions and other event related activities can be found here.

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

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organizers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organizes events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. 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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces and manages shows within the United States, Canada, and Mexico. In addition to INA PAACE Automechanika Mexico, the North American portfolio of events includes Texworld New York City, Apparel Sourcing New York City, and Home Textiles Sourcing, Texworld Los Angeles, Apparel Sourcing Los Angeles, Techtexil North America, Texprocess Americas, The Clean Show, Formnext USA, SPS Atlanta, Waste & Recycling Expo Canada, and Process Expo.

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