

**Media Release
For Immediate Release
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Automechanika Africa Connect Continues Momentum with Successful Dar es Salaam Event

Dar es Salaam, Tanzania – 22 July 2026 – Automechanika successfully hosted the third stop of its Africa Connect Roadshow today in Dar es Salaam, Tanzania, bringing together automotive industry professionals for a day of networking, knowledge sharing and business development.

The Tanzania event follows two successful Africa Connect engagements held earlier this year in Egypt and Botswana, reinforcing Automechanika's commitment to strengthening relationships across Africa's fast-growing automotive aftermarket.

With over 80 registrations, industry stakeholders had the opportunity to connect, exchange ideas and gain insights into the latest developments shaping the automotive sector across the continent.

The Africa Connect Roadshow continues its journey across the continent, with the next stops in Windhoek, Namibia, in August, followed by Lusaka, Zambia, in September, before culminating at Automechanika Johannesburg in October.

"Africa Connect continues to demonstrate the importance of creating opportunities for the automotive community to engage, collaborate and prepare for the region's leading trade exhibition," said Tracy Gounden, Portfolio Director of Automechanika Johannesburg and Messe Frankfurt South Africa. "We are delighted with the strong response in Tanzania and look forward to welcoming even more industry professionals to Johannesburg later this year."

The Africa Connect Roadshow serves as a platform to connect automotive businesses across key African markets while building excitement for the **11th edition of Automechanika Johannesburg**, taking place from **27–29 October 2026** at the Gallagher Convention Centre in Johannesburg, South Africa.

As sub-Saharan Africa's leading international trade fair for the automotive service industry, Automechanika Johannesburg will once again bring together manufacturers, distributors, suppliers, workshop professionals, fleet operators and industry decision-makers to showcase the latest products, technologies and innovations driving the sector forward.

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

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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

