



messe frankfurt

futuroad expo
JOHANNESBURG

19-21 Novemebr 2024

Johannesburg Expo
Centre, Nasrec

An international trade fair on the African continent which targets a visitor audience from across the Sub-Saharan region for the truck, bus and commercial vehicle sectors.

www.futuroad.co.za



Co-located event

automechanika
JOHANNESBURG

A comprehensive business platform for the truck, bus and commercial vehicle sectors

Brought to you by Messe Frankfurt South Africa, Futuroad Expo Johannesburg is the most comprehensive business platform for the Truck, Bus and Commercial Vehicle Body Sectors.

As the first and only truly international trade fair of its kind on the African continent, Futuroad attracts a visitor audience from across the sub-Saharan region, making it the ideal platform to grow your business footprint. The event will take place at the Johannesburg Expo Centre, Nasrec from 19 - 21 November 2024 .

Now featuring a truck test drive area



Top 5 reasons to exhibit

1. A business opportunity to consolidate and expand your business in South Africa and the sub-Saharan African Region.
2. The largest international trade fair and business platform in Africa for the Truck, Bus and Commercial Vehicle Body Sector in the sub-Saharan African Region.
3. Increase your business footprint by generating high quality sales leads over the four days.
4. Futuroad is the ideal venue for launching new products into the market to a targeted audience.
5. Meet existing and potential new clients, acquire new leads, make new business contacts.

"The show was very successful for us. We aimed to reach into Africa and we had a lot of enquiries from trade visitors from Nigeria, Zimbabwe, Zambia, Tanzania, and Kenya. Our stand position in the Futuroad hall was very good and we did not expect such strong visitation."

Fred Bengsch, Director, Diesel-Electric (Rand)

The most valuable value proposition for the commercial vehicle sector

Be part of the largest and most comprehensive trade fair and business platform for the Truck and Commercial Vehicle Sector in sub-Saharan Africa; not to be an active participant is to miss out on the personal contact, business potential and opportunities that can only be unlocked at a trade fair of this stature!

Who should exhibit?

- Manufacturers & distributors of new heavy, medium and light commercial vehicles
- Truck trailers & superstructures
- Liquid and bulk transport bodies
- Truck bodies & refrigeration
- Hoists, cranes
- Buses
- Mini-buses
- Luxury coaches
- Bus & coach bodies
- Specialised utility vehicles- ambulances, police vehicles, fire & rescue vehicles; waste compactors
- Specialised security vehicles
- Tracking, navigational systems
- Fleet management systems
- Home base refuelling systems
- Cross border services
- Service providers to the commercial vehicle sector
- Service providers to truck & bus fleet owners
- Cross Border Transport Infrastructure
- Media, trade associations and relevant stakeholders

"A fresh new start of a B2B concept with great potential for future growth. It gives us a good opportunity to establish new contacts in the sub-Saharan African Region and it was worthwhile to be part of Futuroad Expo."

**Alexander Taftman, Product, Marketing, and Business Development Director;
Scania South Africa**



Event Overview 2023



5 572

Attendees



18

Countries represented



670

Exhibiting companies



10 440 sqm

Total exhibition space



Participate for Business Success



We look forward to seeing you in 2024

Be a part of the largest business-to-business platform for the automotive aftermarket, truck, bus and commercial vehicle sectors in sub-Saharan Africa.

Contact us

Business Development and Portfolio Director

Tracy Gounden
 Tracy.Gounden@za.messefrankfurt.com
 +27 10 599 6166 | +27 82 063 8157

Sales Coordinator

Ngcali Ngcotsho,
 Ngcali.Ngcotsho@za.messefrankfurt.com
 +27 66 229 3225

Date

19-21 November 2024

Location

JHB Expo Centre, Nasrec

Website

www.futuroad.co.za

Organiser

Messe Frankfurt South Africa (Pty) Ltd
 1st floor, Building 16, The Woodlands Office Park
 20 Woodlands Drive, Woodmead
 Sandton, 2191, Gauteng, RSA
 Tel: +27 10 599 6150

Thank you to our 2023 Sponsors & Partners

