

# WAAS

## WEST AFRICA

### AUTOMOTIVE SHOW

12TH-14TH MAY 2026 | LANDMARK CENTRE, LAGOS, NIGERIA

**YOUR ONLY OPPORTUNITY TO  
CONNECT WITH THE KEY DECISION  
MAKERS IN THE WEST AFRICAN  
AUTOMOTIVE INDUSTRY**



*"WAAS delivers every year. This is the only exhibition I participate in Africa because there is no need to exhibit anywhere else. The event consistently attracts a high volume of quality visitors from Nigeria, Ghana, Benin, Togo and across West Africa, making it an essential opportunity for serious industry players."*

Ohis Ileogben,  
C Woermann & Mann Hummel



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**OVER 83% OF  
EXHIBITORS  
REBOOKED THEIR  
STAND FOR 2026  
ONSITE!**

# INTRODUCTION

The 2025 edition of the West Africa Automotive Show (WAAS) asserted its position as the leading automotive trade exhibition and conference in Africa. The show brought together the full spectrum of the automotive aftermarket industry, connecting manufacturers, distributors, suppliers, and trade professionals from across West Africa and beyond.

This year's show was our most ambitious yet, expanding across four packed exhibition halls, 3 outside vehicle displays and welcoming over 300 international exhibitors and more than 5,300 verified trade attendees. With a buzzing show floor, countless business meetings, and live product demonstrations.

We greatly look forward to the 6th edition of the West Africa Automotive Show at the **Landmark Centre, Lagos, Nigeria on May 12th-14th 2026.**

## 2025 SHOW SUMMARY



**5372**  
VISITORS



**307**  
EXHIBITORS



**220+**  
HOSTED VIPS



**25+**  
SPEAKERS

## 2025 EXHIBITORS



**SCAN HERE TO VIEW THE EXHIBITOR LIST**



## NEW FOR 2026

- 1000s of New Products
- New International Pavilions
- More International VIP Attendees
- New 5th hall for the WAAS Auto Area
- New Feature Area

## THANK YOU TO OUR SPONSORS AND PARTNERS

EXCLUSIVE GOLD SPONSOR:



EXCLUSIVE CONFERENCE SPONSOR:



SHOW SPONSORS:



SHOW PARTNERS:



ENDORSED BY:



# EXHIBITOR BREAKDOWN

## EXHIBITOR FEEDBACK



**91%**  
Would recommend this exhibition to other companies



**75%**  
of space for 2026 was sold onsite at the 2025 edition



**81%**  
of our exhibitors increased their stand size for 2026



**94%**  
Were more than happy with the quality of visitors

The West Africa Automotive Show (WAAS) is the prime event for accessing the dynamic West African automotive market. WAAS connects suppliers, dealers, and manufacturers, creating a unique networking environment for the West African automotive industry, including auto parts and solutions.

As the region's must-attend annual event will host over 350 global exhibitors and more than 5,500 importers, distributors, wholesalers and industry professionals.

The West Africa Automotive Show offers a gateway into the thriving West African automotive market—helping you secure long-term partnerships, grow your market share, gain valuable industry insights, and place your brand at the forefront of Africa's largest automotive trade platform.

*"This is an excellent opportunity to showcase our automotive products and vehicles, while forging strong relationships with key importers and distributors from across the West African automotive market."*

Vibin KV  
Al Ihassan Trading, UAE



*"We've connected with a large number of industry professionals from Ivory Coast, Nigeria, Ghana, and beyond. Partnering with the the ASPMDA and Tyre Village market has proven to be a major advantage, with a strong presence of regional importers onsite."*

Amit Kumar Gupta,  
Hartex Rubber Pvt Ltd, India



## EXHIBITOR CATEGORIES



ASIAN  
SPARE PARTS



EUROPEAN  
SPARE PARTS



LUBRICANTS  
& OILS



BATTERIES



WHEELS & TYRES



ACCESSORIES



VEHICLES



PAINTS

## EXHIBITOR REGIONS:



*"We've generated a high number of quality leads, made numerous valuable contacts, and gained deep insights into the West African automotive market. We've received a significant number of enquiries from countries including Ghana, Gambia, and of course, Nigeria."*

Mohamed Sahel,  
Bluechem Group,  
Germany

*"This edition of the trade fair has been the best in recent years. It was extremely busy, attracting visitors from across West Africa. We're very satisfied with the new business opportunities and the high-quality leads we collected onsite."*

Luis Constancio,  
Suporte Rei,  
Brazil



# THE NIGERIAN MARKET

## WHY NIGERIA?



Lagos is among the top ten of the world's fastest-growing cities and has the fourth-highest GDP in Africa at \$145.1 billion.



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



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



Nigeria's used car market is expected to be worth \$1.9 billion by 2030

## DID YOU KNOW?

An astounding 60% of cars on Nigeria's roads are more than 10 years old and only 13% 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.

*"WAAS is the perfect exhibition for the automotive industry. It connects your business to the right audience for a healthy business relationship. I strongly recommend WAAS to every industry player."*

Sidiq Issah  
Key Security Solutions  
Ghana



*"We have met a number of potential customers who have expressed interest in our products and even confirmed deals onsite. I believe our products will grow well in this market."*

Wang Cheng  
Qingdao Landspider Tire Corp,  
China



# VIP HOSTED BUYERS PROGRAMME

The West Africa Automotive Show offers a unique opportunity for key decision-makers including importers, distributors and manufacturers in the African automotive industry to meet, connect and partner with leading suppliers.

## WHO ATTENDS:



GHANA



CAMEROON



SENEGAL



BENIN



TOGO



GUINEA



BURKINA FASO



GAMBIA



COTE D'IVOIRE



NIGERIA

55%

IMPORTERS/DEALERS/DISTRIBUTOR

19%

AUTO RETAILERS

13%

FLEET MANAGEMENT

7%

ASSEMBLY PLANTS

6%

OTHER



95% OF VISITORS WERE SUCCESSFUL IN FINDING NEW SUPPLIERS FOR THEIR BUSINESS.

*"I was pleasantly surprised with the vast range of exhibitors and suppliers participating at WAAS. There was participation from around the globe, as well as a complete diverse range of products being showcased. I have already made agreements with exhibitors from China and UAE."*

Baba Gideon, Cidpoku Ventures,  
Distributor, Ghana





# WAAS CONFERENCE 2025

2025 proudly welcomed the return of the WAAS conference which once again brought together industry leaders for presentations, seminars, engaging workshops and Q&A sessions, chaired by Luqman Mamudu, Former Director of Planning and Strategy, NADDCC, and Sponsored by CFAO.



*"The WAAS 2025 conference discussed a wide range of relevant industry topics, including the need to bring automotive components and parts manufacturing to West Africa. Stakeholders at the conference including governments, existing and potential manufacturers, multinational organisations, and the academia enriched the conversation by sharing perspectives."*

*The 2026 WAAS Conference aims to engage stakeholders on strategies for industry alignment with the global renewable energy agenda in manufacturing technology choices in automotive parts manufacture."*

**Conference Chairman – Luqman Mamudu**

Automotive Expert and former Nigeria Government Automotive Industry Policy Adviser



*"It has been an amazing experience exhibiting for the first time at WAAS. The feedback we are receiving from potential clients is extremely positive and satisfying. We are certain this event has helped us create new business relations in the industry."*

Babafemi Oluwaseun  
Verde Dynamo Ltd  
Nigeria

# 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 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 Cafe and The Sheraton Four Points Hotel.

We support you every step of the way.

By exhibiting with us, you can rest assured that you will make the connections that you need to maximise your return on investment.

## WE CAN OFFER ADVICE AND SUPPORT FOR:



VISAS



LOGISTICS



ACCOMMODATION



LOCAL  
TRANSPORTATION



TELECOMS



STAND BUILD  
AND DESIGN



MARKETING



SPONSORSHIP

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TO INQUIRE  
ABOUT  
EXHIBITING