

# WAAS

WEST AFRICA  
AUTOMOTIVE SHOW

13th-15th October 2020  
The Landmark Centre, Lagos, Nigeria

## 2020 Show Brochure & 2019 Post Show Report

West Africa's largest  
automotive spare parts  
and services exhibition

*"A fantastic opportunity –  
WAAS has enabled us to  
enter a new market and  
present our products and  
services to the Nigerian  
audience. We would  
100% recommend  
it to anyone who  
is considering  
participating."*

Sarunas Cirvinsras,  
Partan, Lithuania



# INTRODUCTION

The 2019 West Africa Automotive Show was a resounding success with over 2200 professional visitors and over 100 exhibitors from all around the world. A host of international automotive businesses met at the Landmark Centre in Lagos to explore Nigeria's automotive aftermarket and service industry.

The show oversaw an impressive technical suite of vehicle parts and accessories showcased over a three-day period – providing automotive professionals with solutions needed to keep cars, trucks, buses, motorbikes and commercial vehicles on West Africa's roads. Now BtoB Events are thrilled to announce the next edition, coming to the Landmark Centre, Victoria Island, Lagos on **October 13th-15th 2020**. Participants can expect even bigger things from WAAS 2020, including more VIP professional guests from across West Africa's

automotive sector, more international pavilions showcasing the latest auto solutions and an exhibition that has doubled in size, now in 2 halls, due to the impressive response to WAAS 2019. We would like to say a huge thank you to our exhibitors, show partners and visitors for making WAAS 2019 the huge success that it was.

*“WAAS 2019 for us was a success. It gave insights to market and provided an effective platform for networking. It's a great environment for businesses to interact.”*

Alex Vakhromov,  
Golden Horn, Russia



## NEW FOR 2020

1. New international Pavilions
2. Bigger Exhibition – 2 Halls!
3. More VIP Attendees
4. More International Delegates

## ENTER A MARKET WITH HUGE ANNUAL GROWTH...

*“Africa is becoming a magnet for foreign investment - rising consumer demand, aligned with annual growth of around 8%, is likely to add around \$1.1 trillion to African GDP by 2019.”* - Deloitte Africa, 2018

## 2019 SHOW SUMMARY



**2276**  
VISITORS



**103**  
EXHIBITORS



**50+**  
VIPS



**1200sqm**  
EXHIBITION SPACE

## THANK YOU TO ALL OUR SPONSORS

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Automotive -Technology.com



# EXHIBITOR BREAKDOWN



The West Africa Automotive Show is the place to be for anyone looking to break into the West African automotive market.

WAAS brings together suppliers, dealers and manufacturers, providing a networking platform for all those involved in the West Africa Automotive Industry, including auto parts and solutions. The 2020 edition will host over 200 exhibitors and 4000 professional visitors. Being a

part of WAAS 2020 will give your business an opportunity to find the key contacts, importers, distributors and wholesalers in the industry and enable the right business deals to happen.

## DID YOU KNOW?

An astounding 60% of cars on Nigeria's roads are more than 12 years old and only 11% are under five years old - it is estimated that the country's used cars outnumber new cars by 131 to 1 on the road, therefore creating a HUGE demand for car parts.

## EXHIBITOR FEEDBACK



96%

were happy with the number of visitors



92%

were impressed with the quality of visitors



93%

would recommend this exhibition to other companies



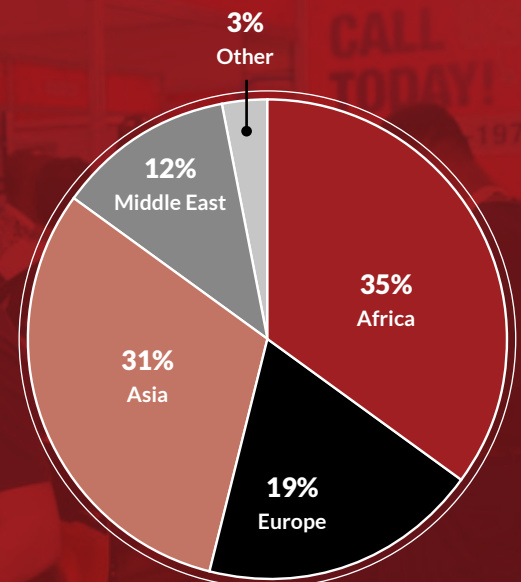
85%

looking to book a stand for 2020

## 2019 EXHIBITOR CATEGORIES

- EUROPEAN SPARE PARTS 27%
- ASIAN SPARE PARTS 22%
- LUBRICANTS & OILS 14%
- ACCESSORIES 12%
- BATTERIES 7%
- FINISHED AUTOMOBILES 6%
- PAINTS 4%
- WHEELS & TYRES 4%
- OTHER 3%

## EXHIBITOR REGIONS



*"WAAS has really provided us with a sample on the surface through welcoming visitors that matter and I'm pretty sure 60% will be converted into potential customers."*

Lukman Lawal Garu,  
Garu Technologies, Nigeria

*"This is a good platform to exhibit our products with other international exhibitors therefore expanding our scope of business."*

Umeji James,  
JimBest Auto Supply, Nigeria

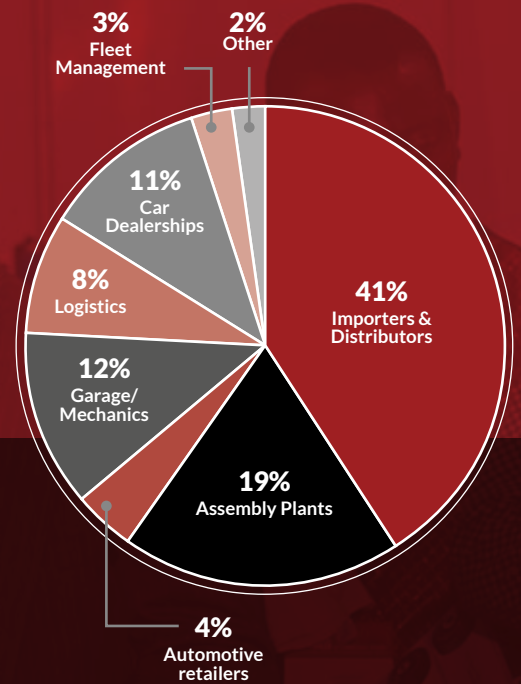


# VISITOR BREAKDOWN

2019's West Africa Automotive Show hosted a record number of attendees, with over 2200 professional visitors and delegates in attendance.

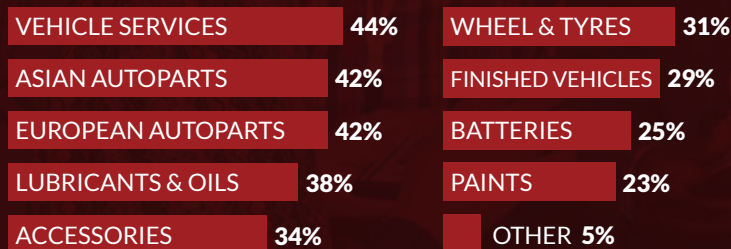
The areas represented amongst our visitors is varied across the entire auto industry, including the region's top importers and distributors, auto spare part retailers and dealerships, auto tool suppliers, fleet maintenance, automotive vehicle repair business owners and custom car stylists.

## WHO ATTENDS

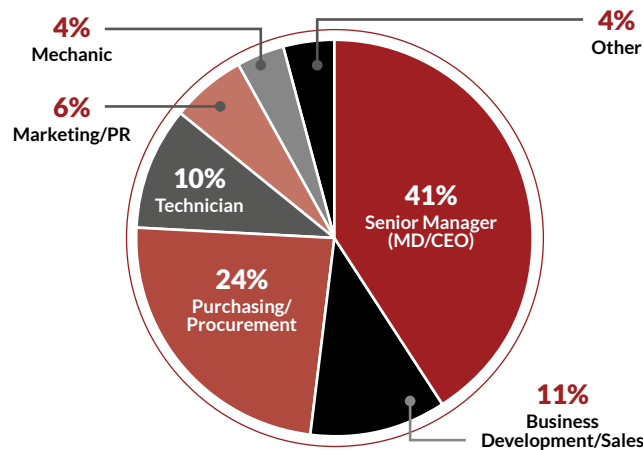


## 2019 WAAS VISITORS WERE INTERESTED IN...

We asked our visitors to select all the product categories they were interested in.



## VISITOR JOB TITLES



*"The West Africa Automotive Show was the best put together and most organised show I've attended since moving back to Nigeria - bring it back ASAP!"*

Khaz Customs, Wrap Academy



*"WAAS 2019 was awesome. I got to meet one on one with the different companies and discuss in depth about their products and services. I'm looking forward to coming back in 2020 and meeting new exhibitors."*

DJ Sose, Celebrity & Auto Enthusiast

*"The West Africa Automotive Show provided me with many new contacts from across the world that I can represent here in Nigeria. I look forward to visiting some of the European exhibitors in the New Year."*

Joel Martins, Importer, Metrack

# THE NIGERIAN MARKET



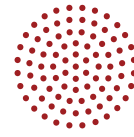
## VENUE INFORMATION

The Landmark Centre is West Africa's premier venue for exhibitions, conferences and trade shows. With a capacity for over 25,000 people, the venue is the first choice for exhibition organisers from all around the world to use in Nigeria.



The Landmark Centre is located in the business hub and upmarket area of Victoria Island, Lagos. Positioned right on the coast of the Atlantic Ocean the venue has a truly iconic backdrop of the exhibition centre with its beautiful views of the ocean. The Landmark Centre is part of the newly formed Landmark Village. The Landmark Village provides world class facilities for exhibitors and visitors to wine and dine long into the evening once the exhibition closes with 5 star dining at the Asian fusion restaurant Shiro, and the world famous Hard Rock Café. There is also the newly opened Landmark Beach club, which offers exhibitors the opportunity to soak in the sunshine whilst relaxing on a beach which is on par with any across the world.

## WHY NIGERIA?



Nigeria is the most populated country in Africa with over 198 million people. Lagos, the commercial hub, has over 21 million people and is the largest city in Africa.



Lagos State GDP alone is \$131 billion making it the 6th largest economy in Africa in its own right.



Lagos is one of the three major car assembly areas in Nigeria and has the largest car market. - PwC



Used cars outnumber new cars by 131 to 1 on Nigeria's roads. - PwC



Gain access to other automotive markets by entering Nigeria. It has a high presence of major manufacturers who also cater to other geographies' - Mordor Intelligence, 2018



## VISIT AFRICA'S LARGEST AUTO SPARE PARTS COMPLEX WITH THE WAAS TEAM

As part of the 2019 West Africa Automotive Show we organised a trip for our exhibitors to visit Africa's largest auto spare part market - ASPMDA (Auto Spare Part and Machinery Dealers Association), which is located a short drive from the exhibition in Lagos. ASPMDA are the founding partner of WAAS and the exhibition is organised with a great deal of input from them. The trip enabled exhibitors to get a real feel for how trade works across West Africa and also meet with the 20,000+ traders and importers that are situated within the market. The market is very professionally organised and split into areas based on product type so was very easily navigated by exhibitors with local guides. A very worthwhile trip which was very well received by all.

***"The ASPMDA tour was very well organised and we met quality buyers relevant to our products. This was a great opportunity to network and arrange meetings for the exhibition. Many thanks for your initiative."***

**Samir Alasgarov, Autoworld General Trading LLC, United Arab Emirates**

***"We are key stakeholders in Sub-Saharan Africa's Autoparts market, we import and distribute across all Western Africa. WAAS has been really worthwhile as we've got to see new countries coming to the exhibition - for example Morocco who we didn't know manufactured spare parts until seeing the Morocco Pavilion at WAAS."***

**Leonard Okoye, General Secretary ASPMDA, Nigeria**

# DON'T JUST TAKE OUR WORD FOR IT...



*"WAAS has exceeded our expectations. The potential that Nigeria has is huge, it's represented in two ways, it's a big market in itself and it has a lot of business with surrounding countries, so it's a trading hub for us."*

Dick Polle,  
Roco Parts, Spain



*"I have been impressed by the following up, planning and organisation of the West Africa Automotive Show."*

Nnenna Too-Ezurike,  
Elizade Autoland, Nigeria



*"WAAS has been a fantastic experience, we've been in deep discussion with huge potential distributors and we are now getting ready to sign some contracts."*

Samuel Denos,  
Deer, Belgium



*"Nigeria is a huge country with huge potential, millions of people with a lot of cars and so the potential of the market is really great."*

Svetozar Jovanović,  
Autoventil, Serbia




**CONTACT US FOR MORE  
INFORMATION ABOUT**

**WEST AFRICA  
AUTOMOTIVE SHOW 2020**


 Book your stand today!

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