

## **NEXUS and IAMaga unifying the African automotive aftermarket community**



Geneva, 2024, November 22<sup>nd</sup> - ***The NEXUS Africa Connecting Day and the One Africa Business Summit by IAMaga 2024 took place on November 18-19 in Johannesburg, South Africa, bringing together over 70 delegates, including NEXUS / IAMaga suppliers and members from across the continent. The strong representation from South and East Africa showcased the growing regional engagement.***

A 2-hour conference set the tone with insights into Africa's economy, automotive aftermarket challenges, and opportunities with two new suppliers joining IAMaga: Spanjaard (Pty) LTD and SKF. Spanjaard's inclusion is particularly noteworthy as it marks the first local African supplier to join the IAMaga community. IAMaga is actively expanding its supplier portfolio, with approximately seven new suppliers expected to join soon.

Delegates engaged in a full schedule of 1-on-1 meetings, split across two days for efficient speed meetings and business discussions.

### **Launch of the Africa Feeder Project**

The event announced the launch of the transformative Africa feeder project, and a highly interactive workshop focused on key initiatives:

- Combatting counterfeit goods with advanced labeling solutions,
- Simplifying supply chains and reducing trade barriers,
- Exploring mutualisation of freight rates and certifications,
- Leveraging data for market growth.

### **Anti-Counterfeit Workshop: Concrete Actions Ahead**

A compelling anti-counterfeit workshop, in collaboration with Cypheme - The Leading AI Anti-counterfeit Service Provider - outlined a pilot project for Algeria and Morocco including key agreements:

- Suppliers will adapt locally required labels for Morocco and Algeria to include anti-counterfeit fingerprint technology,
- Cypheme will produce enhanced multi-functional labels,
- Scanning benefits will be launched locally, within a Proof of Concept (POC) to demonstrate efficacy in support of broader rollouts.

**Martin Hendriksen, CEO of IAMaga said:** *"This summit reinforced the NEXUS and IAMaga commitments to lead the African market transformation in order to offer extensive business opportunities to members and suppliers through innovative solutions, strategic initiatives, and fostering a connected community for sustainable growth. It also highlights their prospective vision to provide the African automotive landscape a clear roadmap to address the continental challenges".*

### **About IAMaga**

IAMaga is a group representing African members of NEXUS Automotive International. NEXUS has more than 100 member companies in Africa and aims to leverage this leadership position to realise opportunities on the continent. IAMaga's mission is to deliver aftermarket support services to take N! Members to the next level. The core expertise lies in building unique activities that develop business between members and supplier communities.

### **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 498 members in 138 countries, allied with 76 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 is expected to reach more than 46 billion euros in 2024.