



EQUIP AUTO ALGERIA 2016

Press release – Show review, April 2016

EQUIP AUTO ALGERIA 2016: A DYNAMIC EVENT, REMAINING CLOSE TO THE NEEDS OF THE AUTOMOTIVE INDUSTRY IN ALGERIA

The 10th edition of EQUIP AUTO ALGERIA, held under the patronage of the Algerian Ministry of Industry and Mining, delivered on all of its promises, despite an acutely challenging economic environment and poor weather conditions. Initial reactions from exhibitors and visitors indicate that satisfaction rates are higher than in 2015, making this annual meeting the benchmark trade show in North Africa.

EQUIP AUTO ALGERIA played host to **350 exhibitors**, an 11% increase on 2015, and received **more than 9,000 buyers**. This 10th edition was marked by the high participation of international firms, accounting for 80% of all exhibitors, from 20 different countries, reflecting the attractiveness of the Algerian market. The show has once again asserted its status as the must-attend event in the region's vehicle aftersales sector.

Two particular highlights stood out at the 10th EQUIP AUTO ALGERIA: firstly the plenary keynote address **"The automobile industry facing its future"** and secondly the round table **"Automotive aftersales in Algeria: outlook and prospects"**. These two events benefited from contributions from highly-acknowledged experts and professionals: Mr. Amar Agadir, Director for Investment Promotion at the Ministry of Industry and Mining, Mr. Quentin Le Hete, Director for North Africa at GiPA, Mr. Guillaume Josselin, Managing Director of Groupe Renault Algérie and CEO of Renault Algérie SPA, Mr. Mourad Oulmi, CEO of SOVAC and member of AC2A, etc.

The organisers have received feedback from many visitors and exhibitors indicating their satisfaction, which serves as proof of an excellent business climate during the 4 days of the show and reflects the vitality of a fast-growing market. The majority of exhibitors have already announced their intention to show again at EQUIP AUTO ALGERIA in 2017.



EQUIP AUTO ALGERIA 2016

About EQUIP AUTO ALGERIA

The annual international exhibition of all equipment for all types of vehicles, EQUIP AUTO ALGERIA has become a major trading hub in North Africa between manufacturers, distributors and repair professionals in search of new products, services or partners.

www.equipauto-algeria.net

Press contacts

Halima BOUROUIS

Communications Manager
Communication.dz@promosalons.com
Tel.: +213 (0) 21 74 68 98

Nabil BEY-BOUMEZRAG

Managing Director
algeria@promosalons.com
Tel.: +213 (0) 21 74 68 98
Mob.: +213 (0) 661 59 83 89