

Media Release
For Immediate Release
18 September 2026

Automechanika Johannesburg Builds Continental Momentum as Regional Roadshows Set Sights on Gallagher Convention Centre

Automotive aftermarket buyers, workshop owners, and fleet operators from across Southern Africa are gearing up for the continent's premier automotive trade event: Automechanika Johannesburg 2026.

Scheduled to take place at Gallagher Convention Centre from 27 to 29 October 2026, the international trade fair serves as the flagship event connecting regional trade buyers directly with leading global parts manufacturers, tier-one replacement component brands, advanced diagnostic tool specialists, and workshop equipment suppliers.

"Automechanika Johannesburg serves as the ultimate catalyst for regional businesses seeking to seize emergent aftermarket opportunities and secure reliable supply partnerships," states Michael Dehn, Managing Director of Messe Frankfurt South Africa.

Delegates visiting Automechanika Johannesburg 2026 will gain direct, face-to-face access to a wide spectrum of international pavilions and premier component brands spanning powertrain components, braking systems, suspension and steering, workshop hydraulics, tyres and batteries, automated collision repair equipment, and cutting-edge digital diagnostics.

For regional importers, distributors, and procurement managers, the three-day platform offers an unmatched environment to negotiate direct dealership agreements, bypass intermediate supply tiers, secure competitive wholesale terms, and identify alternative sourcing routes in an increasingly dynamic aftermarket.

Regional Momentum Gathers Pace

Decisive regional momentum for Automechanika Johannesburg continues to be garnered through the Automechanika Africa Connect roadshow series, which recently engaged automotive industry bodies, parts distributors, and commercial fleet operators in Zambia and Zimbabwe.

Automechanika's roadshow initiatives are specifically designed to foster cross-border trade, establish durable supply chains within the Southern African Development Community (SADC), and showcase the tangible commercial value that attending Automechanika Johannesburg delivers to regional buyers.

"The Africa Connect roadshows underscored the urgent need for aftermarket businesses to modernise their service offerings and supply capabilities in response to rapid technological transformation across global supply chains", continues Dehn.

Addressing delegates in Lusaka and Harare, keynote speaker Greg Cress, Principal Director for Automotive and eMobility at Accenture South Africa, delivered a presentation examining the '*Five Forces Driving Unprecedented Change in Automotive in 2026.*'

Cress's presentation linked the evolution of battery chemistry, autonomous driving, digital infrastructure, artificial intelligence, and software manufacturing to practical commercial opportunities for the African continent.

"African raw material producers hold an extraordinary advantage to supply global battery production lines," said Cress. "Our local manufacturing hubs can deliver tailored electric mobility solutions for long-haul freight, regional mining operations, and public transport fleets across Southern Africa," he added.

Cress's presentation also highlighted major breakthroughs in energy density and charging speeds that will redefine commercial transport. He highlighted how next-generation solid-state batteries and ultra-fast charging systems are achieving ranges exceeding 1 500 kilometres on a single charge. This technological leap overcomes historical limitations regarding vast travel distances and electrical grid constraints across key Southern African development corridors.

Autonomous safety features and Vehicle-to-Everything connectivity form the second and third forces reshaping the automotive industry. With automated systems recording higher safety levels than human drivers globally, the adoption of Advanced Driver Assistance Systems (ADAS) presents lucrative commercial opportunities for regional businesses.

Bringing It All Together

"Our Africa Connect engagements confirmed that automotive enterprises across Southern Africa are eager to expand their supplier networks, adopt modern diagnostic capabilities, and source proven replacement components directly from world-class brands. The upcoming show at Gallagher Convention Centre is engineered to deliver exactly those commercial connections under one roof," Dehn states.

"By uniting strategic forward-looking insights with hundreds of exhibiting suppliers, Automechanika Johannesburg 2026 stands ready to equip regional trade buyers with both the physical inventory and technical expertise needed to thrive in an evolving automotive landscape," he concludes.

Registration for trade visitors is now open, and industry professionals are encouraged to secure their free trade visitor tickets ahead of the event.

Register here to visit Automechanika Johannesburg 2026: <https://app.messereg.com/events/visitor/automechanika-johan2026>

For more information about exhibiting Automechanika Johannesburg 2026, please visit www.automechanikasa.co.za or contact Tracy Gounden at tracy.gounden@za.messefrankfurt.com

PRESS CONTACT

Jana Grobler, Marketing Manager | Messe Frankfurt South Africa (Pty) Ltd
jana.grobler@za.messefrankfurt.com | www.za.messefrankfurt.com

Links to websites:

<https://automechanika.za.messefrankfurt.com/johannesburg/en.html>

Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information

