



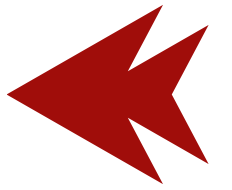
# 2027 SHOW BROCHURE & 2026 POST SHOW REPORT

➤ 85% of exhibitors **rebooked their stand for 2027 onsite!**

"This year's event has been the biggest yet. We have exhibited at the show for the past five years because it is the only event we need to participate within Africa. This year, we connected with **distributors from Chad, Ghana, Côte d'Ivoire, Angola, and many more countries across the region.** We have built a strong partnership with WAAS and will continue to participate each and every year."

**Eke Urum**  
**R&G Automotives - India**

# INTRODUCTION



Following the success of the 2026 edition, the West Africa Automotive Show (WAAS) returns in 2027 as Africa's largest automotive trade exhibition, connecting global automotive manufacturers and suppliers with key importers, distributors, and industry professionals across the continent.

WAAS 2027 will showcase a wide range of automotive products and services while offering valuable opportunities for networking, sourcing, and business growth. Whether your goal is to increase market share, generate leads, or secure new business, WAAS provides the strongest platform on the continent to help you achieve your objectives.

# 2026 SHOW SUMMARY



## SCAN HERE

TO VIEW THE 2026 EXHIBITOR LIST



### THANK YOU TO ALL OUR 2026 SPONSORS AND PARTNERS

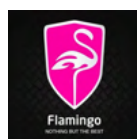
REGISTRATION SPONSOR



BAG SPONSOR



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FOUNDING PARTNER



# WHAT TO EXPECT IN 2027?



6500+

Visitors



MORE

International Pavilions



320+

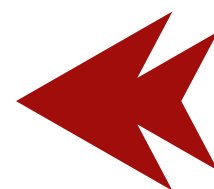
Hosted VIP Buyers



BIGGER

Exhibition Hall Expansion

## EXHIBITOR FEEDBACK



96%

Would recommend this exhibition to other companies



79%

of our exhibitors increased their stand size for 2027



93%

were more than happy with the quality and quantity of visitors

The West Africa Automotive Show is Africa's premier automotive trade event, connecting **350+ global exhibitors** with **6,000+ importers, distributors, and industry leaders in one high-impact environment**. Whether you're looking to forge partnerships, expand market share, or stay ahead of Africa's fastest-growing trade sector, WAAS delivers the connections and insights that matter.



"We have participated in trade exhibitions across Africa, and this has been the largest for both visitors, business prospects and leads."

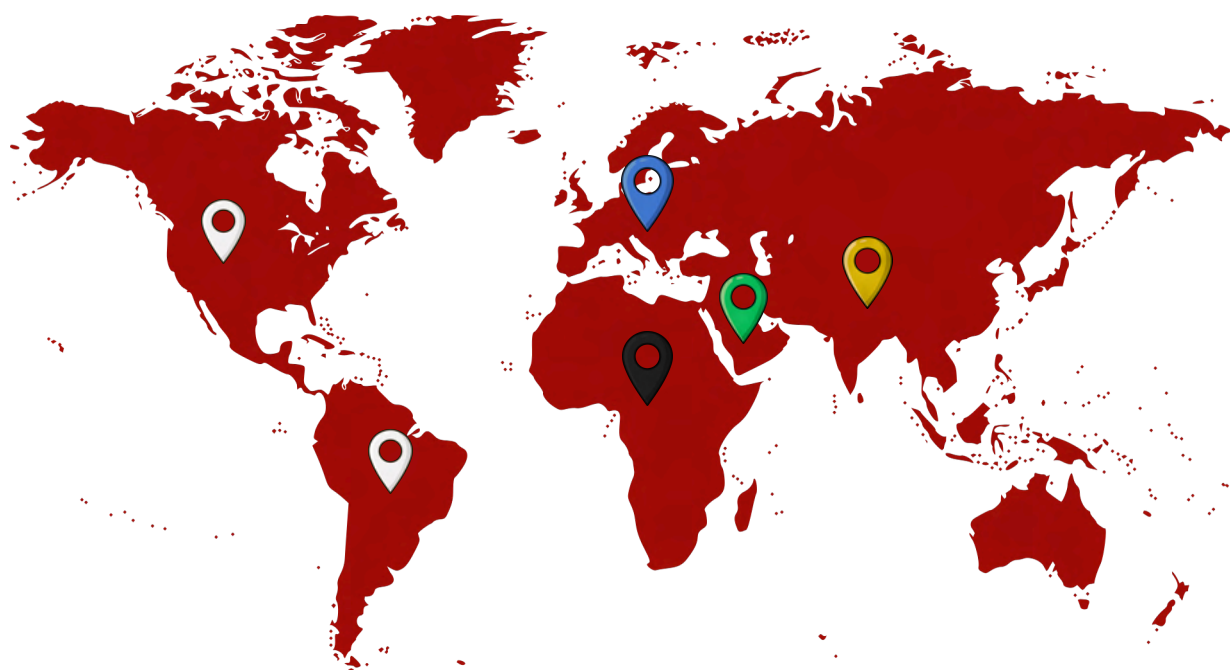
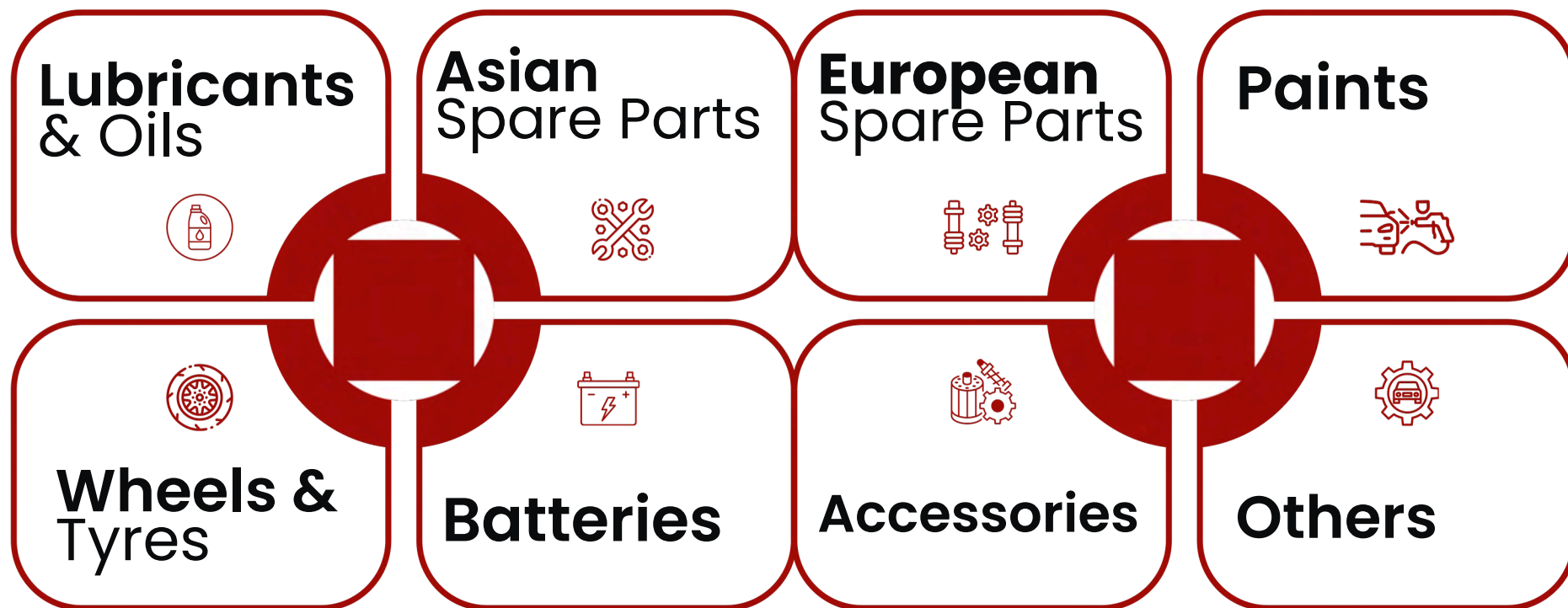
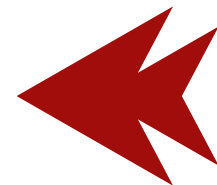
Anton Van Bergen,  
Shield Chem - South Africa



"I have been able to directly interact with manufacturers and factory owners from across the globe, giving them my orders and requirements in person. Over the past two years, this event has increased my business and removed the need for agents, I deal directly with the producers to source my products."

Fortune Egbulonu, Bennyveil Auto Resource,  
Importer - Nigeria

# EXHIBITOR CATEGORIES



- 45% Asia
- 21% Africa
- 14% Middle East
- 12% Europe
- 8% Americas



"Participating with WAAS has been a **game-changing experience for us**. The seamless integration and proactive support allowed us to succeed in our core mission of meeting lubricant distributors from across Africa. **Over the past three days we have met many lubricant importers and distributors, who have taken a strong interest in our products.** We have even decided to prolong our trip to visit their offices in Nigeria and confirm our partnership."

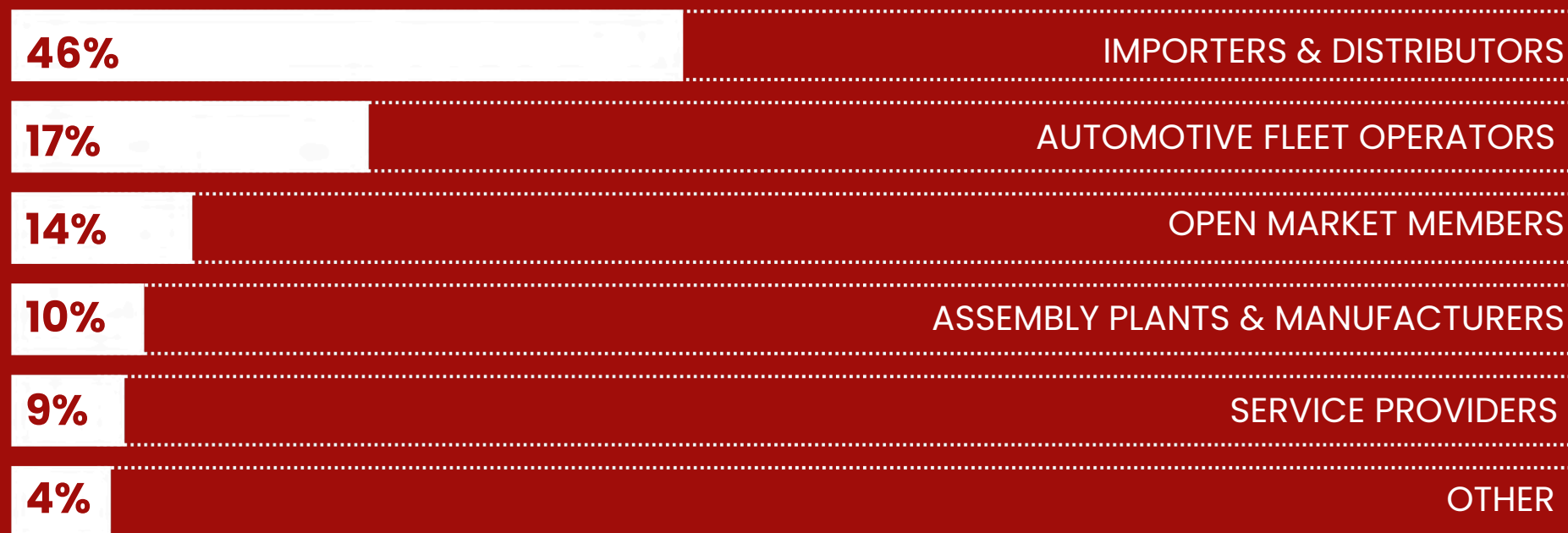
**Sharma Raju,**  
Veedol International - UAE



# VISITOR BREAKDOWN



## WHO ATTENDS



## DECISION MAKERS ATTENDING THE SHOW



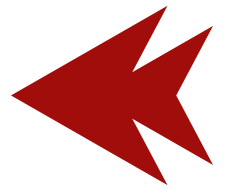
93% of visitors were successful in **finding new suppliers for their business**

## ASPMDA COMPLEX – WAAS IS PROUD TO PARTNER WITH AFRICA'S LARGEST AUTOMOTIVE TRADE MARKET

The West Africa Automotive Show is the only exhibition to partner with the continent's largest automotive importers, distributors and trade association. The ASPMDA Megacomplex is home to over 20,000 automotive spare parts distributors and importers, supplying extensive distribution networks across West Africa and beyond. Through an exclusive partnership agreement, WAAS hosts an incredibly strong delegation of key ASPMDA members year on year.



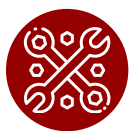
# HOSTED BUYERS PROGRAMME



WAAS welcomed a high-level delegation of buyers from across Africa through our exclusive Hosted Buyers Programme, personally hosting key decision makers including importers, distributors, manufacturers and procurement managers from the African automotive industry.

## INTERNATIONAL VIP'S WHO ATTEND

## THE WEST AFRICA AUTOMOTIVE SHOW



**Importers & Distributors**



**Buyers**



**Retailers**



**Procurement Managers**



**Spare Part Wholesalers**



**Transport & Logistic Managers**



**Fleet Managers**

### BUYERS FROM ACROSS AFRICA



SENEGAL



BENIN



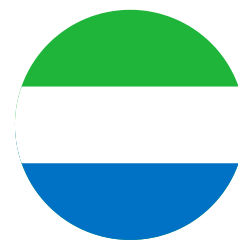
SOUTH AFRICA



GAMBIA



COTE D'IVOIRE



SIERRA LEONE



NIGERIA



GUINEA



GHANA



CAMEROON



TOGO



BURKINA FASO

AND MANY MORE...

*Our first year participating at WAAS has been a huge success. We have been able to showcase our products to one of the most lucrative markets in the world.*

**Rasool Bakhsh,  
Atlas Battery - Pakistan**



# EXHIBITOR ROI



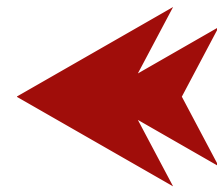
## WAAS delivers market dominance at a scale

"WAAS has given us the opportunity to bring all of our African partners together in one place, which has been incredibly valuable for our business. It allowed us to showcase new products, strengthen relationships with existing clients, and generate exciting new leads across the continent. We will definitely be back in 2027."

Caner Uzun,  
Yigit Aku A.S., Turkey



## AFRICA'S



## AUTOMOTIVE MARKET

**DOUBLE**

Africa's current vehicle fleet of 50 million is projected to **double** by 2050, driven by rising incomes and a rapidly expanding middle class.

Africa's automotive aftermarket is currently worth \$23bn and is projected to reach \$38bn by 2032, with Nigeria accounting for over 60% of the market.

**\$38BN**

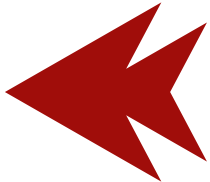
**\$6.6BN**

Nigeria is West Africa's largest automotive spare parts importer, with imports expected to reach \$6.6 billion in 2027 and demand continuing to grow rapidly.

An astounding 60% of cars on Nigeria's roads are more than 10 years old. It is estimated that used cars outnumber new cars by 131 to 1 on the road.

**60%**

# WAAS CONFERENCE 2026



Panel Discussions



Industry Leading Speakers



Insightful Q&A Sessions

A Huge Thank You to **Our Conference Chairman - Luqman Mamudu and All Our Speakers** For Their Continuous Efforts and Support at WAAS.



**BE PART OF AFRICA'S LARGEST AUTOMOTIVE TRADE EXPO!**



**6500+**

Visitors



**320+**

Hosted VIP Buyers



**350+**

Exhibitors



# SCAN HERE

TO LEARN MORE ABOUT WAAS 2027

