

VENUE INFORMATION



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

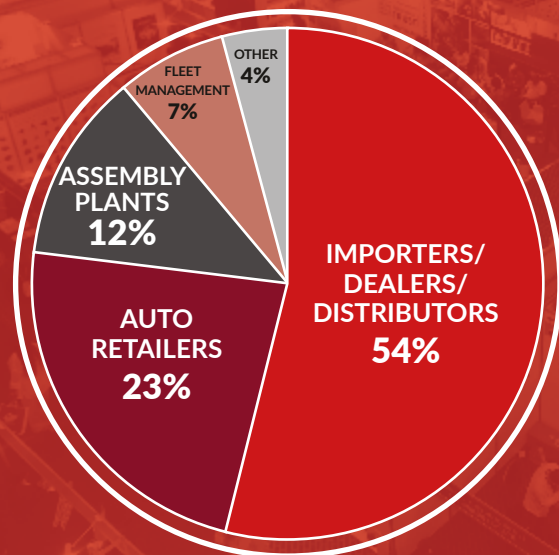
Located right in the business hub and upmarket area of Victoria Island in Lagos, The Landmark Centre is positioned right on the Atlantic Ocean Coast. The venue has recently expanded into a fourth hall, increasing its capacity to over 5,000sqm of exhibition space. The opening of numerous hotels and restaurants has created the newly formed Landmark Village offering world-class facilities and hospitality to exhibitors, including a Hard Rock Café, The Sheraton Four Points Hotel, and The Landmark Beach Club.

VISITOR BREAKDOWN

West Africa Automotive Show 2023 hosted a record number of attendees, with over 3000 professional visitors over three days.

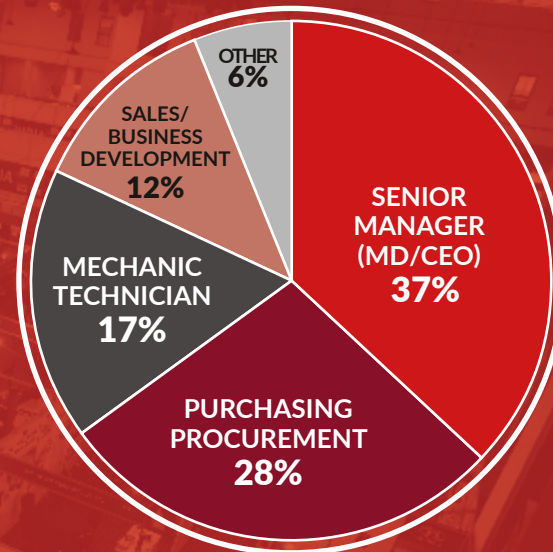
There was a diverse representation by our visitors from across the entire automotive industry, including the region's top importers, distributors and retailers.

WHO ATTENDS



89% OF VISITORS WERE SUCCESSFUL IN FINDING NEW SUPPLIERS FOR THEIR BUSINESS.

VISITOR JOB TITLES



WAAS CONFERENCE 2023

2023 saw the introduction of the first WAAS conference which brought together industry leaders for presentations, seminars, engaging workshops and Q&A sessions, chaired by Luqman Mamudu, Former Director of Planning and Strategy, NADDC.



WAAS WEST AFRICA AUTOMOTIVE SHOW

14th-16th May 2024

Landmark Centre, Lagos, Nigeria

YOUR ONLY OPPORTUNITY TO ACCESS THE KEY DECISION MAKERS ACROSS THE THRIVING WEST AFRICAN AUTOMOTIVE INDUSTRY



"WAAS is a great platform to promote your products, expand the business and build new corporate relations in the industry"

Ranjeet Kumar
Hunter Engineering Co., India

OVER 80% OF EXHIBITORS REBOOKED THEIR STAND FOR 2024 ONSITE!

SCAN HERE



TO INQUIRE ABOUT EXHIBITING

"WAAS is a really good environment to make business in the West Africa Automotive Sector"

Thaer Hamed, MH Al Gaddah Auto Spare Parts & Components LLC, UAE



"I was able to network with people in the automobile industry and secure new business from different parts of the world"

Washima Mohammed
Pax Motors Nigeria



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INTRODUCTION

The 3rd edition of the West Africa Automotive Show was the biggest to date, significantly growing to almost **4 times the size** of WAAS 2022.

The buzz of the show was unmatched, with **150+ exhibitors** and **over 3,000 trade professionals** from all corners of the globe in attendance.

The launch of the WAAS conference, **chaired by Luqman Mamudu, Former Director of Planning and Strategy, NADDC.**, was a welcomed addition.

We look forward to hosting our 4th edition next year on **May 14-16th 2024** again at the **Landmark Centre, Lagos, Nigeria.**

2023 SHOW SUMMARY



3146
VISITORS



155
EXHIBITORS



125+
VIPS HOSTED



20+
SPEAKERS

2023 EXHIBITORS



and 100s more

NEW FOR 2024

- 1000s of New Products
- New International Pavilions
- More International VIP Attendees
- Expanding into three exhibition halls

THANK YOU TO OUR PARTNERS



EXHIBITOR BREAKDOWN

EXHIBITOR FEEDBACK



95%
Would recommend this exhibition to other companies



75%
of space for 2024 was sold onsite at the 2023 edition



94%
Were happy that they participated

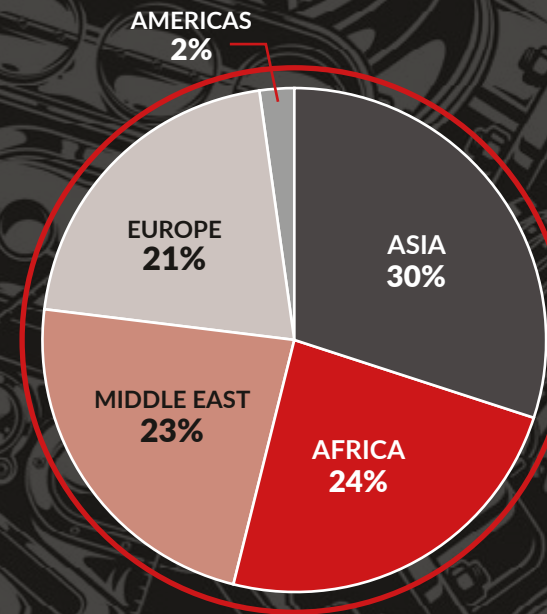


96%
Were more than happy with the quality of visitors

EXHIBITOR CATEGORIES

- EUROPEAN SPARE PARTS **25%**
- ASIAN SPARE PARTS **31%**
- LUBRICANTS & OILS **25%**
- BATTERIES **14%**
- ACCESSORIES **10%**
- WHEELS & TYRES **6%**
- PAINTS **4%**
- OTHER **2%**

EXHIBITOR REGIONS:



The West Africa Automotive Show is the premier event for breaking into the thriving West African Automotive Market.

WAAS connects suppliers, dealers, and manufacturers, creating an unparalleled networking environment exclusively tailored for the West Africa Automotive Industry, including auto parts and solutions.

The 2024 show will host over 200 exhibitors and 4000 professional visitors. Participating in WAAS 2024 ensures access to key contacts, paving the way for profitable business deals.

"I would highly recommend other businesses to exhibit here at WAAS. It is a very great show with a lot of reputation in the automotive market"

Julian Esefeld, GAT International, Germany



"We've had lots of customers, I am launching a brand new product in Nigeria and after doing the show I think it will do very well in this market. I am very glad I am here."

Tomasz Stepniewski, AG Centrum, Poland

"WAAS has been a very good experience, I am super impressed with the event, the way its been organised and the successful relationships we've built."

Maimuna John, bluChem West Africa, Gambia



"It's been amazing to see the enthusiasm from distributors all over the world capturing opportunities in the automarket. If you a distributor or supplier and want to get into Africa you need to be here!"

Cedric, Garage Mobility, Cameroon

THE NIGERIAN MARKET

WHY NIGERIA?



Nigeria is the biggest market for used cars in Africa, and is also one of the most affluent in the Sub-Saharan region.



Lagos is among the top ten of the world's fastest-growing cities and has the fourth-highest GDP in Africa at \$136.6billion.



Nigeria spends over \$10bn annually on vehicle parts importation



Nigeria's roads constitute of over 95% used cars

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.

"Nigeria is a huge market and new for our company... we've made many contacts and we are very excited for next year"

Marcos Roque MTE-Thompson Brazil

