

UNITED BY
THE SAME PASSION



EQUIP AUTO

THE INTERNATIONAL EXHIBITION
FOR AUTOMOTIVE PROFESSIONALS

ALGERIA

ALGIERS
2026

30 MARCH

-

2 APRIL

SAFEX

2006



2026

50
ANS

EQUIP AUTO ALGERIA : A Landmark 20th Anniversary Edition Celebrating Two Decades of Expertise.

Created in 2006, **EQUIP AUTO ALGERIA** is celebrating **20 years** of commitment to the national automotive sector.

This anniversary edition marks a symbolic milestone for the industry, bringing together all the key players in the value chain: passenger vehicles (PV), light commercial vehicles (LCV), heavy goods vehicles (HGV), motorized two-wheelers, unlicensed vehicles (ULV), and agricultural machinery.

The show is a must-attend platform for professionals : exhibitors, visitors, and journalists.

To exchange ideas, showcase their expertise, present innovations, and collectively explore market outlooks.

Over the past two decades, **EQUIP AUTO ALGERIA** has established itself as a leading B2B event, accompanying the technological, industrial, and commercial transformations in automotive aftermarket and mobility-related services.

Creation of
**EQUIP AUTO
ALGERIA**



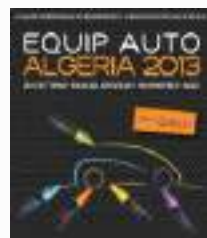
2006



2008



2010



2013



2016



2018



2024

20th
anniversary
**EQUIP AUTO
ALGERIA
2026**

EQUIP AUTO ALGERIA 2026

in figures

350

Exhibitors
and Brands

12 500

Professionals

15

Countries

+12 000 sqm

exhibition space



20 Years: A Show Committed to "MADE IN ALGERIA"!

In 2026, EQUIP AUTO ALGERIA will celebrate 20 years of existence, an important milestone for the entire automotive ecosystem in Algeria.

Since its creation in 2006, the show has adapted to the sector's changes and established itself as the benchmark B2B gathering for professionals in the automotive aftermarket, equipment, and mobility services.

This anniversary edition will place greater emphasis than ever on MADE IN ALGERIA, innovation, and the transformation of the Algerian market. Thanks to the loyalty of its exhibitors and the arrival of new industry players, EQUIP AUTO ALGERIA 2026 will provide a strategic platform to address current challenges, build partnerships, and discover the innovations shaping the future of the sector.

Nabil Bey Boumezrag, the General Manager of the show, is committed to making this 20th edition a key moment for sharing, collaboration and showcasing both local and international dynamics of the automotive sector.



Nabil **BEY BOUMEZRAG**,
General Manager

4

major trends

will transform and drive growth in the automotive sector, impacting it from upstream to downstream

1.

Digitalization of Distribution

Algerian distributors are modernizing their operations through:

- Electronic catalogs
- Online sales via B2B platforms
- Improved traceability and inventory management
- More integrated logistics solutions



2.

Changing Consumer Behavior

Rising demand for certified original parts

In response to the abundance of counterfeit or low-quality parts, both professionals and consumers in Algeria are increasingly seeking certified or original parts that ensure safety, durability, and performance.



3.

Growth of Asian and Turkish Brands

Influence of Asian and Turkish manufacturers

Suppliers from China, South Korea, India, and Turkey continue to strengthen their market presence in Algeria through competitive pricing, broad product ranges, and responsive delivery timelines. Their presence in distribution networks is solidifying.



4.

MADE IN ALGERIA : A Driving Force for the Future

MADE IN ALGERIA plays a central role, reflecting the rise of a more mature, ambitious national industrial ecosystem focused on technological self-sufficiency. This includes the development of local subcontracting, the upscaling of expertise, and a strong political will.



The ambitions of the tradeshow **EQUIP AUTO ALGERIA 2026**



20 Years of Business, Networking, and Forward-Thinking

—— For two decades, **EQUIP AUTO ALGERIA** has been the essential meeting point for the automotive industry in Algeria. In 2026, the anniversary edition highlights the show's ability to bring together industry professionals in a setting that is both expert and forward-looking.

For its 20th edition, the show reaffirms its mission: to stimulate business exchanges, create opportunities, and energize a rapidly transforming industry.

An Innovation and Technology Accelerator

—— Always in step with industry changes, **EQUIP AUTO ALGERIA 2026** positions itself as the hub for innovation: new technologies, digitalization, electrification, connected mobility. The show offers a unique environment to analyze shifts from OEM to aftermarket.

Concrete Support for Tomorrow's Challenges

—— In a rapidly evolving context, **EQUIP AUTO ALGERIA** emphasizes the adaptation of professional practices, skills development, and promotion of sustainable solutions. The event empowers stakeholders to equip themselves, train, and find inspiration to face ecological, technological, and industrial transitions.

A diverse visitor audience

representative of the automotive sector,
its aftermarket, and mobility-related services

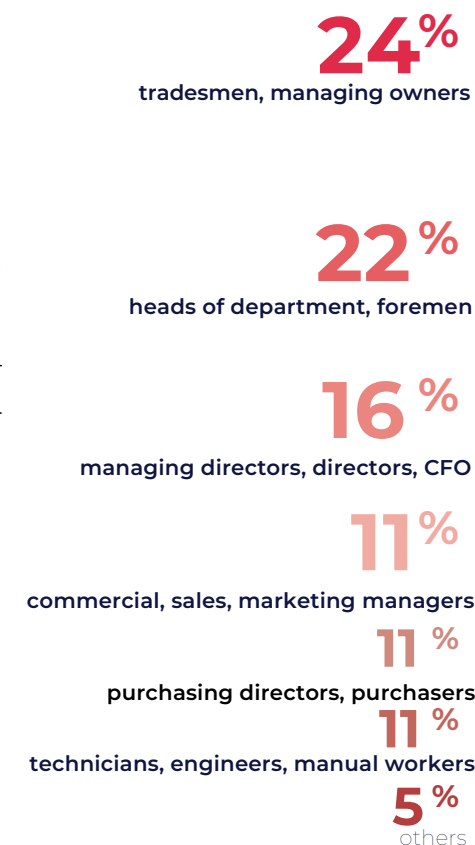
ACTIVITIES



Visitor breakdown by region

60%	Central region
21%	Eastern region
9%	Western region
10%	Southern region

POSITIONS



*Figures for EQUIP AUTO ALGERIA 2025

Main visiting goals

Top 10 visiting countries (international)

1. TUNISIA
2. FRANCE
3. CHINA
4. TÜRKIYE
5. ITALY
6. SPAIN
7. GERMANY
8. POLAND
9. LIBYA
10. UAE

26%
new
visitors



See
new products
and services



Find out
about certain
products or services
in particular



Meet
new suppliers

90%

of visitors consider
EQUIP AUTO ALGERIA to be
important to their business
activities



80%
are decision
makers

86%
came with
a project

90%
visitors are
satisfied

*Figures for EQUIP AUTO ALGERIA 2025

Exhibitors with innovative and wide ranging offerings



- **2- and 3-wheeled motor vehicles and license-free vehicles:** workshop equipment, technical inspection, parts and accessories, professional services
- **Bodywork, Paint, Glass**
- **Energy:** energy companies and oil suppliers, battery technologies, charging infrastructure
- **Vehicle equipment:** spare parts, OEM innovations, electronic components
- **Washing, Maintenance products, Lubricants, Additives, Service areas**
- **Professional, institutional, standardization and certification bodies**
- **Tires** (manufacturers, distribution and maintenance networks), Vehicle accessories
- **Repair & Maintenance:** ADAS, diagnostics, tools, workshop equipment
- **Distribution networks** (workshop equipment, parts, and services)
- **Repair networks** (manufacturers and multi-brand) and Technical inspection
- **Services:** initial and continuing training, recruitment, financing, insurance, e-commerce, press and publishing
- **Digital solutions:** IT, workshop management, customer relationship management

EXHIBITORS FROM around the world

Europe

Germany
France
Spain
Italy
Poland
Luxembourg
and more...

Asia

China
South Korea
India
Taiwan
Turkiye

Africa

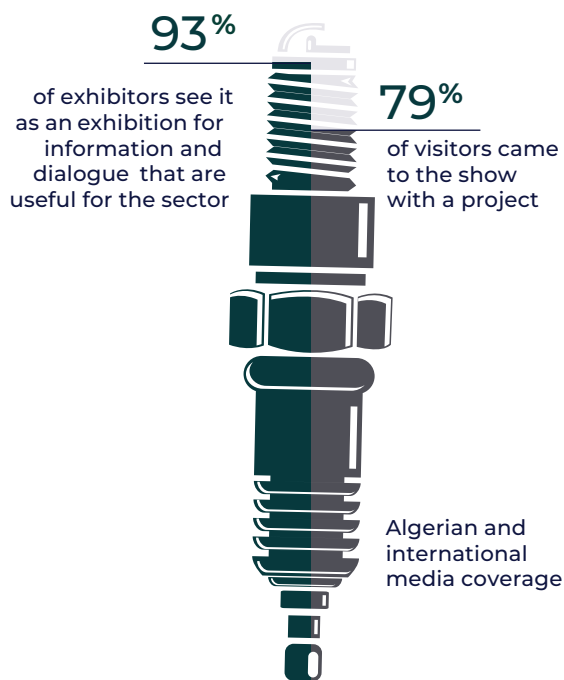
Tunisia
Algérie

Moyen - Orient

United Arab Emirates

Good reasons to exhibit at EQUIP AUTO ALGERIA 2026

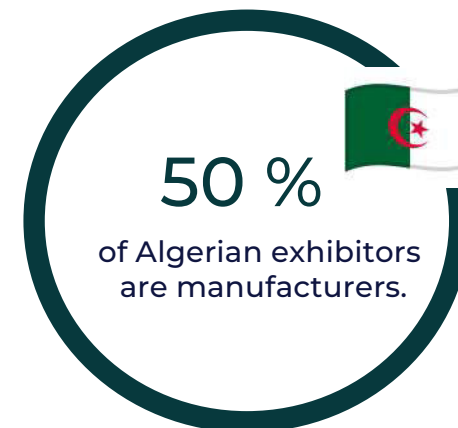
THE MEETING PLACE for all market players



An opportunity to develop **YOUR BUSINESS**



The exhibition has established itself as the leading meeting place for **ALGERIAN MANUFACTURERS**



Stand options

suited to all types of exhibitors
and equipment

1.

BARE
stand

starting from 30sqm

2.

BASIC
stand

starting from 9sqm

3.

DESIGN
stand

2 options available,
starting from :
9sqm / + 18sqm

An extended service with
**the Sponsor Exhibitor
Pack**

- SPONSOR GOLD
- SPONSOR SILVER
- SPONSOR BRONZE
- SPONSOR VIP

EXCLUSIVE

NEW
STAND
DESIGN



BASIC Stand

Available from
9sqm

- Separating panels
- Carpet
- 1 front sign board
- 1 head of partition sign
- 2 KW electric distribution
- 1 lock-up counter
- 1 electric socket
- 3 spots per 9 sqm
- 1 table
- 3 white chairs
- 1 trashcan
- Daily stand cleaning

Optional wrap

Printed stretched canvas covering your partitions in your own branding.



Dimensions of partitions

- Height of partitions: 2.50m
- Partition width: 1m
- Counter dimensions
(L.100 - l.40 - H.108 cm)

DESIGN Stand

2 OPTIONS

Available starting from
From 9sqm / + 18 sqm

- 1 front sign by open side
- 2 KW electric distribution
- 1 electric socket
- 3 spots per 9 sqm
- 1 white table
- 3 wood chairs
- 1 trashcan
- Daily stand cleaning
- 1 lock-up counter
- Carpet
- Separating panels

Optional wrap

Printed stretched canvas covering your partitions in your own branding.



Sustainability note

This stand incorporates numerous sustainability criteria upstream of the design stage to reduce its impact and throughout its entire life cycle.

The equipment proposed is selected according to its manufacturing characteristics and design materials, the number of journeys to transport this equipment is limited, and electric vehicles are favoured according to their freight capacity; waste is reduced, and the materials used are recycled.

Why exhibit at EQUIP AUTO Algeria 2026

A Special 20th Anniversary Edition!

- A New Dimension for a Forward-Thinking Trade Show

- A larger show : 12,000 square meters of expanded exhibition space for greater visibility.
- New sector organization for improved clarity and an enhanced visitor experience.
- New industry segments to reflect ongoing transformations in the automotive industry.
- Assert your presence in relation to your competitors

- For exhibitors EQUIP AUTO ALGERIA is :

- An information and discussion forum useful to your sector
- A showcase of innovation
- A business lounge where orders are taken



Estimate your cost of participation

YOUR COUNTRY CONTACTS



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EQUIP AUTO ALGERIA

THE INTERNATIONAL EXHIBITION
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ALGIERS 2026

30 MARCH - 02 APRIL

PINS MARITIMES - SAFEX - ALGER

Contact us • fsaiki@promosalons.com

equipauto-algeria.net



An exhibition by **EQUIP'AUTO SAS**

Organised by

