

The Latin American aftermarket industry, a sector that continues to grow and strengthen in the USA and other countries in the Americas

- The growth of the Latin American aftermarket industry reached record levels during 2022, with figures of US\$106.6 billion in auto parts production in Mexico, and US\$136 billion in exports from Colombia.
- Export financing, remanufacturing, how to start a specialized business, and women's leadership in the aftermarket industry are some of the key conferences that will take place at AutoAmericas 2023.
- International associations such as APRA (Automotive Parts Remanufacturers Association - USA) and Asopartes (Association of the Automotive Sector and its Parts - Colombia) support the academic program and organization of AutoAmericas.

Miami, February 2023. – [AutoAmericas Show](#), the event aimed at the aftermarket industry for the Latin American, Caribbean and South Florida markets, will take place for the first time on March 24 and 25 at the Miami Airport Convention Center. Its main activity will be the [Academic Congress](#), which will cover topics such as export support programs and promotion in the United States, new markets and experiences of Latin American entrepreneurs, and the commercial dynamics and technological trends of the aftermarket industry.

To inaugurate the academic program on Friday, March 24, at 12:00 noon, a keynote lecture will be given by representatives of the Export-Import Bank of the United States, Elena Méndez, regional director, and Sandro Murtas, lead export finance manager, on “**Resources for U.S. export financing: EXIM Bank and SBA programs.**”

In this regard, it is worth noting that the Latin American auto parts industry, also known as **aftermarket**, is one of the fastest-growing and is continuously strengthening, even during the pandemic crisis in 2020. Mexico's [National Auto Parts Industry \(INA, in Spanish\)](#) announced that auto parts production in Mexico reached an all-time record in 2022, with a figure of **US\$106 billion**, which represents a 12.6% growth over what was observed in 2021.

Additionally, the INA noted that the Mexican aftermarket has become the main supplier of this industry in the United States, covering approximately 40% of the market.

On the other hand, countries such as Colombia reported exports for **US\$136 billion** to 55 countries in the region between January and April 2022, according to the government agency ProColombia. This represented a 16.5% growth compared to purchases from the United States, Mexico, Ecuador and Peru in the same period of the previous year.

Among the greatest opportunities in the automotive sector is the motorcycle segment, which "[sold more than 800,000 units in Colombia alone](#)," according to Carlos Andres Pineda, president of the Colombian Association of the Automotive Sector and its Parts (Asopartes), in an interview with Aftermarket International magazine, AutoAmericas' official media partner.

Opportunities, leadership and technological trends are other key topics of the AutoAmericas Conference.

[AutoAmericas will feature an academic program](#) with lectures on opportunities in different segments, such as motorcycle production and marketing, as well as remanufacturing for the automotive aftermarket, both presented by the presidents of the event's partner associations: Asopartes (Colombia) and APRA (United States), respectively.

Likewise, strategies on how to start a business in chip-tuning and electronic module cloning, and women's leadership in the aftermarket industry are other conferences confirmed for the two-day academic program.

According to Federico Duarte, academic coordinator of AutoAmericas, "this first edition is an opportunity not only to interact with different industry professionals, but also to learn about technical matters and understand the commercial dynamics, existing export programs in the United States, new markets to explore and inspiring experiences of Latino entrepreneurs, particularly women who have built and grown their businesses through the partnerships that events like this foster."

"We have a wide and diverse group of speakers who represent different aspects of an industry that demands a permanent update on issues that are relevant to its development in the Latin American and Caribbean region, and that are in line with what is happening in South Florida," he emphasized.

Lastly, the AutoAmericas' exhibition currently has **30 exhibiting brands**, including manufacturers and parts distributors, in a commercial space that will be the platform to increase their visibility in southern Florida, the Caribbean and Latin America regions. This will be complemented with the **Fiesta Alegría® in Little Havana**, a free social gathering for all event attendees, featuring guest singer Paola Fernandez, food truck, drinks and dancing.

To learn more about AutoAmericas, visit www.autoamericas.show.

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Latin Press Inc. is a firm based in Miami, Colombia and Brazil, with more than 25 years of experience in publishing specialized publications and organizing B2B events, trade shows and international technical congresses in Mexico, Colombia, Brazil, Panama, Costa Rica, the United States and Puerto Rico, for the automotive aftermarket, multimedia, broadcast and radio systems, HVAC/R and building automation, professional cleaning, Facility Management industries, among others.

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