

## PRESS RELEASE

### **Automechanika Astana 2026 Brought Together More Than 400 Companies and 15,000 Visitors from 47 Countries**

***From 10 to 12 June, the 10th anniversary edition of the international trade fair Automechanika Astana 2026 took place at the EXPO International Exhibition Centre in Astana. This year, the project became the largest in its history, bringing together 421 companies from 23 countries and welcoming 15,076 visitors from 47 countries.***

Automechanika Astana is one of the key industry platforms in Central Asia for the automotive aftermarket, service, components and technologies sector. The project is held under the official licence of **Messe Frankfurt**, is part of the international Automechanika network and is organised by **Business Media Central Asia**.

The exhibition covered **the main segments of the automotive business**, including auto parts, lubricants, car care products, equipment for service stations, tyres, diagnostic and service technologies, digital tools and other products for the development of the automotive market. The international scale of the exhibition was further strengthened by the **national pavilions** of China, Uzbekistan and Iran.

For the professional community, Automechanika Astana 2026 became a platform for direct dialogue between manufacturers, distributors, dealers, service stations, buyers, industry associations, government bodies and international business representatives.

The scale of the exhibition was also clearly visible on site: the **Automechanika Astana exposition exceeded 14,235 sq. m** and expanded beyond the halls of the EXPO International Exhibition Centre, occupying part of the adjacent parking area.

The business programme included **14 panel sessions**, presentations on the Automechanika Live Stage and events within the Automechanika Academy. The discussions brought together **45 speakers**, including representatives of businesses, industry associations, auto service companies, manufacturers, distributors, automotive market experts and opinion leaders.

The agenda focused on issues that directly influence the development of the industry today: independent auto service centres, the quality of automotive components, official supplies, the fight against counterfeit products and grey imports, local production, as well as modern approaches to diagnostics, service and spare parts selection.

**Automechanika Live Stage** became one of the most dynamic areas of the exhibition. The main stage featured representatives of the automotive and

business communities, well-known automotive bloggers and industry experts, including Darkhan Iskakov, Beibit Alibekov, Talgat Itayev, Arman Yusupov, Artur Askaruly, Olzhas Okas, Askhat Kazybayev, Serzhan Kumarbek and other participants.

**Automechanika Academy** was focused on practical value for industry professionals. Participants had the opportunity to learn about current technologies in diagnostics, maintenance, component selection and modern solutions for service centres.

International participation was one of the important highlights of the exhibition. Automechanika Astana 2026 was officially attended by **more than 40 representatives of diplomatic and trade missions, representing more than 15 countries and international organisations.**

As part of the exhibition, a **memorandum of cooperation** was signed between Messe Frankfurt, with the support of Business Media Central Asia, and the Akimat of Astana. The document is aimed at further strengthening the role of Kazakhstan's capital as a regional platform for international exhibitions, business dialogue and industry development.

A meeting was also held at the exhibition venue between the delegation of **the Department of Commerce of Zhejiang Province, China**, and representatives of Messe Frankfurt, Business Media Central Asia, Kazakh Invest, Astana Invest, Qaragandy Invest and the Kazakhstan Automobile Union. The parties discussed prospects for partnership, the development of exhibition projects, Kazakhstan's investment potential and new opportunities for business in Central Asia.

In addition to the business programme, visitors enjoyed a showcase of unique cars, prize draws and gifts from the partners and participants of the project.

**Shell Lubricants** was the General Partner of Automechanika Astana 2026.

Among the exhibitors were **Stanley Trading LLC** and **Launch Tech Co Ltd**, companies represented in projects of the international Automechanika network. Long-standing participants of Automechanika Astana, **Truck Motors LLP** and **CBC-TRANS LLP**, also took part in the exhibition.

The results of Automechanika Astana 2026 confirmed the growth of the project and its role as one of the key business platforms for the automotive industry in Central Asia.

**The next Automechanika Astana exhibition is scheduled for 14–16 April 2027. Companies can already submit applications for stand booking on the official website — [automechanika.kz](https://automechanika.kz).**

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**Background information:**

**Messe Frankfurt** is one of the world's largest trade fair companies, with a history of more than 800 years, a network of 28 subsidiaries and over 50 representative offices worldwide. The Messe Frankfurt portfolio includes more than 150 exhibition brands, including Automechanika, Light + Building, Heimtextil, Ambiente and many others.

**BMCA** is the official representative of Messe Frankfurt in Central Asia and a leading organiser of international exhibitions in Kazakhstan and Uzbekistan. The company implements more than 20 international projects annually, bringing together hundreds of companies and tens of thousands of industry professionals.