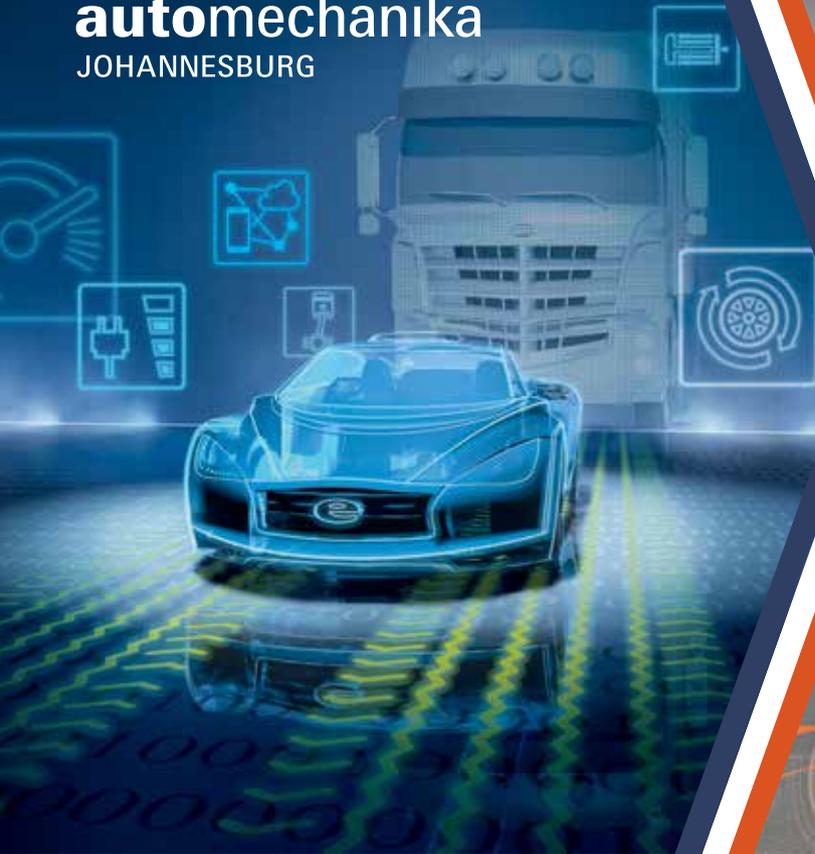


**automechanika**  
JOHANNESBURG



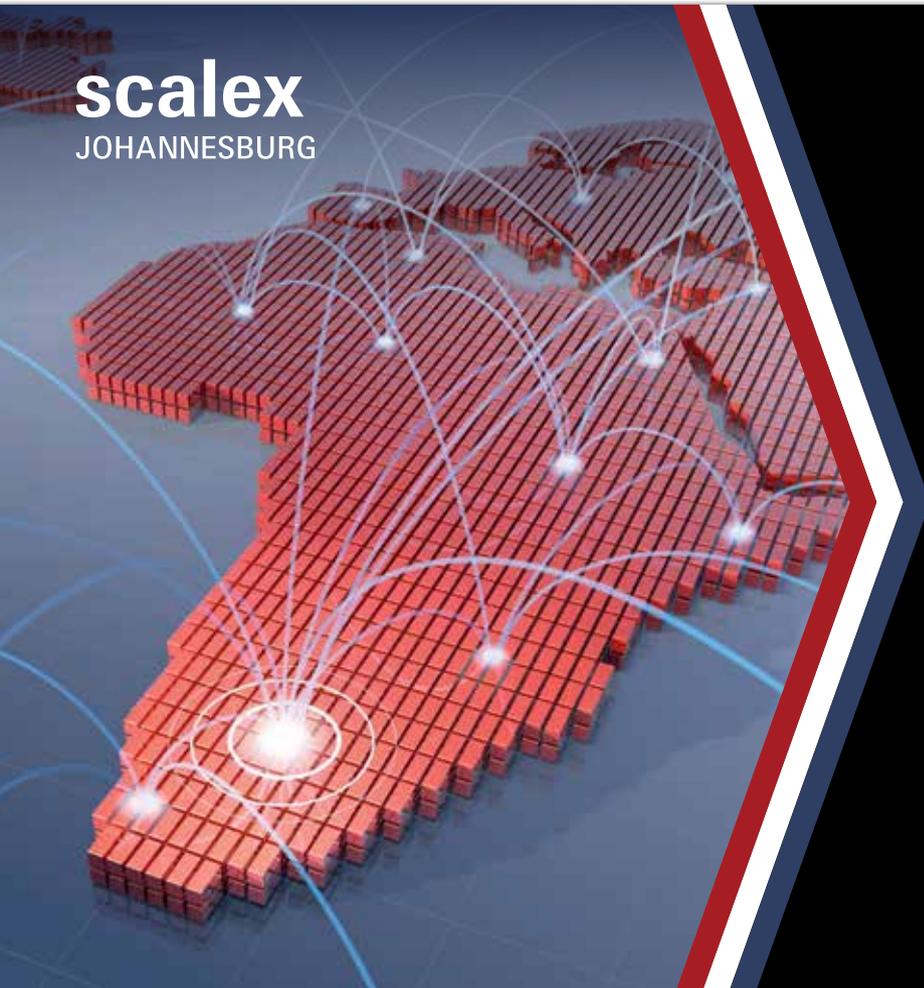
**futuroad expo**  
JOHANNESBURG



# Post Show Report 2017

27 – 30 September 2017, JHB Expo Centre, Nasrec

**scalex**  
JOHANNESBURG



**NO. 1 IN TIRES AND MORE**  
LICENSED BY MESSE ESSEN

 messe frankfurt

# Message from the Group Exhibitions Director

The fifth edition of Automechanika Johannesburg, held at Expo Centre Nasrec from the 27th to the 30th September 2017, continued its steady growth as the largest and most important business platform for the automotive service sector in sub-Saharan Africa.

Co-located with the Futuroad Expo and Scalex Johannesburg, the event enjoyed wide industry support, as evidenced by the endorsement of leading industry associations.

A total of 17 conferences and workshops, 620 exhibitors from 26 different countries and over 16 000 square meters in exhibition space, enabling visitors to acquaint themselves with the latest developments and technologies in the respective industry sectors.

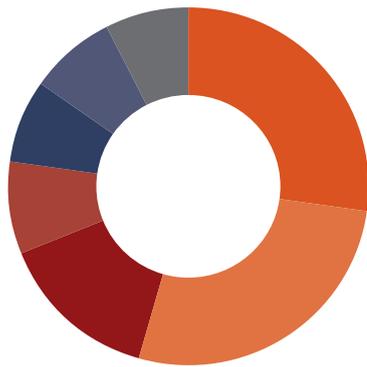
We would like to take this opportunity to extend our thanks to our Exhibitors for their enthusiasm, professionalism, hard work and co-operation in making this exhibition a success, and to the association bodies who continue to support and endorse this event – we look forward to welcoming you back to another successful show in 2019.



**Joshua Low**  
Group Exhibitions Director



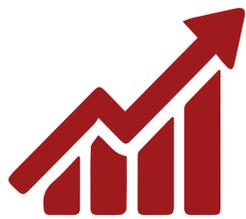
## Visitors from African countries



- Zimbabwe 89
- Lesotho 88
- Botswana 47
- Namibia 27
- Zambia 25
- Mozambique 25
- Kenya 24

### Other African countries

- Angola
- Democratic Republic of Congo
- Egypt
- Ethiopia
- Gabon
- Malawi
- Mauritius
- Morocco
- Nigeria
- South Sudan
- Swaziland
- Tanzania
- Uganda



**43%**

increase in visitor attendance from 2015

**80%**

increase in African visitors from 2015



**12 781**  
Attendees



**363**  
sub-Saharan visitors



**212**  
VIP



**1 584**  
Conference delegates



**620**  
Exhibiting companies



**26**  
Exhibiting Countries



**68**  
Media



**8**  
Country pavilions

## Visiting Countries



# automechanika

## JOHANNESBURG

Automechanika, the largest business platform for the automotive aftermarket sector on the African continent was well supported. Covering the entire value chain of the automotive aftermarket industry, visitors were able to make new business connections, strengthen their current relationships and view the latest industry trends and innovations.

*"The show exceeded our expectations, it was better than 2015 with a lot more interest from local and African trade visitors. We'll be back in 2019."*

**Giulio Fotia, Marketing Director, Wynn's South Africa**

### Dedicated Automotive Aftermarket conferences:

- Fuel Retailers Association Conference
- Motor Industry Staff Association Industry Breakfast
- Motor Industry Workshop Association workshop
- MPEA and TDAFA – AGM of NEC
- RMI/IMI Mobility and Skills Conference
- Doing Business in Africa seminar
- Collision Repairers Association conference
- Autobarn Conference
- SAMBRA Highveld AGM and Conference
- SADFIA/ERA Conference
- Turbocharger Remanufacturers Association Technical Training



# futuroad expo

## JOHANNESBURG

2017 saw the official launch of Futuroad Expo Johannesburg – previously a part of the erstwhile Johannesburg International Motor Show. The event certainly proved itself as the most comprehensive truck, bus and commercial vehicle business platform in sub-Saharan Africa.

*“Very successful Show; it gave us the opportunity to meet with all our high-profile customers and to get new customers. We are already planning our participation in 2019!”*

Awny Sadek, Managing Director, MCV South Africa

### Dedicated Futuroad conferences:

- NAAMSA Truck Breakfast
- SAC Trucks workshop
- Road Freight Association conference
- SABOA Gauteng Bus Indaba



# Industry related conferences and workshops

The biennial Automechanika Johannesburg trade fair for the automotive aftermarket has been a mecca, since its inception in 2009, for motor industry-related organisations to hold conferences, workshops, and meetings. This was again the case in 2017 with 12 events being staged during the four-day business-to-business trade show at Expo Centre, Nasrec.

“We like to think of Automechanika Johannesburg as being the ideal opportunity for members of this important industry to get together for conferences while the delegates also have the opportunity of talking a walk through the comprehensive range of displays,” commented Konstantin von Vieregge, CEO of the organisers, Messe Frankfurt South Africa.

“This year these events were hosted during Automechanika Johannesburg which was co-located with Futuroad, a NAAMSA-backed truck and bus show. This resulted in the heavy commercial vehicle manufacturers and distributors having an industry breakfast as well as their regular NAAMSA meeting at the show.

“Doing Business in Africa was a very relevant conference for Automechanika Johannesburg, where there is an increasing need to assist businesses and organisations to grow their business in African countries, particularly those in the Sub-Saharan region. This event, organised by Messe Frankfurt, was well-attended and provided a great deal of information for would-be exporters from South Africa.

“Major umbrella industry bodies RMI and MISA made use of Automechanika for member events. In the case of MISA, it was an industry breakfast, while the RMI and Institute of the Motor Industry of the United Kingdom co-hosted a mobility and skills conference.

“Attendance at the conferences was good and several international speakers gave a global perspective to the

subjects they addressed,” added Von Vieregge.

Other organisations which had conferences or workshops during this popular trade fair included the Fuel Retailers’ Association (FRA), SA Bus Operators’ Association (SABOA), Motor Industry Workshop Association (MIWA), Motor Parts and Equipment Association (MPEA), Tyre Dealers and Fitment Association (TDAFA), Collision Repairers’ Association (CRA), Road Freight Association (RFA), SA Motor Body Repairers’ Association (SAMBRA), SA Diesel Fuel Injection Association (SADFIA), Engine Remanufacturers’ Association (ERA) and Turbocharger Remanufacturers’ Association (TRA), while retailers Autobarn and SAC Trucks also staged events during the show.



# In Pursuit of Innovation

**automechanika**  
innovationaward

Winners of the Automechanika Johannesburg 2017's Innovation Awards competition were announced at the opening presentation ceremony on Wednesday 27 September 2017.

This year's Innovations Awards competition welcomed dozens of entries deemed by their manufacturers or distributors to incorporate innovative qualities. From an automotive viewpoint, these products are considered to be game-changing from an OE or aftermarket perspective.

Six products out of nearly two dozen that were entered were honoured for their innovative qualities following evaluation by a jury of automotive experts. Following two rounds of assessment – which includes physical examination of the products – the jury decided which items they perceive to be the most innovative. In getting to that point they assessed a host of factors, scoring the items not only in terms of pioneering prowess, but also for perceived quality, practicality, efficiency, benefits to users, environmental friendliness and value for money.

## Jury members



Jakkie Olivier  
RMI



John Ellmore  
RMI



Dr. Norman Lamprecht  
NAAMSA



Renai Moothilal  
NAACAM



Gideon de Klerk  
Partinform



David Furlonger,  
industrial editor of  
the Financial Mail.

## And the winners are...



### Gold: Bosch's KTS Diagnostic Tester

Jury members described it as a small, super-efficient device which promoted diagnostic competence and workshop efficiency using simple, quick and easy-to-operate technology.

### Silver: Monroe's OE Spectrum shock absorber

In their summation, the jury said: "Monroe has responded with a shock absorber for the aftermarket which offers

twice the usual number of internal tuning points to promote driving precision, agility and responsiveness. In this sense, the product helps to support road safety. What's more, it's backed by an extended, five-year warranty."

### Bronze:

### Qwerty Tyre Solutions Str8-Lign Wheel Alignment unit

Developed in Durban by start-up organisation Qwerty, the laser-based system took two years to reach manufacturing stage and, since April, has been undergoing tests with vehicle manufacturers, wheel alignment specialists and industry bodies, among them Toyota Gazoo Racing, Thomas Tyres, SupaQuick and Tune-Tech BMW.

### Highly Commended certificates were awarded to:

- Gondolier, for its Walcom Carbonio 360 Spray Paint Gun
- Jackhub, for its electronic vehicle jack
- Wise Cracks, for its Apollo Windscreen Repair Kit.

# Product launches

**Eicher**, part of the global Volvo Group, was launched in South Africa only two months before the show with the introduction of its Pro 3000 medium range. They took the opportunity to launch the larger Pro 6000 heavy truck range at Futuroad.



The **FAW** display included a preview of the 33.420FT truck-tractor which goes into local production early in 2018, as well as an example of the 8.140 freight carrier which was fitted with an Allison automatic transmission, and a 33-seater bus, built by Busmark on an 8.140 chassis.



Several executives from **Hino** Japan came to South Africa to attend the launch of the Wide Cab 500 range expanded from five models to 12. The Hino display featured two examples of the new Wide Cab 500, as well as a 700 truck-tractor, a 300 medium commercial and a Dyna, which is now classified as a light commercial vehicle.



The big news from **Powerstar** is that the company has come to an arrangement with Foton to rebrand its 3-, 5- and 8-ton trucks as Powerstar models so that the brand now has a range going from medium commercial vehicles to extra-heavy truck-tractors and construction trucks.



**Total** used its display stand to promote its technologically-advanced Rubia Optima 15W-40 engine oil for heavy duty on-road vehicles. Total claims independent laboratory tests have shown that engines using Rubia Optima exhibit 55% less wear for lower maintenance costs, 70% less deposits for longer engine life and 83% less oxidation for better performance.



**Oily SA**, an authorised representative of Gazpromneft Lubricants, is a newcomer to the South African lubricant market from Russia. The company produces more than 500 000 tons of lubricants per year with five production sites in Russia, Italy and Serbia and sales in 50 countries in the world. The comprehensive product range also includes greases, coolants, and flushing oil.



**Blue Chip Lubricants**, the first majority black-owned oil firm, launched as the blender of base oils from Q8Oils, which is part of the Kuwait Petroleum Corporation.



**Tata Motors Limited**, which is among the Top 10 global truck and bus manufacturers, used the Futuroad platform to launch its new range of Heavy Commercial Vehicles starting with the ULTRA truck, the Business Utility Vehicle. .



# Stand Awards

The high quality of the display stands at this year's Automechanika Johannesburg trade fair for the automotive aftermarket and the Futuroad truck and bus show at Expo Centre, Nasrec, was praised by the judges.

Platinum awards, which are the pinnacle of excellence, went to Robert Bosch's outdoor display, which was a replica of a Bosch Service Centre, in the Automechanika category and to Tata Automotive for their comprehensive indoor display in the Futuroad hall, which included a Tata racing truck imported for the show from India.



**Robert Bosch at Automechanika Johannesburg**



**Tata Automotive indoor display**

## Automechanika Stand Award winners...

**Gold Awards:** Aer-O-Cure; Auto X; China Pavilion; German Pavilion; Mann and Hummel Filters South Africa; Mansons International; Mineral Circles Bearings; SAC Trucks; Standard Bank; Taiwan Pavilion; Tenneco Ride Control South Africa (Monroe); Trysome Auto Electrical; Turkey Pavilion; ZF Services.

**Silver Awards:** ADR Group of Companies; Amara Raja Batteries; Amaron; Apollo 21; Bidvest Panalpina Logistics; BPW Axles; C&J Services; Celette SA; Diesel-Electric Group of Companies; Gilbarco AFS; Jingu Wheel; KTR Kalundu and POS Holland; Launch Technologies SA; Natric Wheel and Tyre; O'Green Metaforge; Sehun; Shenzhen i-Like Fine Chemical; Total South Africa; Transportation Components.

**Bronze Awards:** Alert Engine Parts; Automotive Brands SA; Autopart SA; Balev EOOD Areon; Blue Chip Lubricants Q8; DB Schenker South Africa; Donaldson Filtration; Eaton Truck Components; EOSTRA Fleet Management & Logistics (Outdoor); G.U.D. Holdings; H and H Chemical Services & Solutions; Hurricane; Klingspor Abrasives; Leaderquip Auto Services; Michelin Tyre Company SA; Oily SA; Partinform; Pointer; Quanxing Power Steering; Royale Energy; Sampa Otomotiv San. Ve Tic. A.S; SL Turbo; Syco Machinery; Wheelquip; Wynn's Oil SA; Xingtai Longyang.

## Futuroad Stand Award winners...

**Gold Awards:** Powerstar SA; Africa Truck Parts & Wheels; FAW Vehicle Manufacturers SA; Scania South Africa; AFRIT (Outdoor).

**Silver Awards:** BPW Axles; Hino SA; VECV South Africa; GRW (Outdoor); Henred Fruehauf (Outdoor); Icecold Bodies (Outdoor); Exxon Mobil.

**Bronze Awards:** Jungheinrich South Africa (Pty) Ltd; MCV South Africa; Trailer Sol; Serco Industries (Outdoor).

*"I was most impressed with the professionalism of the exhibitors in terms of both their display stands and the way those working on the stands interacted with the many business-to-business visitors who attended the four-day event."*

**Joshua Low, Group Exhibitions Director for  
Messe Frankfurt South Africa**

# What our exhibitors had to say

*"Our strategic objective was to meet independent workshops and we are pleased to say that we achieved this objective, and then some!"*

**Gary Kaiser, Marketing Manager, Robert Bosch Africa**

*"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 2017."*

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

*"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)**

*"Great to be part of a well organised exhibition. Our money and time was well spent and we had a very positive reaction from our Turkish suppliers and shareholders"*

**Jacques Laubscher, Managing Director, Hidros SA**

*"Absolutely amazing opportunity to network with industry related businesses and market our own. Being an exhibitor has been priceless. We are definitely going bigger in 2019!"*

**Christoff Cronjé, Director, Web Directories**

*"As an entrant to the Southern African market, we found our presence to be impactful and productive. The size of the show offered networking opportunities. We shall be back in 2019!"*

**Bogdan Shestopalov, Commercial Director, Euro Africa Trade Solutions**

*"First time exhibiting and we had a tremendous response and a lot of interest in the solar kits"*

**Roberto Soares, Director, Trailer Sol**

# Thank you to our Endorsing Partners and Associations

Endorsed by:





## We look forward to seeing you in 2019.

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

To book your space in 2019, contact

**Show Director Tracy Gounden on**

**[tracy.gounden@southafrica.messefrankfurt.com](mailto:tracy.gounden@southafrica.messefrankfurt.com)**

**or +27 10 599 6166**

## Messe Frankfurt South Africa 2018 Calendar of Events

Event		Date	City
	Premier sourcing event on the African Continent bringing together suppliers, manufacturers, service providers and buyers all under one roof.	20 – 21 June 2018	CTICC, Cape Town
	Going for its 10th year, the Photo & Film Expo is Africa's largest photography and imaging event on the continent.	26 – 29 July 2018	Johannesburg
	South Africa's only interactive motor show with OEM participation featuring on-track test drives, super cars, 4x4 village, a handling track and skidpan area, motoring legends and some of the latest models manufacturers have to offer.	31 Aug – 02 Sept 2018	Kyalami Circuit, Johannesburg
	Co-located with the SA Festival of Motoring, this premier event is a showcase of the latest in boating, fishing, marine lifestyle and water sports.	31 Aug – 02 Sept 2018	Kyalami Circuit, Johannesburg
	The Western Cape's inaugural premier automotive aftermarket Exhibition and Conference for the automotive, truck, bus and commercial vehicle sectors.	17 – 18 Oct 2018	CTICC, Cape Town
	A water display of power cruisers, sailing catamarans, fishing and leisure craft, coupled with a showcase of the latest in engines, marine electronic equipment and boating lifestyle exhibits.	19 – 21 Oct 2018	V & A Waterfront, Cape Town
	The international Apparel, Textile and Footwear trade exhibition with over 200 exhibitors from 10 different countries.	20 – 22 Nov 2018	CTICC, Cape Town