Press release +++ Automechanika Jakarta
Nusantara International Convention Exhibition (NICE), 24 – 27 September 2026

automechanika
JAKARTA

Debut edition of Automechanika Jakarta delivers an international gateway to Indonesia's automotive market

Jakarta, 7 October 2026. The debut edition of Automechanika Jakarta concluded on a high note at Nusantara International Convention Exhibition on 27 September 2026. The fair drew a strong international turnout, featuring 339 exhibitors from 15 countries and regions who showcased the latest products, solutions and services for the market. Participants praised the event's scope, highlighting comprehensive sourcing, targeted business matching, industry exploration, and technical exchange, in addition to a vibrant look into Indonesia's local car culture. Co-organised by Messe Frankfurt (HK) Ltd and the Indonesian Automotive Parts & Components Industries Association (GIAMM), the four-day show signalled vast potential for collaboration across Indonesia's automotive industry and the wider supply chain.

Key figures from Automechanika Jakarta 2026:

- Visitors: 18,315 from 64 countries and regions (21 percent from overseas)
- Exhibitors: 339 from 15 countries and regions
- Scale: 20,800 sqm of exhibition space
- 48 fringe programme events

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, said: "We want to express our thanks to our co-organisers and all the support we have received to bring Automechanika directly to Indonesia. The overwhelming and enthusiastic feedback from participants confirm that the market was ready for a show of this calibre. The global scale of participation is also a strong indicator of confidence in Indonesia and this platform, with a 50-50 blend of international and domestic exhibitors, and visitors from 64 represented global markets."

Mr Yusak Kristian Solaeman, Chairman of the Indonesian Automotive Parts & Components Industries Association (GIAMM), echoed the sentiment: "I am very grateful for the outstanding cooperation from Messe Frankfurt, GIAMM, and all the participants. Our hope is that Automechanika Jakarta becomes more than just an exhibition; we want it to serve as a solid platform and a bridge for industry players to connect, exchange ideas, and explore new opportunities for collaboration, both within Indonesia and internationally. Indonesia is home to many automotive parts and components manufacturers, and the strong enthusiasm we have witnessed reflects the industry's readiness to connect with global customers and explore new business opportunities."

Participants eye up opportunities in Indonesia's automotive industry
The automotive market in Indonesia holds significant opportunities owing to a low car ownership rate amongst a vast population. Economic development has contributed to residents enjoying higher living standards and more disposable income to make purchases, leading Indonesia to rank high in regional new car sales. With more vehicles on the road comes a higher need for aftermarket services. Global investment patterns also indicate long-

term business opportunities in the market, particularly in the field of automotive manufacturing.

Automechanika Jakarta converged 339 exhibitors from 15 countries and regions, including China, Germany, Hong Kong, India, Indonesia, Italy, Japan, Lithuania, Malaysia, Singapore, Taiwan, Thailand, Türkiye, the UAE, and the US, presenting products and solutions from clusters across the value chain, including parts and components, electrics and electronics, accessories and customising, diagnostics and repair, and automotive manufacturing and automation, to name a few.

The show served as a gateway for international companies to enter the Indonesian market, while providing Indonesian companies with a platform to showcase the local market landscape. Key participants included Astra Otoparts, featuring 25 leading brands and JV companies such as Aisin, Akebono, Aspira, Astra Komponen Indonesia, Denso, GS Astra, Incoe, Juoku, KYB, Nippon Gasket, NTN, Pako Group, Pirelli Tyres, SKF, Velasto Indonesia, and more.

Other prominent companies and brands included Adi Putra Makmur Sentosa, Andritz, Astemo, Bosch Car Service Indonesia, Brembo, Dharma Group, Excel, Filtration Solution, Garuda Metalindo, Hella, Himawan Putra, Indoprima Group, Launch, Magicmotorsport, Mahle, Mansons, Meiji Sangyo, NSK, Nusantara Global Autoparts, Prospect Group, Reach, RoadRover, Sakura, Scantruck Singapore, Schaeffler, Schmaco, Selamat Sempurna, Snap-on, TecAlliance, Teikin, Timur Raya Anugerah Damai, Tri Mega Barterindo, TriAlliance, TUV Rheinland, and Weichai Torch, among others.

Attendance from the global automotive market highlights its positioning
The debut edition of Automechanika Jakarta has welcomed a total of 18,315 visitors, hailing from 64 countries and regions. Amongst them, the top 10 overseas visitors came from China, Malaysia, Singapore, Japan, India, Thailand, Myanmar, Saudi Arabia, Australia and Taiwan (in descending order).

Buyers spanning across OE to the aftermarket noted numerous opportunities and value-added services to explore the market, find partners, and examine investment opportunities. The show attracted buyers from across the world and nationwide, such as Astemo, Autobuild, AutoZone, BMW, Bridgestone, Daihatsu, Denso, Empire Motor, Eurokars Artha Utama, Hino Motor, Hitachi Automotive Systems, Honda, Honda Bintang, Hyundai, Misumi Kaizen, Mitsuba, Motherson, Nissan, Panama Quest Auto Parts Group, Parts Central (Automobile) Global, Robert Bosch, Toyota, TRX Auto Parts, Valeo, and more.

To serve them, over 90 business matches connected exhibitors and buyers based on specific needs, supporting strategic partnerships and new business opportunities.

Fringe programme encompasses experiences, insights and exchange
Over the four days, Automechanika Jakarta hosted 48 fringe events, made up of forums, workshops and panel discussions. Highlights amongst participants were the **Automotive Mobility Solutions Conference**, **Supply Chain Collaboration Forum**, **Tech & Skills Workshop**, **Xperience Zone**, **industrial tours**, **Drive Expo Jakarta**, and the immersive **autoFEST@JKT**, which featured activities championing car culture and uniting car communities. This event series featured Auto Service Day, the Brake Challenge, EMMA Racing, Classic Cars, motorcycle modification competitions, the #AMJKT Grand Prix Cup and more.

Audiences appreciated the conversations on the latest technologies and market updates, as well as tactics and solutions to operate in Indonesia through investment incentives and

supply chain localisation. Training and sharing sessions proved particularly valuable amongst local participants with many commenting on the need to prepare for the rising EV market.

Plentiful industry endorsements ensure success of first-time show
Endorsements from around the world spoke volumes of the introduction of Automechanika Jakarta 2026. Local supporters included: Indonesian Automotive Body Repair Association (ABBA), Indonesia Electric Motorcycle Industry Association (AISMOLI), Indonesia Biofuel Producer Association (APROBI), Indonesian Automotive Aftermarket Association (GATOMI), Indonesian Car Accessories Entrepreneurs Association (PAHAMI), Association of Indonesian Lubricants Distributors, Importers and Producers (PERDIPPI), Indonesian Electric Vehicle Industry Association (PERIKLINDO), and Dharma Bhakti Astra Foundation (YDBA).

Meanwhile, overseas advocacy came from Belgium, Germany, Japan, and Malaysia, among others, including: International Independent Aftermarket Association (AAMPACT), European Independent Automotive Data Publishers Association (ADPA), Federal Association of Manufacturers and Importers of Automobile Service Equipment (ASA), European Garage Equipment Association (EGEA), Engineering and Motor Parts Traders' Association of Malaysia (EMPTA), Federation of Automobile Workshop Owners' Association of Malaysia (FAWOAM), International Federation of Automotive Aftermarket Distributors (FIGIEFA), Japan Auto Body Repair Association (JABRA), Japan Automotive Machinery and Tool Manufacturers Association (JAMTA), and Malaysia Used Vehicle Autoparts Traders Association (MUVATA).

Domestic and international trade and mass media outlets, in addition to influencers, provided coverage of the debuting edition. The list of media came from China, India, Japan, Korea, Malaysia, Mexico, Philippines, Thailand, the UAE, Vietnam and many others. Additionally, over 120 domestic trade and mass media outlets covered the show, including prominent titles such as Antaranews, IDN times, Investor daily, Katadata, kompas.com, and Otohub.

Feedback from participants
"Astra Otoparts Group joins the inaugural edition of Automechanika Jakarta to leverage Indonesia's vast automotive potential and engage global industry leaders. We showcase our capabilities across OEM and aftermarket sectors, serving two- and four-wheel vehicles, commercial vehicles, and specialty vehicles, while strengthening partnerships and opportunities for growth across the automotive supply chain. Astra Otoparts is pleased to see Automechanika Jakarta uphold the legacy and global reputation of the Automechanika brand. The exhibition has generated valuable business leads and offers diverse conferences and industry events that educate, connect, and empower the local market."
Exhibitor from Parts & Components (Indonesia): Mr T Martogi Siahaan, Director of PT Astra Otoparts Tbk

"From a business perspective, we are leveraging the show's momentum to expand our Indonesian customer base and unlock new B2B opportunities across stores, repair shops, and workshops. Our participation serves a strategic purpose beyond presence: it strengthens relationships with existing clients, builds a broader network, and introduces our latest products to both local and out-of-town visitors. With positive customer enthusiasm and lively engagement, we also identified several promising suppliers to support our future growth."
Exhibitor from Parts & Components (Indonesia): Ms Jessica Kwan, Sales and Marketing Manager, PT Timur Raya Anugerah Damai (TRAD)

"Our goal is to establish a presence in Southeast Asia by leveraging Automechanika's global influence as it enters Indonesia. The exhibition connected us with two- and four-wheeler vehicle clients, commercial vehicle clients, and end-users from Indonesia and countries like

China, Malaysia, and Thailand, highlighting its strong regional reach. Visitors included wholesalers, retailers, potential distributors, and OE manufacturers. The event generated many opportunities and leads, confirming our products meet the needs of the Indonesian market."

Exhibitor from Parts & Components (Sweden): Mr Ken Miao, Director of Vehicle Aftermarket, APAC, SKF Automotive (Shanghai) Co Ltd

"We have had a very positive experience and would look to participate again in the future to capitalise on the growing Indonesian market. The promotional campaign was very well executed, which reflects in the visitors we met. In addition to meeting new potential customers from Indonesia, we have also received people from Malaysia, Singapore and the UAE to our booth."

Exhibitor from Parts & Components (Japan): Mr S Harun Samuel, Sales Representative, CIS Sec, Overseas Division, Meiji Sangyo Company

"Building on the strong foundation of the Automechanika network, Automechanika Jakarta delivers a comprehensive platform through high-quality exhibitors, conferences, and initiatives like Auto Service Day. These events provide us invaluable opportunities to engage directly with workshop owners and end users, facilitating meaningful connections and effectively showcasing innovative products and services, while empowering auto shop owners to explore advanced solutions and deepen their industry knowledge."

Exhibitor from Diagnostics & Repair (Indonesia): Kevinski Himawan, Vice President of PT Himawan Putra

"We are planning to expand our distributor network within Asia. We have engaged with high-potential Indonesian partners at our booth, securing at least five strong leads so far. We have also been able to meet with a client from Malaysia, which is the benefit of regional shows."

Exhibitor from Diagnostics & Repair (Italy): Mr Daniele Vento, USA Branch Director & Business Development Manager, Magic Engineering SRL (Magicmotorsport)

"We are presenting our latest range of car audio and multimedia accessories. In the past, we have participated in B2C events, but we are now trying to expand the business further into the B2B sector in order to connect with car dealers, authorised vehicle distributors and other industries that are globally facing."

Exhibitor from Accessories & Customising (Indonesia): Mr Richard Kurniawan, Head of OEM Division, PT Kramat Motor

"Automechanika Jakarta is an international-scale event supporting local SMEs in introducing their products to the global market. By expanding export capabilities, these companies directly boost the country's trade and foreign exchange earnings. With the substantial number of visitors, the platform can yield strong results and open up greater global opportunities for our SMEs."

Pavilion organiser (Indonesia): Mr Harun AS, Deputy Assistant, Market Expansion for Medium Enterprise, Deputy of Medium Enterprises, Ministry of Micro, Small and Medium Enterprises

"We support Automechanika Jakarta because we see that this event truly focuses on the automotive industry. Our goal is to contribute to Indonesia's automotive sector, particularly by developing products we can supply to a broader market. For that reason, several GATOMI members are participating in the show. We hope to open opportunities for collaboration, both in the aftermarket sector and with OEM suppliers."

Association (Indonesia): Ms Merisca Indriyani, Secretary General, Indonesian

Automotive Aftermarket Association / Gabungan Aftermarket Otomotif Indonesia (GATOMI)

“I saw Automechanika Jakarta as an opportunity for us to explore partnerships and invest in that momentum. We are particularly interested in suppliers with strong manufacturing and export capabilities. Participating in the business matching programme was particularly useful as a buyer as the connections and insights gained will be beneficial for our network back in Australia, especially a local contact providing essential product testing services.”
Visitor (Australia): Mr Jason Stoddart, Director, JK Stoddart Investments PTY Ltd

“In our view, trade shows like Automechanika Jakarta are important for the community. Here, we can see a wide variety of suppliers and products that we can recommend or that our business partners can use. We can also learn about products that may not yet be available on the market or that we were not previously aware of. For example, I gained knowledge on distinguishing genuine products from counterfeits, a topic that I was previously unaware of.”
Visitor (Indonesia): Mr Nulfi Chandra Herdiyopie, General Manager, PT Bank JTrust Indonesia Tbk

“Participating in Automechanika Jakarta has been fantastic; this type of exploration of brands and the local market, which normally takes weeks can be compressed into a couple of days, allowing it to be more focused and engaged. For example, business matching and skills-based demonstrations provide real value. In addition, the industrial visits showed Indonesia’s manufacturing capabilities and offered a deeper understanding of working with local partners and how to collaborate.”
Industrial tour participant (Singapore): Mr Mohamed Hardi, Chief Operating Officer ASEAN, Misumi Kaizen OÜ Group

“The Hella Brake Challenge is a unique event for the Automechanika brand, bridging B2B trade with B2C and community participation. We saw strong participation from many motorcycle and car communities across the event series, while the slalom demonstration captivated the audience. We look forward to seeing Automechanika Jakarta return with even more varied events.”
Brake Challenge participant (Indonesia): Mr Vincent Lo, President Director, PT Sarana Berkat

“As Indonesia accelerates EV adoption, sustainable battery recycling is critical. With nearly one million second-life batteries anticipated globally in the next three years, clear government policies and platform discussions like these are essential to foster cross-border collaboration and build a sustainable ecosystem as international players expand their presence across Southeast Asia.”
Automotive Mobility Solutions Conference speaker: Mr Binu George, Country Manager, TotalEnergies Renewables Distributed Generation

“I look forward to this becoming an annual event. It is highly beneficial for those of us in the bus and truck transportation industry, especially regarding mechanical aspects. I primarily view this as a learning opportunity as I gained insights into other areas like EVs, the latest automatic transmission systems and wider aspects of vehicle maintenance.”
Audience at Tech & Skills Workshop: Mr Achmad Ridho, Operational Division, PT Maxalmina Indonesia (Cikarang, West Java)

“We just attended a session on telematics, which is relevant for us as we are developing a new solution. While already launching this in Europe, it was insightful to observe the Indonesian landscape. To succeed here, we must adapt our services to fit specific local needs. Overall, this event provided valuable market intelligence that can help us tailor and

implement our telematics solutions effectively in Indonesia."
Audience at Automotive Mobility Solutions Conference and exhibitor (Lithuania): Mr Darius Labutis, Chief Operating Officer, Dielektrik UAB

Automechanika Jakarta is organised by Messe Frankfurt (HK) Ltd and Indonesian Automotive Parts & Components Industries Association (GIAMM). The next edition of the show will open from 22 to 25 September 2027. For more information, please visit www.automechanika-jakarta.com, or email the organisers at autoasia@hongkong.messefrankfurt.com.

Other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Shanghai: 2 to 5 December 2026
  www.automechanika-shanghai.com
- Automechanika Kuala Lumpur: 8 to 10 April 2027
  www.automechanika-kl.com
- Automechanika Ho Chi Minh City: 16 to 18 June 2027
  www.automechanika-hcmc.com

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Background information on Messe Frankfurt
The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser

with its own exhibition grounds. With a workforce of some 2,700 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were about € 766 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events.
Messe Frankfurt develops new business models based on its digital expertise. Its range of services encompasses venue rental as well as exhibition stand construction, marketing services, staffing services, and catering.
Sustainability is a central pillar of our corporate strategy. Maintaining a balance between environmental and economic responsibility, social responsibility, and diversity lies at the heart of its approach.
For more information, please visit our website at: www.messefrankfurt.com/sustainability
With its headquarters 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

Background information on The Indonesian Automotive Parts & Components Industries Association (GIAMM)
GIAMM, formerly known as AAPCOMI and GIAM, traces its history back to 1973 and has since evolved to focus on promoting the development and welfare of the automotive component industry in Indonesia. Rooted in the philosophy of Pancasila and the 1945 Constitution, GIAMM aims to foster international competitiveness within the industry. Through communication, consultation with government and institutions, and market expansion initiatives, GIAMM is dedicated to advancing the Indonesian automotive parts sector.