

# AUTOTECH

24-26 OCTOBER 2025

Egypt International Exhibition Center, EIEC

# Post Show Report 2025

Where the Future of the Automotive  
Aftermarket was brought Alive

Organized by  **informa**

# A LANDMARK EDITION FOR THE REGION'S AUTOMOTIVE AFTERMARKET

Autotech once again proved why it stands as the definitive meeting point for the automotive aftermarket in Africa. This edition delivered unmatched energy uniting global brands, regional distributors, garage owners, engineers, fleet leaders, and mobility innovators under one powerful platform.

With the rising need for dependable, cost-effective solutions that support everyday business activities in Egypt and Africa, Autotech Egypt has emerged as the go-to hub for business development, innovation, and sustainable growth.

## A CLEAR VISION

To accelerate the evolution of the automotive aftermarket ecosystem in Egypt and the region driving competitiveness, innovation, and strategic industry partnerships."



# AUTOTECH EGYPT IN NUMBERS

A high-momentum edition that surpassed expectations



**+14,500**

Total Visitors



**+520**

Exhibitors



**+25 countries**

Participating Countries



**+1.5M**

Business  
Generated



**365+**

Pre-arranged  
Meetings



**65**

Hosted Buyers



**1,500+**

Conference  
attendance



**1,200+**

4 Workshops  
Attendees



**10,500 Active User**

Mobile App Users

This year marked one of the strongest and most commercially impactful editions to date, reflecting the booming demand for reliable automotive solutions in Egypt's expanding market.

**▶ 2025 HIGHLIGHTS VIDEO**



# THE INDUSTRY'S FULL POWERTRAIN UNDER ONE ROOF

Autotech Egypt showcased the complete automotive aftermarket value chain allowing visitors to explore, compare, negotiate, and purchase solutions fit for today's rapidly evolving mobility landscape.

From cutting-edge diagnostic tools and garage equipment to high-performance parts, accessories, lubricants, EV technologies, and fleet innovations, the exhibition demonstrated **how the industry is transforming, fast.**

## KEY SECTORS FEATURED



Parts  
& Components



Tires  
& batteries



Diagnostics  
& Repair



oil  
& lubricants

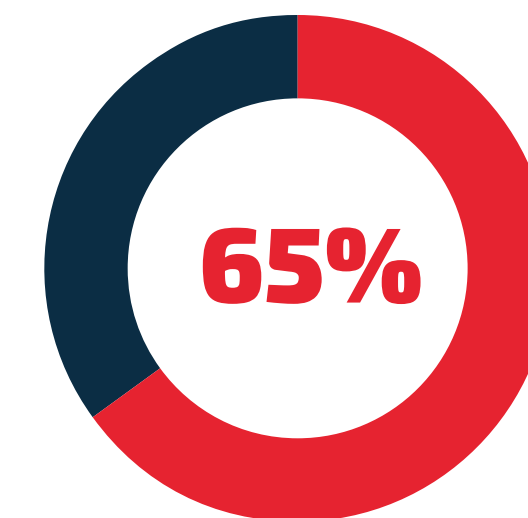


Car care, accessories  
& customizing



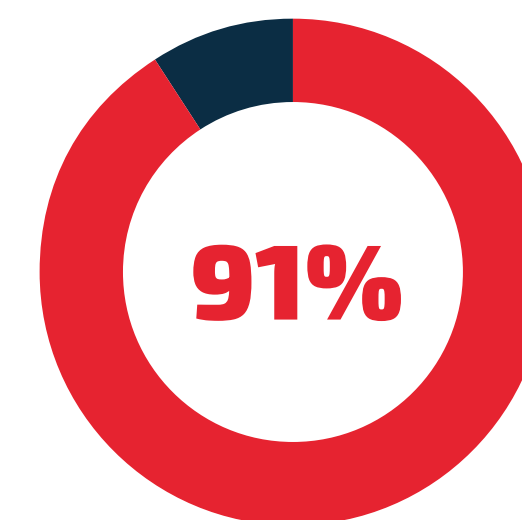
Electronics  
& system

## REBOOKING RATE



a strong vote of  
confidence from  
the market

## EXHIBITOR SATISFACTION



rated the show  
"excellent" or  
"very good"

# POWERFUL DEALS, PARTNERSHIPS & MARKET MOVEMENTS

Business was the heartbeat of Autotech Egypt. Across the show floor, exhibitors reported high volumes of quality leads, new partnerships, and concrete orders.

## HIGHLIGHTS INCLUDE



AHK Motor Parts  
(South Africa)



Argus Motor Company  
(south africa)

## Deals Closed with Exhibitors



Nano Stores Automotive  
retail solutions



RZOil – Premium  
lubricants and oils



Access Automotive Advanced  
auto parts and accessories

## AUTOTECH 2025 HOSTED BUYERS DEALS

Companies that hosted buyers are finalizing partnerships with

**Galaxy International Group**

**Osren**

**Faret Auto Radiators**

**Delta**

**Evotec SP**

**Toyota Egypt**

**Sonax**

**Mansour Automotive**

**Access Automotive**

Autotech Egypt continues to serve as the strategic bridge linking suppliers, distributors, retailers, workshops, and fleet operators.

# TRUSTED BY INDUSTRY LEADERS

## SPONSORS & SUPPORTERS

This edition was strengthened by an influential lineup of partners who help drive performance across the aftermarket.

### FEATURED CATEGORIES:



Their participation amplified the show's reach, credibility, and impact across the automotive community.

### EXHIBITOR VOICES

**Eng. Mohamed Yehia | Senior Vice President – PC Spare Parts at GB Auto and Managing Director of Ready Parts**

" At Autotech, we are proud to showcase our latest products while strengthening partnerships with leading international brands such as Valvoline for oils and lubricants. This platform truly enhances our visibility and creates valuable opportunities to connect with distributors and industry stakeholders."

**JIN LEE | Overseas Sales Manager, Biolight**

" Autotech Egypt is the perfect platform for global growth. We chose to exhibit because Egypt is a rapidly expanding market and a strategic gateway to Africa. The event brings together international brands, regional distributors, and countless African business owners—creating opportunities you won't find anywhere else. We already secured a partnership with one of Egypt's leading distributors who also operates in Korea, and we're confident Autotech will help us build even more valuable connections."

# EXHIBITOR SPOTLIGHT

## THE BRANDS SHAPING THE MARKET

Autotech Egypt featured the **industry's most respected brands**, from international giants to fast-rising manufacturers making waves in the region.

### 1- International brands that rocked the stage at Autotech 2025



### 2- Top exhibitors participated

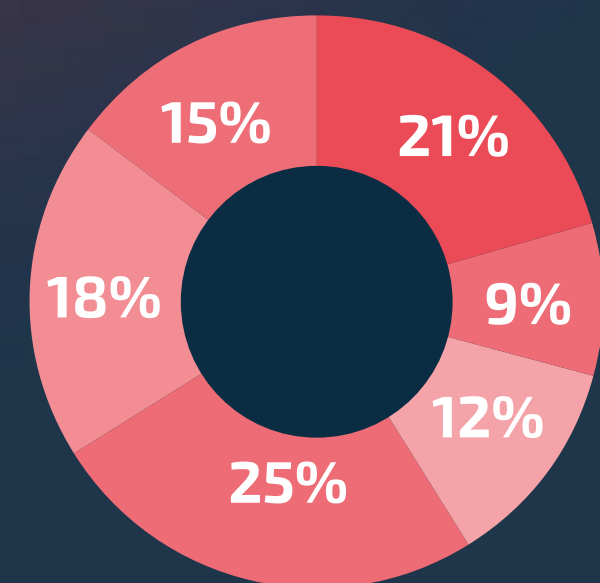


# VISITOR PROFILE

## YOUR AUDIENCE, AMPLIFIED

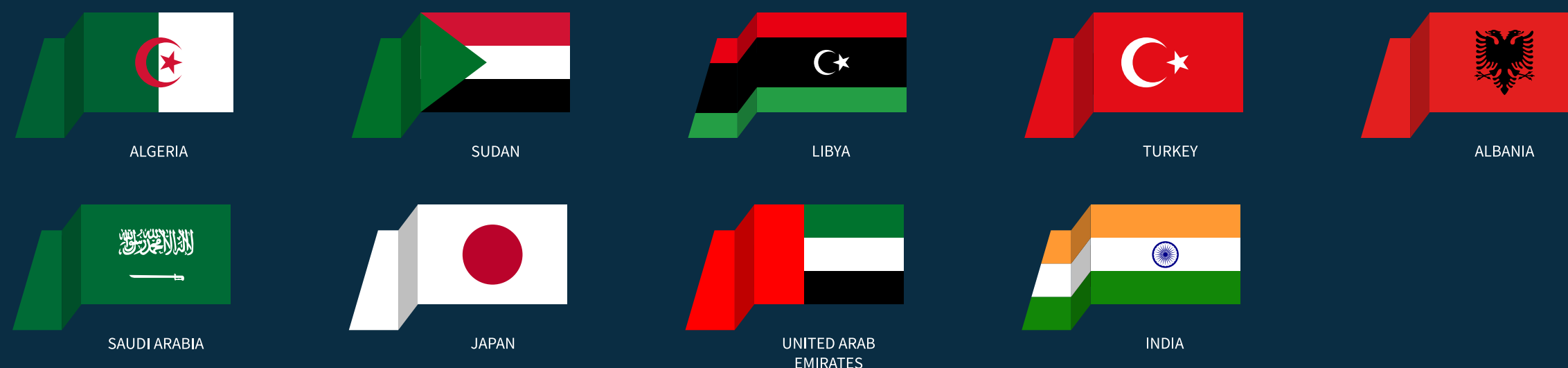
This edition attracted a **highly qualified, purchase-ready audience** representing the core of the aftermarket ecosystem.

### BREAKDOWN BY BUSINESS TYPE:



Manufacturers – 21%  
Distributors & Wholesalers – 9%  
Workshops/Garages – 12%  
Retailers – 25%  
General Management & Administration — 18%  
Business Owner – 15%

### TOP INTERNATIONAL VISITORS



### JOB TITLES THAT MATTER



**CEOs & Business Owners**



**Procurement Directors**



**Engineers & Technical Managers**



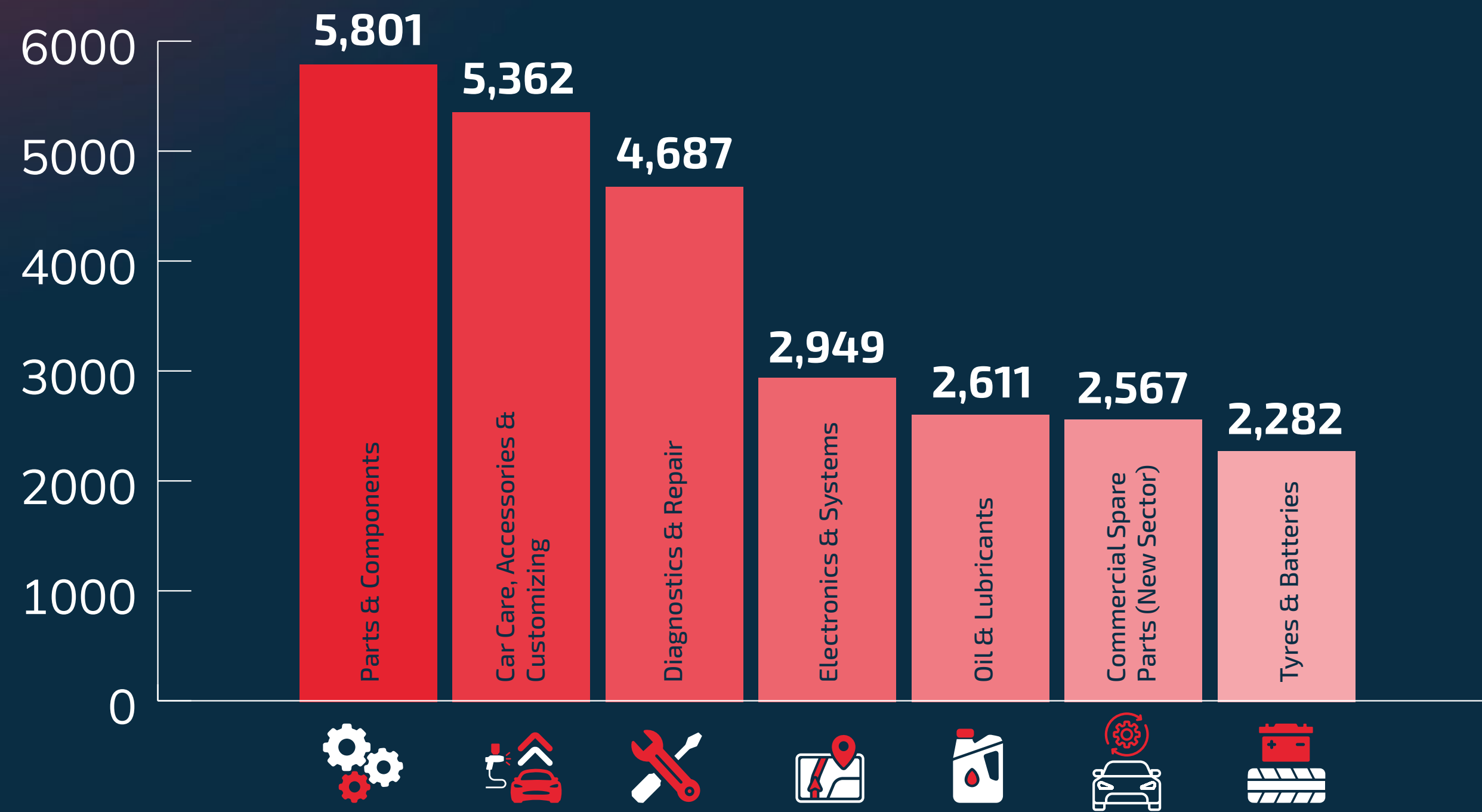
**Workshop Supervisors**



**Fleet & Transport Managers**

These profiles reflect a **decision-making audience with active purchasing power**—and that's exactly what exhibitors experienced onsite.

# SECTORS INTERSETS



# HOSTED BUYER PROGRAM

## ELEVATED BUSINESS MATCHING

This year's international and local hosted buyers programme delivered unmatched ROI



**1.5M+**

International Deals closed



**50+**

Local Hosted Buyers



**10+**

Countries Represented



**15+**

International Hosted Buyers

Buyers praised the tailored program for helping them **identify the right suppliers faster and more effectively than ever before.**



# MATCHMAKING & BUSINESS OUTCOMES

One of the most praised features of Autotech Egypt



**365+**

Total Business Meetings



**270+**

VIP Buyers Engaged



## HOSTED BUYER TESTIMONIALS

### Abdulmajid Omar Alkadhi | Alreyada Alarabia Co (KSA)

Autotech 2025 was an exceptional platform for discovering new technologies and building strong partnerships. The organization and networking opportunities were outstanding.



### Muhammad Abdullah Kamal | Fajr Al Barkah Auto Spare Parts WLL (Bahrain)

The event exceeded our expectations. We connected with key suppliers and explored innovative solutions that will drive our business forward.



### Mahmoud Hashem | Tie Innovated (KSA)

Autotech 2025 showcased the future of the automotive industry. It was a great experience to meet industry leaders and exchange ideas.



# DIGITAL ENGAGEMENT: THE AUTOTECH APP EXPERIENCE

Autotech Egypt's digital tools transformed the show into a seamless, interactive business journey.



**10,822+**

Active App Users



**964+**

Products displayed



**365+**

Confirmed Meetings

The app empowers users with matchmaking, floorplan navigation, exhibitor lists, and product categories, creating a frictionless business experience.



# ONSITE FEATURES THAT DROVE ENGAGEMENT

Autotech Egypt brought innovation to life with high-energy zones and activations:

## AUTOTECH TECHNICAL CONFERENCE

The Autotech Technical Conference delivered a high impact knowledge sharing platform, attracting 1,500+ attendees across 40+ sessions over three days, led by 60+ international and Egyptian speakers and instructors. The conference featured strong senior-level participation, with over 50% C-level executives and directors from multinational and regional companies, bringing global expertise and real-world industry experience. The agenda also reflected a clear commitment to diversity and inclusion, with notable representation of women speakers.

The agenda focused on local manufacturing, investment and exports, AI and digital transformation, electric mobility, sustainability, and supply chain localization, aligning with global automotive trends and addressing key UN Sustainable Development Goals (SDGs). Autotech has firmly established itself as the annual meeting point for the automotive aftermarket industry, bringing together policymakers, manufacturers, suppliers, technology providers, and industry leaders to shape the future of the sector in Egypt and Africa.



# ONSITE FEATURES THAT DROVE ENGAGEMENT

## AUTOTECH TOP SPEAKERS



**Hisham Elzainy**  
Editor-in-Chief of Al-  
Ahram Auto Portal



**Prof. Haytham El Zomor**  
Professor at the Arab Academy  
for Science – Smart Village and  
Expert in Electric Vehicles



**Mahmoud Khairy**  
Automotive Content Creator



**Hanadi Salem**  
PhD Director, Additive  
Manufacturing Centennial Lab  
(AMCL) Chair



**Holger Vogt-pic**  
Managing Director of AMENA  
Africa Ltd.



**Mohamed Zakaria**  
Cairo Technical Center  
Engineering Director, Valeo



**Medhat El Shenawy**  
Sales, After sales and  
Marketing Director | General  
Motors Egypt & Africa



**Moustafa Abdelaziz**  
Aftersales director -  
Peugeot



**Basant Osman**  
HR Director, General  
Motors Egypt & Africa



**Sherif Diab**  
CEO EVRaid



**Mohamed El ashwal**  
Technical Manager – Shell  
Lubricants Egypt

# ONSITE FEATURES THAT DROVE ENGAGEMENT

## WORKSHOPS

Autotech Academy delivered 4 certified workshops over three days in collaboration with Toyota Egypt and GB Academy, welcoming 1,200+ participants for immersive, hands-on learning experiences. All workshops were officially certified by our partners, reinforcing Autotech Academy's position as a trusted platform for certified professional development in the automotive aftermarket.

Designed as a live learning environment, the workshops enabled participants to learn directly from industry experts during the sessions, stay up to date with the latest technologies, and gain practical skills they can immediately apply in the field. Topics covered advanced automotive diagnostics, EV technologies, supply chain optimization, performance, and sustainability, making Autotech Academy the go-to platform for certified, practical learning and industry-relevant training.

## POWERED BY



# ONSITE FEATURES THAT DROVE ENGAGEMENT

## LIVE DEMO

The Live Demo feature consistently attracts strong traffic and high engagement, driven by the presence of industry influencers and content creators who actively tour the demo areas. Influencers conduct live interviews with exhibitors, showcasing products and services in real time, demonstrating how they are used, and clearly explaining their benefits to the audience. This live content helps translate complex technologies into practical, easy-to-understand solutions, increases visitor interest, and amplifies exhibitors' reach beyond the exhibition floor. The combination of hands-on demonstrations and live influencer coverage significantly enhances brand exposure, audience engagement, and the overall impact of the Live Demo feature.



# FUTURE WHEELERS

AutoTech Future Wheelers was a dedicated 4-hour talent and workforce-development feature at AutoTech Egypt 2025, connecting fresh graduates and senior students with leading automotive companies. The platform featured inspirational industry talks, direct

engagement with HR teams, career guidance, CV reviews, and access to internships and job opportunities. It enabled companies to strengthen employer branding, engage high-intent talent, and support Egypt's national vision of developing the next generation of automotive professionals.



# VOICES OF THE INDUSTRY

Autotech Egypt received praise across all audience types:

## EXHIBITORS

highlighted high-quality buyers and strong lead generation

## VISITORS

appreciated equipment variety, competitive pricing, and exclusive onsite offers

## FLEET & WORKSHOP OWNERS

emphasized the show's value in discovering new technologies

This edition strengthened Autotech Egypt's position as **the essential platform for anyone serious about the aftermarket sector.**



# The Road Ahead

**9-11 OCTOBER 2026**

Egypt International Exhibition Center, New Cairo

The automotive aftermarket in Egypt is accelerating fast.  
Join the road ahead. Be part of Autotech Egypt.

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