

**Extremely constructive outcomes following the first
'The One Africa Business Summit' organized by NEXUS
in Cairo, June 14-15, 2023**



Cairo – June 20th, 2023 – ***The African focus has been part of the NEXUS DNA from the beginning and Africa constitutes 4% of the N! global turnover and 15% of the N! member base. NEXUS will now take a further step forward in Africa with the IAMaga regional structure, which organized its first event in Cairo from 14th to 15th June.***

More than 110 members of the N! community have met, discussed, and inspired each other through a plenary and workshops dedicated to the specificities of the African markets.

With amongst the lowest motorization rates in the world (42 cars per 1,000 people in some cases), and the expectation that used ICE powered vehicle imports will grow, Africa will develop as a growth market for traditional parts. To accomplish this, IAMaga will not only deliver the regular NEXUS services but also offer unique activities tailored specifically to meet the needs of African members. Through its dedicated efforts, IAMaga aims to lead and inspire business development across the continent.

'The One Africa Business Summit' organized by IAMaga, delivered valuable insights and discussions on the African automotive aftermarket tailored to the specific needs and demands of the African aftermarket. The workshops focused on crucial topics such as anti-counterfeit measures, digitization, sustainability and developing aftermarket talent in Africa.

The event brought together an exceptional group of keynote speakers and industry leaders, representing such renowned companies as NEXUS Automotive International, Bosch, TecAlliance, Afrik21, Automotive Academy, REP-R International, Cypheme and IAMaga.

Key outcomes included a commitment to:

- Effective lobbying of African governments across a wide range of pertinent topics (trade barriers, fake goods, human capital development, access to foreign exchange,...)
- African Vehicle Parc Data projects will be developed and deployed (members will work together to improve the quality of data)
- Commercialize Authenticate by IAMaga CONNECT (powered by Cypheme)
- A battery recycling POC project will launch in Mauritius with one of the NEXUS members
- An Africa Talent Day will take place early in 2024, which will focus on the upliftment of human capital on the continent.

"Time has come to support our African community and develop a dedicated strategy for the African market specificities! It is also a great opportunity for N! to be inspired by this continent of innovation and to create new business opportunities" **said Gaël Escribe, CEO of NEXUS Automotive International.**

Martin Hendriksen, VP Sales & Business Development - Africa, Middle East, India & Australia at Nexus Automotive International, said: *"IAMaga will develop new and very specific African initiatives to bring more value to our community on the continent, the work starts now!"*

About NEXUS Automotive International

Established in 2014 by CEO Gaël Escribe, NEXUS Automotive International, the automotive aftermarket (AA) company, is shaping the future of the AA.

Thanks to an entrepreneurial, innovative and agile mindset, N! disrupts the industry bringing innovative solutions for a more sustainable, digital and connected mobility. At the same time, it supports its community of more than 163 members in 139 countries, allied with 100 global suppliers, by providing services to accelerate their growth.

N! is offering new approaches and new ideas for a connected, global and consolidated world of tomorrow to accelerate the success of car and heavy-duty spare parts and services distributors and manufacturers, through 16 regional structures that connect them.

NEXUS' consolidated turnover was more than 40 billion euros in 2023.

More information: NEXUS Automotive international

N! podcasts available [here](#).

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