



Exploring AAPEX 2024 A Gateway to the Global Automotive Aftermarket Industry

Mashood Khan



Dear Readers, It was inspiring to see Pakistani companies making their mark on this global platform. I encourage more industry players to consider attending or exhibiting at these shows in the future. With proper planning and collaboration, we can turn our expertise into a significant export-driven success story.



Let's aim to make an even stronger impact at AAPEX 4~6 Nov, 2025 and SEMA 4~8 Nov, 2025 next year. Hope to see you there in 2025!

In November-2024, I had the privilege of attending the Automotive Aftermarket Products Expo (AAPEX 2024), held from November 5-7 in Las Vegas, USA. The event was a remarkable experience, though I couldn't explore every corner of the massive exhibition.

Representation from Pakistan
This year, several Pakistani companies participated under the umbrella of the Pakistan Association of Automotive Parts and Accessories Manufacturers (PAAPAM), supported by the Trade Development Authority of Pakistan (TDAP). TDAP provided stalls at discounted rates, making participation more accessible for exhibitors.

Among the companies at the Pakistan Pavilion were:

- Ammarian Industry Pvt Ltd
- A One Technique Pvt Ltd



- Atlas Engineering Pvt Ltd
- Kor Tech Auto Industry
- Matchless Engineering Pvt Ltd
- Mecas Engineering Pvt Ltd
- Meralastick Rubber Engineering Products
- Metaline Industries Pvt Ltd
- National Automotive Component Pvt Ltd

Additionally, Excel Engineering Pvt Ltd and Darson Industries independently secured their stalls directly from AAPEX organizers.

Notably, Mehran Commercial Enterprises marked a groundbreaking milestone by exhibiting for the first

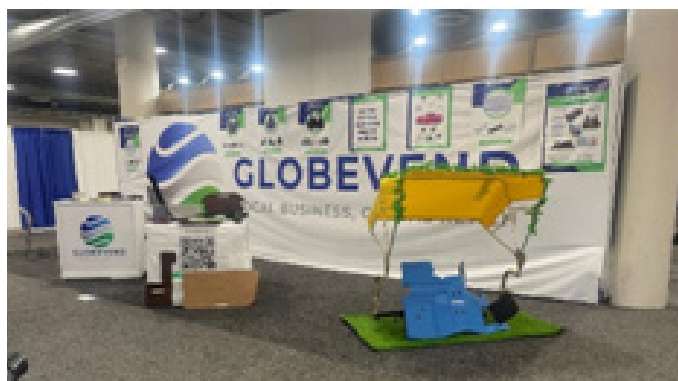
time under the US Company Pavilion. Their display featured key products tailored for the US market, including parts for Dodge models and off-road commercial vehicles. This proves a significant breakthrough to achieve success.

TDAP's support was invaluable, especially for exhibitors navigating the complexities of international trade shows. AAPEX provides only the raw space for stalls, requiring exhibitors to handle the additional costs of flooring, tables, chairs, and branding materials. These costs often match or exceed the stall's price.

What Makes AAPEX Special

AAPEX is the premier event for the global automotive aftermarket industry, worth over \$2.3 trillion.

This year, more than 2,600 companies occupied 5,508 booths across 37



pavilions. Exhibitors came from 46 countries, and the event even expanded into Caesars Forum to accommodate additional displays.

The expo offered over 130 technical and business management training sessions, equipping attendees with insights on the latest industry trends like electric vehicles (EVs), advanced driver assistance systems (ADAS), AI, connected cars, and autonomous vehicles.

The Automotive Aftermarket Industry Week

November in Las Vegas is a significant time for the automotive industry. Alongside AAPEX, the Specialty Equipment Market Association (SEMA) Show also takes place, creating the Automotive Aftermarket Industry Week.

• SEMA Show:

Focuses on performance products, accessories, and customizations, catering to enthusiasts and professionals looking for the latest tools, parts, and add-ons. The show includes product demos, seminars,

and networking events.

• AAPEX Show:

Concentrates on original equipment (OE) and service-oriented products like tools, oils, interior parts and air conditioning components.

While SEMA is known for its flash and flair products demos, AAPEX is equally critical for those focused on the aftermarket sector.

Key Takeaways and Advice for Future Visitors

For first-time attendees, these events can be overwhelming due to their sheer scale. Planning is essential:

1. Identify Key Interests:

Conduct research beforehand to determine which areas align with your business goals.

2. Allocate Time Strategically:

Visit both shows if possible but prioritize according to your industry focus.

3. Consider Exhibiting:

Whether as a primary exhibitor or co-exhibitor, showcasing your products can open new export opportunities.

Pakistani auto parts manufacturers, with their vast experience in OEM production, are well-positioned to explore export markets. By leveraging events like AAPEX and SEMA, our manufacturers can expand their reach, contributing not just to their businesses but also to Pakistan's economy.

Conclusion

AAPEX 2024 offered a glimpse into the future of the automotive aftermarket industry. It was inspiring to see Pakistani companies making their mark on this global platform.

I encourage more industry players to consider attending or exhibiting at these shows in the future. With proper planning and collaboration, we can turn our expertise into a significant export-driven success story.

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