

Press release

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INA PAACE Automechanika Mexico goes completely digital for 2021

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INA PAACE Automechanika serves the automotive aftermarket on a new digital platform

Understanding that nothing will ever replace face-to-face interaction, COVID-19 continues to negatively impact the global business industry and after thoughtful consideration of the current climate in Mexico, the organizers of [INA PAACE Automechanika Mexico](http://www.inapaaceautomechanika.com) have made the decision to take the event completely digital. Originally slated to occur in-person in the city of San Luis Potosí, the dates will remain, December 1 – 3, 2021.

“The health and safety of our exhibitors, visitors and staff is of the utmost importance and for that reason, we are moving the event from in-person to digital,” stated Bridget Ferris, Show Director, INA PAACE Automechanika Mexico. “We understand and appreciate the responsibility that we have in serving the automotive aftermarket and we are excited to launch this dynamic event in a digital environment.”

With the aim to continue business networking through these unprecedented times, the 2021 edition was pre-planned as a hybrid model to support the international exhibitors facing travel restrictions. This factor created a smoother transition to a fully digital event.

Supplying an extensive horizontal and vertical product spectrum, and with the returning support of long-standing exhibitors, international and domestic participation, INA PAACE Automechanika Mexico will open this December with many of the same features found on the trade show floor. This edition will include a full display of exhibitor listings covering each of the product categories, automotive trainings, AI matchmaking and more.

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In addition, a comprehensive, industry-leading educational program will run alongside. Topics will range from new technology, diagnostics, repair and maintenance, to best business practices amidst a global crisis. Comprised of thought leaders and automotive experts, these interactive discussions will share insights on how to collaborate, connect and grow your business.

INA PAACE Automechanika Mexico represents Latin America's largest international trade show for the automotive aftermarket, OE manufacturing and service industry and looks forward to maintaining the position where industry professionals can gather to exchange knowledge, new ideas, and do business – whether in-person or digitally.

“As the leading automotive event in Mexico, pursuing a fully digital event offers our exhibitors the opportunity to remain connected to the market and we are pleased at the enormous amount of support that we have received from the automotive aftermarket brands. We look forward to connecting them to the Latin American automotive community digitally this December,” noted Oscar Albin, President of the National Autoparts Industry C.A.

Additional information can be found on the event website at www.INAPAACEAutomechanika.com

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[Press information and photographic material](#)

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both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 * preliminary figures 2019.

Messe Frankfurt North America is a subsidiary of Messe Frankfurt. Headquartered in Atlanta, Georgia, the company produces and manages ten shows within the United States, Canada and Mexico. The North American portfolio includes Texworld New York City, Apparel Sourcing New York City, Home Textiles Sourcing, Techtextil North America, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico, Waste & Recycling Expo Canada, Festival of Motoring USA and Process Expo. For more information, please visit our website at www.us.messefrankfurt.com.